<table>
<thead>
<tr>
<th>Time</th>
<th>Wednesday</th>
<th>Thursday</th>
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<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Registration</td>
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<tr>
<td>7:30 - 9:30</td>
<td>Workshop Session</td>
<td>Workshop Session</td>
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<td>8:00</td>
<td>Exhibits Open</td>
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<td>9:00</td>
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<tr>
<td>9:30 - 11:45</td>
<td>General Session</td>
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<td>9:45 - 10:30</td>
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<td>10:00 - 12:00</td>
<td>Workshop Session</td>
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<td>11:45 - 1:00</td>
<td>Lunch/Exhibits</td>
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<td>12:30 - 1:30</td>
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<td>Lunch/Exhibits</td>
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<tr>
<td>1:00 - 3:00</td>
<td>Workshop Session</td>
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<td>Workshop Session</td>
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<td>1:30 - 3:30</td>
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<td>Workshop Session</td>
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<tr>
<td>3:00 - 3:30</td>
<td>Break</td>
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<td>Conference Adjourns</td>
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<tr>
<td>3:30 - 5:30</td>
<td>Workshop Session</td>
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<tr>
<td>5:30 - 6:45</td>
<td>Refreshments</td>
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<td>7:00</td>
<td>Exhibits Close</td>
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<tr>
<td>7:30 - 9:30 p.m.</td>
<td>Holiday Inn Reception</td>
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Overview

Started in 1995, the Information Agriculture Conference has become known as the premier event for those seeking to understand the sweeping impact of high technology on crop production. Organizers of InfoAg '97 are intent on taking the event to the next level with in-depth workshops and the opportunity for practical, hands-on learning.

InfoAg '97 is designed for ag dealers, crop producers, crop consultants, agronomists, researchers, and others who want to learn more about the impact of computers and other precision tools for agribusiness. Participants may pick from several program components based on their interest and familiarity with the concepts and tools involved.

Whether you are a farmer wondering about getting started in precision agriculture or a researcher brushing up on the latest in crop diagnostics, InfoAg '97 is for you.

Keynote Presentations

Taking Geographic Information Systems (GIS) Beyond Mapping
Jack Dangermond, President
Environmental Systems Research Institute (ESRI)

Communication Technology: The Speed Is on
National Center for Supercomputing Applications (NCSA)

Leading Crop Producers into the 21st Century
Harold Reetz, Midwest Director
Potash & Phosphate Institute (PPI)

Taking High Tech Agronomy to the Field
Doug Harford, Illinois Farmer

Why Should You Attend?

This is your Conference. Every session has been hand-picked and selected for its timeliness, interest, and relevance. Each day is packed with hands-on experience and information geared specifically for farmers, industry representatives, university and Extension specialists, agribusiness people, and anyone interested in new technology for more efficient crop production.

Every session will challenge you to think about the latest technologies in crop protection.

Every interactive workshop will provide a framework for the sessions that follow.

Every speaker will share a wealth of knowledge and experience that will make an immediate difference in your farm management strategy.
Concurrent Sessions and Workshops

A popular feature of the past two conferences has been the concurrent sessions. These sessions offer the opportunity for a dialogue between attendees and specialists in the subject areas. You may select the sessions that best meet your professional needs. Look what's offered this year.

TURNING DATA INTO KNOWLEDGE/SITE-SPECIFIC DATA: ANALYSIS AND APPLICATION

This workshop will offer in-depth training on the analysis of site-specific data generated from real farms that have been employing site-specific technology for several years meshing agronomy with data management concepts.

Technical specialists in areas of soil resources, climatology, seeding decisions, nutrient management, pest management, soil physical properties, and residue management will discuss major concepts and apply them to the case studies. Workshop participants will:

· Examine real life site-specific case studies
· Solve agronomic "problems" with GIS software
· Create crop production management plans
· Develop yield potential and profitability maps for a case-study field

PUTTING PRECISION TO WORK: THE CYBERDEALSERSHIP WORKSHOP

Dealership personnel and consultants will want to attend the CyberDealcrship Workshop to learn more about incorporating site-specific systems into their business. The program will feature marketing of precision technology, and how to build it into an existing business. Workshop participants will:

· Hear real-world experiences from a dealership perspective
· Examine ways of developing a market plan for precision
· Review results of the 2nd Farm Chemicals/Purdue University - Dealership Adoption Survey

Sponsored by Farm Chemicals magazine

THE PRECISIONAG INTRODUCTORY WORKSHOP/POINT, CLICK, LEARN

If you need an overview of precision ag and all its components, this workshop is for you. Topics included are starting with a plan, Global Positioning Systems (GPS), equipment selection, agronomic considerations, yield mapping, GIS, remote sensing, and the importance of good weather data. Sessions providing hands-on experience with yield monitoring and GIS will be part of this information packed workshop. Workshop participants will:

· Gain hands-on experience with managing yield monitor data
· Develop a practical understanding of GIS
· Create a "precision business plan" for a crop production enterprise
· Understand how data can be used in making input decisions

Sponsored by PrecisionAg Illustrated magazine
NEW TOOLS: A NEW FOCUS/ADVANCED CROP DIAGNOSTICS
Farmers, dealers, consultants and crop scouts have historically used three major diagnostic tools: visual symptoms, soil tests, and plant analysis.
In the last few years, several new tools have become available that complement these traditional tools to make the diagnostician more efficient and accurate. This workshop will focus on these new tools, including presentations and demonstrations on:
- Remote sensing innovations
- GPS scouting
- Weather instrumentation and use
- Electronic tissue test kits
- Chlorophyll meters
- Grain protein and moisture sensors, and more

Innovation Showcase
An active trade show will be the hub for InfoAg '97, located on the main floor of the Krannert Center. Forums, learning labs and tours round out and showcase the latest innovations in the industry of agriculture.

FORUM: ADVANCES IN ELECTRONIC COMMUNICATIONS
The latest innovations in communication will highlight this forum, including Internet enhancements, teleconferencing and data transmission. Staff of the National Center for Supercomputing Applications (NCSA) will help develop this program, assuring that it will include the latest and greatest features available. See it here first!

FORUM: ADVANCES IN SITE-SPECIFIC MANAGEMENT
This forum will feature the newest advancements in site-specific management systems. Last year, several companies chose the Information Agriculture Conference to unveil new products and we expect similar announcements this year. If you want to see the latest developments in hardware and software and in systems to put them together, don't miss this session.

IT'S ALL HAPPENING DOWN ON......THE CYBERFARM
The popular CyberFarm program will again feature how farmers, agri-businesses and public agencies are working together via an Internet link to share ideas, transfer data, and conduct business. The format will be a little different this year, but the program will provide insights on how this model system can be duplicated into other communities.
Sponsored by CCNet Agribusiness Task Force

BUILD YOUR OWN WEBSITE AT......THE CYBERFARM DINER
The CyberFarm Diner will provide a place to browse the web and learn some of the new agricultural sites available. A new feature this year will be build-your-own website program. The new sites will be posted on a server as part of the electronic proceedings, and will be part of the expanding CyberFarm Virtual Community. Bring along some electronic photos (pictures on 3.5" disk or CD) to plug into your new website.
The following hotels in the Champaign/Urbana area have reserved rooms for August 5-8, 1997 for those wishing to participate in the Information Agriculture Conference. Just contact the hotel of your choice directly. Don't forget to mention your affiliation with the Information Agriculture Conference to take advantage of the discounted hotel rates. Room rates do not include tax.

In order to guarantee a room, a one night deposit is required in the form of a major credit card or check. Space is available on a first-come, first-served basis; therefore, we strongly urge you to handle your housing needs immediately. You are responsible for making, cancelling, and payment of your hotel reservations.

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<tr>
<th>Hotel</th>
<th>Single</th>
<th>Double</th>
<th>Suites</th>
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<td>Marriott Courtyard</td>
<td>$69</td>
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<tr>
<td>1811 Moreland Blvd.</td>
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<tr>
<td>Champaign, IL 61824</td>
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<tr>
<td>PH/FAX: 217-355-0411</td>
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<td>Make reservations by July 5</td>
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<tr>
<td>Radisson Suite Hotel</td>
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<tr>
<td>101 Trade Center Drive</td>
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<td>Champaign, IL 61824</td>
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<tr>
<td>Best Western-Cunningham Place</td>
<td>$45</td>
<td>$52/$55</td>
<td>$60/$75</td>
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<td>1907 North Cunningham</td>
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<td>Urbana, IL 61801</td>
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<td>Make reservations by July 15</td>
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<td>Jumer's Castle Lodge</td>
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<td>209 S. Broadway Ave.</td>
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<td>Urbana, IL 61801</td>
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<td>Park Inn International</td>
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<td>2408 N. Cunningham Ave.</td>
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<td>Urbana, IL 61801</td>
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<td>Make reservations by July 22</td>
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<td>Hampton Inn</td>
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<td>1200 W. University Ave.</td>
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<td>Urbana, IL 61801</td>
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<td>Make reservations by July 8</td>
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<td>Holiday Inn Hotel</td>
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<td>1001 Killarney St.</td>
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<td>Make reservations by July 15</td>
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EASY REGISTRATION

By Fax (24 Hours a Day) Fill out the registration form with your credit card information and signature, then FAX it to us at: 202/544-8123 or

By Mail Make check payable to:
Potash & Phosphate Institute. Mail your completed registration form with payment to:
InfoAg Registration Department
501 Second Street, N.E.
Washington, D.C. 20002

TO REGISTER

Complete the enclosed InfoAg Registration Form included in this brochure. Just send your check or credit card information with your completed registration form to the InfoAg Registration Department. Confirmation letters will be mailed upon receipt of your form and payment. The final program of events will be available at the conference registration desk located in the lobby of the Krannert Center for the Performing Arts.

ON-SITE REGISTRATION

Those not registered in advance may register at the meeting site August 6-8. However, those attendees’ names will not appear on the official attendance list.

REGISTRATION INFORMATION

Linda McAbee
InfoAg Registration Department
501 Second Street N.E.
Washington, DC 20002
Ph: 202-675-8250 Fax: 202-544-8123

REGISTRATION CANCELLATION AND REFUND POLICY

All conference cancellation requests must be in writing and faxed or mailed directly to:

InfoAg Registration Department
501 Second Street, N.E.
Washington, D.C. 20002
Ph: 202-675-8250 Fax: 202-544-8123

Cancellations received on or before July 7 entitle the registrant to a full refund, less a $50 processing fee. Cancellations received by July 23 entitle the registrant to half the registration fee, less a $50 processing fee. No refunds for no-shows. Substitutes are welcome. Telephone cancellations are not accepted.

WHERE DO I PARK?

Reserved parking in the vicinity of the Krannert Center will be available for conference participants for a $20 fee. InfoAg signs will indicate designated conference parking areas. Additional information on parking will be sent to registered conference attendees.

QUESTIONS!!!!!!

Visit our Home Pages:
Information Ag Conference
http://w3ag.uiuc.edu/INFOAG/
Potash & Phosphate Institute
http://www.agriculture.com/contents/ppi/
Champaign Chamber of Commerce
http://www.prairienet.org/champco/

Registration Fees

Delegates before July 7 ...............$250
Delegates after July 7 ...............$350
Students..............................................$100

THE FEE makes it easy and economical for you to attend. The fee for the entire conference includes official programmed events, exhibits, CyberFarm and CyberFarm Diner presentations, workshops, lunches, social events and an unique opportunity to meet with, learn from, and share expertise with more than 800 participants.
Exhibitors

Exhibits are a vital part of the professional development opportunities offered to our participants during the conference. Plan now to walk the show floor—and take the pulse of the industry.

If you are interested in exhibiting at InfoAg '97 contact:

Bill Agerton
Potash & Phosphate Institute
655 Engineering Drive, Suite 110
Norcross, GA 30092-2837
Ph: 770-825-8074
Fax: 770-448-0439
e-mail: bagerton@ppi-far.com

Exhibit space for large equipment will be available at the Holiday Inn in Urbana.

EXHIBITS AND TOURS

See the latest technology displayed by vendors and users. We are working on opportunities to visit local farms, research programs, and businesses. Watch the conference website for more details http://w3.ag.uiuc.edu/INFOAG/

Conference Organizers & Sponsors

Organizers

- Potash & Phosphate Institute
- Foundation for Agronomic Research

Sponsors to Date

- Ag-Chem Equipment Co., Inc.
- CCNet Agribusiness Task Force
- Case Corporation
- Environmental Systems Research Institute
- Farm Chemicals Magazine
- Gateway 2000
- John Deere Precision Farming
- National Center for Supercomputing Applications
- Natural Resources Conservation Service (USDA-NRCS)
- PrecisionAg Illustrated Magazine
- The Fertilizer Institute
- University of Illinois College of Agricultural, Consumer and Environmental Sciences

If you are interested in being a sponsor, please contact:

Dr. Harold F. Reetz, Jr.
Steering Committee Chairman
Potash & Phosphate Institute
1497 N. 1050 East Road
Monticello, IL 61856-8203
Ph: 217-762-2074 Fax: 217-762-8655
e-mail: hreetz@ppi-far.com

Sponsors and Supporters On behalf of all attending delegates and their spouses, we acknowledge and thank the sponsors and supporters for their continued support of the Information Agriculture Conference.