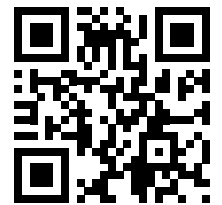


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12th Annual Precision Farming Dealer Summit Kicks Off Monday, January 11 @ 1 p.m.

Join the top precision farming equipment dealers in North America for 2 days of unrivaled learning and networking during the 2027 Precision Farming Dealer Summit, where you'll discover actionable, best-practice ideas to run a more profitable precision farming business.

With the guidance of our advisory board and the Most Valuable Dealership alumni group, this year's program offers general sessions featuring top industry experts, profit-boosting dealer-to-dealer panels, focused classrooms, highly interactive roundtable discussions on key topics and common pain points, networking meals and more.

You'll make new connections with dealers from different markets — and different brands — who'll forever be just one phone call away, compounding your knowledge network. You'll leave Indianapolis with actionable ideas from the best minds in the business that you can immediately implement upon your return.

The most influential precision minds gather Jan. 11-12, 2027, in Indianapolis. Isn't your business worth a 2-day time investment?

— Noah Newman,
Managing Editor

Monday, January 11

Kickoff Session — Beyond Iron: Why the Customer Experience Became the Product

For a century, dealerships competed on iron, horsepower and the parts counter. That's changing. As precision technology and AI reshape what a machine does, farmers are increasingly buying an outcome — acres covered, a window hit, uptime when every hour counts — and the dealer's ability to deliver it is becoming the product itself.

Casey Niemann built a company around this challenge. He founded AgriSync, the support platform connecting dealers and farmers in the field, and sold it to John Deere, where he later worked in aftermarket lifecycle and incubated global customer success for advanced technologies. In this interactive Kickoff Session, Niemann covers why support stopped being a cost center and became a differentiator and why technology adoption remains a challenge for many farmers. He also explores what changes when the customer buys results, not horsepower.

Casey Niemann
Catapult Ag



You'll Learn:

Practical ways to strengthen customer relationships, improve responsiveness & prepare your team for what's next in the precision farming business.



To say I was overwhelmed by the information gleaned would be an understatement. The people I met and the conversations I had were worth the price of admission."

— Tim Brannon, President, B&G Equipment

Dealer-to-Dealer Roundtable Discussions Set 1

Roundtables bring dealers together to discuss a focused topic for 60 minutes. Get ready to find answers to your questions — the floor is open, and the ideas and contacts gleaned from these informal conversations are always the #1 value of the Summit. Sessions are concurrent, so bring others to capture even more actionable ideas and discuss their implementation on the way home.

1. Navigating the Used Technology Market
2. Hitting the Mark with Customer Clinics
3. Packaging, Pricing & Promoting Precision Service Plans
4. Strategies for Winning 'Busy Season' & Minimizing Service Stress
5. Helping Customers Put their Data to Work
6. Multi-Brand Support: Servicing Mixed Fleets





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You asked, and we listened! Attendees requested more of a how-to understanding of today's fast-advancing technology. Select 1 of 3 knowledge-packed sessions featuring an array of experts on current and emerging precision products and technologies.



Chad Baker
Co-Owner
Baker Precision
Planter Works



Austin Gellings
Director of Ag Services
AEM



Norbert Schlingmann
General Manager
AEF

CLASSROOM #1

Capturing Success on the Retrofit Market

As farmers look for ways to incorporate precision technology without buying completely new equipment, the retrofit market is a booming opportunity for dealers. **Chad Baker**, co-owner of Baker Precision Planter Works in Orangeville, Ill., shares how his team approaches retrofit technology — from identifying the right customers and matching solutions to their needs to setting expectations, managing installation and proving the value of the investment. Get a firsthand account from the field of what's working and how a strong retrofit experience can lead to long-term customer relationships and additional sales.

You'll Learn:

How to identify retrofit opportunities, choose the right solutions & deliver ROI to customers.

CLASSROOM #2

Precision Product Demos

Get "schooled up" on the top precision solutions delivered through this first set of new product demos. The industry's leading precision suppliers explain and demo their newest product via a 10-minute "product crash course" that gives you and your store a head start on evaluating the newest technologies for 2027. You'll be armed with knowledge of new technology solutions you can offer — and also what you'll be competing against.



"You get a different perspective from your OEM that allows you to think differently."

— Bruce
Westerfield,
VP of Technology,
Wright Implement

CLASSROOM #3

Interoperability in Action: Powering Plug-and-Play Precision Ag

As fleets become increasingly mixed and technology-driven, interoperability is critical to making precision solutions work for your customers. **Austin Gellings**, director of ag services for the Association of Equipment Manufacturers, and **Norbert Schlingmann**, GM of the Agricultural Industry Electronics Foundation (AEF), demonstrate how ISOBUS enables equipment and software from different manufacturers to communicate and work together — from basic implement functions to advanced precision applications. Gellings and Schlingmann also explore how AEF's new Agricultural Interoperability Network (AgIN) can improve data exchange across your customers' mixed fleets.

You'll Learn:

Perspective on interoperability challenges that can either accelerate or slow adoption of technology & how AEF's AgIN transforms data exchange for multi-brand fleets, shaping the next wave of autonomy.

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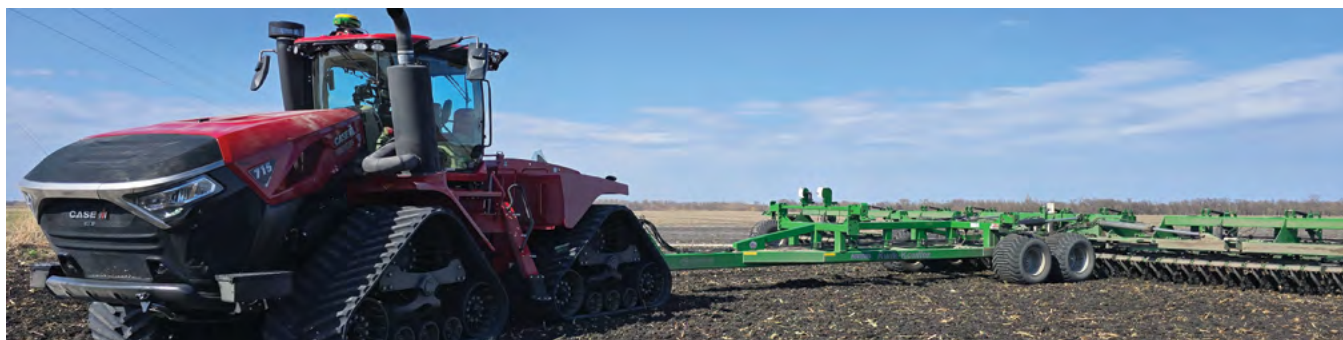
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StarFire™ 3000 or newer receiver (Customer Supplied)



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General Session: Why I Pushed All My Chips in on Autonomy

Eighth-generation farmer **Quint Pottinger** took a big risk a couple years ago when he sold both of his 40-foot planters and went all in on autonomy. “Everybody seems to be saying autonomous planting is 5-10 years away,” Pottinger says. “I looked at it and said, ‘All the pieces are there. Let’s do it now to save some money.’”

Equipped with Sabanto, Panorama and Starlink technologies, Pottinger became the first farmer in Kentucky to plant his entire crop with a driverless tractor in 2026, joining fewer than 50 farms nationwide. Pottinger details his motivations for making the switch, the steps he took to prepare for autonomy and how the transition — along with downsizing his equipment — has impacted his overall productivity.



Quint Pottinger
Farmer
New Haven, Ky.

You'll Learn:

A farmer's perspective on the benefits & challenges of adopting new technology & how autonomy is potentially changing the equipment equation.



“If you want to learn and grow your business, you must get out of your comfort zone. Sometimes the issue is staring back at you in the mirror. Go to the Precision Farming Dealer Summit, take it all in, and then pick a couple items to work on.”

— **Michael Schmidt**, President,
Central Illinois Ag

Reserve Your Room at the Indianapolis Marriott Downtown

The Indianapolis Marriott Downtown is the host for the 2027 Summit. Rooms are discounted at \$170 per night through 12/21/26 or until allocated rooms are sold out. To reserve your room, call 317-822-3500 and mention the “Precision Farming Dealer Summit” for the discounted rates.

Reserve online at PrecisionSummit.com



12th Annual Precision Farming Dealer Summit Celebration

Monday, January 11 – 6:00-9:00 p.m.

Celebrate the 12th annual Precision Farming Dealer Summit with a night out on the town and join your peers for an evening of dinner, drinks, networking, games, prizes and FUN in the heart of Indianapolis' downtown (included with your registration). Hosted at Punch Bowl Social, a one-of-a-kind bar, restaurant and interactive gaming venue, this “Precision's Night Out” is the perfect ending to a jam-packed first day of unrivaled learning!



Extra Value: A Private AI Working Session to Solve One Immediate Need

Summit Title Sponsor NorthBuilt has agreed to conduct a complimentary AI Working Session for all attending companies of the 2027 Precision Farming Dealer Summit.

Through the private session, dealers will find low-hanging fruit that can reduce manual or redundant work, and put more time back on the clock, says Chris Morbitzer, CEO of the Minnesota-based software and technology advisor firm, back again as a Summit sponsor.

“You’ll walk out with a working solution, built around your business, and understand in time and dollars what it’s been costing you,” he says. “And it’s yours to keep.”

The “no-pitch” 90-minute session will examine a real-world task in your operation and deliver a specific solution that will work with your systems. No preparation, no technical skill, nothing to buy.

How it works:

- 1 Once you're scheduled for the private session, we'll ask a few quick questions.
- 2 Our senior advisor starts with the one task you identified.
- 3 We build it together, live — our hands on the keyboard, your call on every move.
- 4 You take it for a spin with your real example, right there. Something you can keep and use.
- 5 We wrap up and mention bigger things you could do, without selling.

“It’s entirely free, with nothing to buy,” says Morbitzer. “Any next steps would be on your call and timeline.”

The AI Working Session is FREE to Summit attendees (1 per dealership) and valid through June 2027.

For more information, visit PFDSAiSession.com

**\$700 value
- FREE for
2027 Summit
Attendees!**



Tuesday, January 12, 7:30 a.m.

Networking Breakfast (Included)

General Session: Precision's Next Move: The OEMs' Vision for 2027 & Beyond

Back by popular demand, the major line manufacturer panel returns to the Summit! Hear from precision ag leaders from 3 OEMs — including **Jake Ridenour** from AGCO/PTx Trimble and **Nathan Greuel** from CNH — on their strategic direction for precision business and the best practices they see embraced by the top-performing dealers in their network. These OEM leaders are eager to learn from you about the realities of precision service and for you to learn more from them about the new programs that'll support you and your customers.

In this candid conversation, the panelists share their takes on the biggest trends impacting the industry, challenges slowing adoption, and technologies and strategies they believe will define the next phase of precision. Learn how these manufacturers are approaching connectivity, automation, AI and the evolving role of the precision dealer.

Jake Ridenour
Sales Manager
AGCO/PTx Trimble

You'll Learn:

The winning formula shared by top-performing precision dealers, how the major manufacturers are strategizing for an increasingly digital future & what to expect from the OEMs in the autonomy/AI space.

Nathan Greuel
Precision Marketing Director
CNH

2nd Set Classroom Sessions for Targeted Learning (Choose 1 of 2)

Select 1 of 2 knowledge-packed sessions featuring an array of experts on emerging precision products and technologies.



Bruce Erickson
Purdue Professor of Digital Agriculture

CLASSROOM #4

Precision's Bottom Line: Insights from 25 Years of Dealer Data

For 25 years and counting, Purdue University's Precision Agriculture Dealership Survey has tracked how dealers adopt, sell and profit from precision technology. **Bruce Erickson**, Purdue professor of digital agriculture, shares his key takeaways from the latest survey, including which products and services are gaining traction with farmers, where dealers

are finding profitability and how custom application is evolving. He also discusses what the data reveals about drones, automation and AI. This data-driven deep dive provides a look at where the precision market stands today and what the trends could mean for your dealership's strategy moving forward.



CLASSROOM #5

More Precision Product Demos

Get "schooled up" on the top precision solutions delivered through this second set of new product demos. The industry's leading precision suppliers explain and demo their newest product via a 10-minute "product crash course" that gives you and your store a head start on evaluating the newest technologies for 2027. You'll be armed with knowledge of new technology solutions you can offer – and also what you'll be competing against.

You'll Learn:

What's selling & what's not in precision ag & how your dealership stacks up to key trends in the longest running precision technology survey.



"There is information here for every size dealership, whether you're a one-person operation or a 60-store operation..."

— Craig Benedict, Ag Technology Solutions Manager,
Reynolds Farm Equipment

General Session: Dual Convergence — Bridging Next-Gen Talent & Next-Gen Buyers

Precision dealership leaders face two inevitable forces: a rising generation of digital-native employees entering the workforce, and a new wave of next-gen farm owners and operators taking over the buying decisions, says **Stephanie Pharris**, machine technology manager for Bingham Equipment Co.

“Treating these shifts as separate challenges — leaving talent recruitment to HR and customer retention to Sales — is a costly mistake,” Pharris says. “Both groups operate on identical expectations: mobile-first access, total transparency, automated workflows, rapid digital execution and ease of doing business with a priority on instant gratification.” Pharris breaks down the importance of the dual convergence approach in preparing for the future — a single, integrated operational framework designed to help you modernize your internal workforce while delivering the frictionless experience that next-gen customers demand.



Stephanie Pharris
Machine Technology Manager
Bingham Equipment Co.

You'll Learn:

A practical roadmap to turn modernizing operations into a competitive advantage for your precision business.

General Session: Putting AI to Work in the Dealership

Artificial Intelligence is quickly moving from conversation to application at many dealerships. A panel of dealer leaders who are ahead of the curve with AI, including **Brent Harness (LoneStar Ag)** and **Jeremy Marston (J.J. Nichting Company)**, break down how they're putting AI to work in areas such as marketing, customer communication, service, sales, training and internal operations. They share what tools they're using, where AI is delivering real results, where it's still falling short and the critical lessons they've learned along the way.



Brent Harness
LoneStar Ag



Jeremy Marston
J.J. Nichting Company

You'll Learn:

Actionable ideas for using AI as a tool to make your dealership more efficient, responsive and competitive without getting lost in the hype.

Networking Lunch (Included)

Who You Can Expect to Learn from at the Summit

Dealer attendees of the last 2 Precision Farming Dealer Summits

- | | | |
|-----------------------------------|------------------------------------|--------------------------------|
| • Advantage Farm Equipment | • Groupe Symac | • North Star Implement |
| • Ag Revolution | • H&R Agri-Power | • Ohio Valley Imports |
| • Ag Technologies Inc. | • Haley Equipment, Inc. | • Osceola Implement |
| • Ag Technologies Solutions Group | • Hankkija | • Pape Machinery |
| • Ag World Equipment | • Haug Implement | • Parallel Ag |
| • Ag-Power Inc. | • Hendrix Tractor Company Inc. | • Plantium S.A. |
| • Agriteer | • Heritage Tractor | • Plevna Implement |
| • AgWest Ltd. | • Hiawatha Implement | • Precision Agri Services Inc. |
| • Avenue Machinery Corp | • HJV Equipment | • Redlund Equipment |
| • B&G Equipment | • Hlavinka Equipment Company | • Regier Equipment Company |
| • Baker precision planter works | • Holt Ag Solutions | • Rocky Mountain Equipment |
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| • Buckeye Ag Supply | • LDI | • Stoller International |
| • Butler Machinery | • Linco Precision | • Swiderski Equipment |
| • Caouette & Sons Implements | • Lindstrom Equipment | • Titan Machinery |
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| • Cascade Ag | • Lone Star AGRONomics | • Town and Country Implement |
| • Delta Ag Equipment | • Lowe & Young Inc. | • True Ag and Turf |
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| • Eis Implement Inc | • Maple Lane Farm Service | • United Ag And Turf |
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| • Empire Cat | • McKeown Motor Sales | • West Central Equipment |
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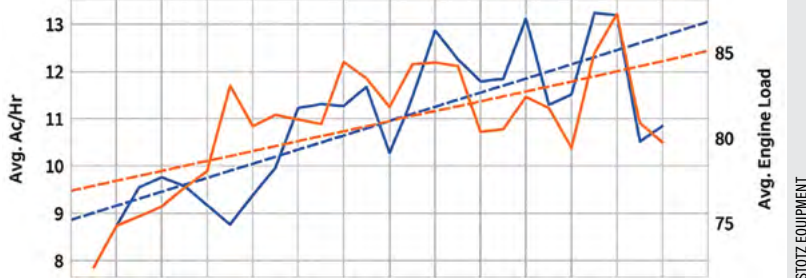
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As an attendee of the Precision Farming Dealer Summit, you're eligible for a discounted NNTC attendance rate of just \$199 – a \$400 savings! To complete your NNTC registration, contact Customer Service at 262-777-2401.

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\$199**



Through optimizing the combine's performance, Stotz Equipment was able to move one customer's combine from harvesting 9 acres per hour to around 13 acres per hour.

Analytics in Action: Making Data Pay

Layne Richins, Stotz Equipment chief technology officer, is a big believer in using data analytics to push equipment to its peak optimization. A good example of that is the work his precision team did with a customer's

	Average Machine	Customer Machine
Purchase Price	\$202,000	\$192,000
Trade Value	\$125,240	\$119,040
Cost	\$76,760	\$72,960
Cost per hour depreciation	\$72.48	\$68.90
% idle	16.00%	16.00%
% Transport other non working	34.00%	34.00%
Depreciation cost/cutting hour	\$144.97	\$137.79
Cutting Speed (MPH)	9.6	9.6
Average acres/hour	18.03	18.03
Cost/Acre	\$10.66	\$10.26

fleet of combines in Idaho, pushing the speed of the combine and tracking how it impacted acres harvested per hour.

"When we started the season, we were running 9 acres per hour," Richins says. "But as we started improving that process, he got up to 12-13 acres per hour. That's a significant decrease in the harvest window, so they can get that crop out. Maybe they got it out before the rain event or before protein dropped, just by utilizing



Most Valuable Dealership Presentation: Turning Precision Data into Customer Value

At Stotz Equipment, some of the most valuable precision solutions start with a simple customer question: "Can you help me figure this out?" Layne Richins, chief technology officer, shares how his precision team turns equipment data and customer conversations into practical tools for managing farm operations. From daily reports that help growers determine whether



they can finish harvest before a storm to tracking cotton and connecting potato yield, temperature and storage information, Richins walks through how one solution creates the foundation for the next. Learn how Precision Farming Dealer's Most Valuable Dealership adapts John Deere technology to the diverse crops across its

By lowering the cost of a windrower by \$10,000, a customer would see a roughly 40 cent drop in their cost per acre.

the technology and data available to maximize that piece of equipment."

Richins outlines the three areas a precision specialist can focus on when trying to optimize a machine's performance, using a windrower as an example. By adjusting the machine's purchase price, idle time and cutting speed, Richins can find the optimum settings to lower the cost per acre for his customers. Purchase price is something customers will always talk about when trying to lower their cost per acre, he says, but it may not provide the savings they think it will. For example, saving \$10,000 on the price of a windrower will only lower that customer's cost per acre by 40 cents.

Richins compares this to reducing the machine's idle time from 16% to 10%, which decreases the cost per acre by \$1 or roughly 10%. Richins stresses the goals they set for farmers, like this reduction in idle time, should be manageable. He says an increase in cutting speed from 9.6 mph to 10.6 mph also gives growers a \$1 savings on their cost per acre.

Putting the 2 metric improvements together, Richins shows how a Stotz customer was able to achieve a cost of \$6.91 per acre by achieving 8% idling time and 12.95 mph cutting speed, a 35.2% reduction in cost per acre.

"This customer's cost per acre was significantly lower than the average machine," Richins says. "The \$10,000 price difference didn't really help much. But we have a lot more opportunities like this out there."

	Average Machine	Customer Machine
Purchase Price	\$202,000	\$192,000
Trade Value	\$125,240	\$125,240
Cost	\$76,760	\$76,760
Cost per hour depreciation	\$72.48	\$72.48
% idle	16.00%	10.00%
% Transport other non working	34.00%	34.00%
Depreciation cost/cutting hour	\$144.97	\$129.43
Cutting Speed (MPH)	9.6	9.6
Average acres/hour	18.03	18.03
Cost/Acre	\$10.66	\$9.62

Without adjusting any other parameters, a decline in a windrower's idle time from 16% to 10% would result in a customer saving \$1.00 on their cost per acre.

	Average Machine	Customer Machine
Purchase Price	\$202,000	\$202,000
Trade Value	\$125,240	\$125,240
Cost	\$76,760	\$76,760
Cost per hour depreciation	\$72.48	\$72.48
% idle	16.00%	8.00%
% Transport other non working	34.00%	34.00%
Depreciation cost/cutting hour	\$144.97	\$124.97
Cutting Speed (MPH)	9.6	12.95
Average acres/hour	18.03	24.33
Cost/Acre	\$10.66	\$6.91

With manageable adjustments to idling time and cutting speed, Richins shows customers can find real savings on their operations through analyzing their data.

Layne Richins
Stotz Equipment

24-store footprint, pairs data services with support in the field, and builds customer loyalty by making that information useful in everyday decisions.

You'll Learn:

How to turn the data your customers already generate into valuable precision services & adapt solutions across crops & operations.

100% Satisfaction Guaranteed

Lessiter Media has hosted more than 70 national ag industry events, including the first Dealer Summit in 2013. We've refined a unique content-driven formula that delivers knowledge you and your team can act on immediately.

That's why if — after attending the 2027 Precision Farming Dealer Summit in Indianapolis — you don't feel the event is everything we promise, write to us and we'll send you a full 100% refund of your registration. And you can take up to 6 months to decide so you can personally measure the return on your learning experience.

Since 1969, farm equipment dealers have trusted Farm Equipment to deliver independent and unbiased strategies for success as a dealer, further enhanced since 2012 through Precision Farming Dealer Summit. This event — through the general sessions, roundtables, dealer-to-dealer panels, meals and peer-to-peer networking — is another way to expand your knowledge toolkit. We hope you find the program and the 100% guarantee worthy of your trust and attendance of the 2027 Precision Farming Dealer Summit.



Founder Frank Lessiter (l) and President/CEO Mike Lessiter (r)

Frank Lessiter Mike Lessiter

Dealer-to-Dealer Roundtable Discussions Set 2

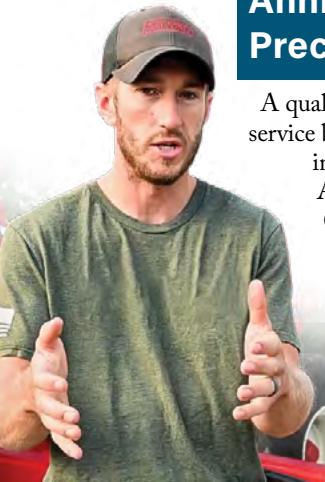
7. AI at the Dealership: What's Actually Working?
8. Mainstreaming Precision: Getting Sales, Service & Parts on the Same Page
9. Your Biggest Headaches of 2026 & Potential Solutions for 2027
10. How to Recruit, Train & Retain All-Star Talent
11. Ideas for Additional Precision Revenue Streams
12. Sales Strategies for Breaking Through Adoption Barriers

"The roundtable discussions are a highlight for me and our dealership. We are able to hear from many different types of dealerships and each is successful in their own way."

— Wade Black, Ag Sales, Ritchie Implement



Anniversary Lecture: Building Better Precision Dealer-Customer Relationships



A quality product may get a customer in the door of your dealership, but it's service beyond the sale that keeps them coming back. Ten years after dissecting the dynamics of a successful precision dealer-customer relationship, **Adam Fennig** from Fennig Equipment in Coldwater, Ohio, returns to the main stage for this 10th Anniversary Lecture on how to strengthen your reputation as a trusted advisor. Fennig explains how to make a lasting impact at field days and community events, and shares strategies for moving the needle through digital media.

Adam Fennig
Fennig Equipment

You'll Learn:

Practical ways to build long-term relationships with customers & become a trusted technology partner — not just a salesperson — in your community.

Summit Adjourns at 3:30 p.m.

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PrecisionSummit.com

REGISTERING A GROUP?

To register 5 or more attendees, contact Luke Weigel (lweigel@lessitermedia.com / 262-777-2424) for discounted group rates.

NOT A DEALER?

If you are not a farm equipment dealer, but are interested in attending the Precision Farming Dealer Summit, please contact Luke Weigel (lweigel@lessitermedia.com / 262-777-2424) to discuss limited attendance opportunities.

Register Early & Save!

Save Up to \$400 OFF All Attendees When You Register Early

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