



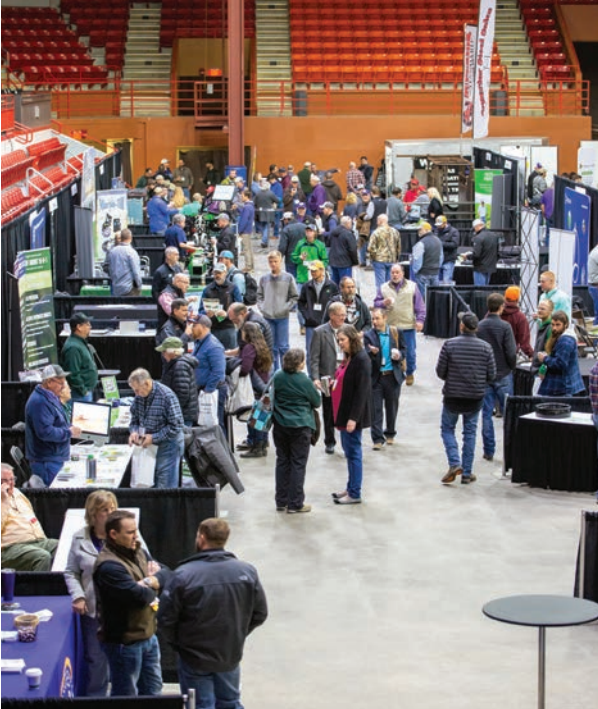
SOIL HEALTH U™
— & TRADE SHOW —

JANUARY 17-18, 2024 ■ SALINA, KS

REGISTER
ONLINE NOW



2023 HIGHLIGHTS



VISIT [SOILHEALTHU.NET](https://www.soilhealthu.net) TO REGISTER AND LEARN MORE.

WHY ATTEND

SOIL HEALTH U 2024

YOUR ROADMAP TO BETTER SOIL HEALTH.

Make plans to attend Soil Health U 2024, running January 17-18 in Salina, KS. This event, produced by High Plains Journal, provides information on how to rebuild soil health while boosting profitability and the land's long-term productivity.

 [@soilhealthu](https://www.facebook.com/soilhealthu)

WHAT TO EXPECT:

This two-day event features an interactive trade show, keynotes, panels, breakout sessions, hands-on workshops/demos, and networking with industry experts.

WHO SHOULD ATTEND:

This event reflects land as a resource that, when treated with care, can continue to provide for farmers and ranchers even when times are tough. With Soil Health U, attendees will learn how to unleash the power of healthy soil. Past attendees include farmers and ranchers of all acreages, agribusiness professionals, agronomists, landowners and students.

WHAT'S INCLUDED:

Attendee registration includes everything - no add-on charges. Online registration is now open.

SOIL HEALTH U IS PRODUCED BY  **HIGH PLAINS
JOURNAL™**

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SCHEDULE

TUESDAY, JANUARY 16

8:00 am - 5:00 pm	Exhibitor move-in
2:00 - 5:00 pm	Registration

WEDNESDAY, JANUARY 17

7:00 a.m.	Registration
8:00 a.m.	Trade Show Open
8:30 a.m.	Invocation and Welcome Address
9:00 a.m.	Opening Keynote featuring Jeremy Brown
10:15 a.m.	Product Demo on Tradeshow Floor
11:00 a.m.	Breakout: ■ Session A: Soil Testing - Not Just Chemistry ■ Session B: Multi-Paddock Grazing
12:00 p.m.	Lunch
1:00 p.m.	Product Demo on Tradeshow Floor
1:30 p.m.	Breakout: ■ Session A: Ag Equipment: Choosing the Right Tool for the Job ■ Session B: Custom Grazing Panel
2:30 p.m.	Breakout: ■ Session A: Growing Cover Crops in Arid Regions ■ Session B: Understanding the Resource Goal of Your Cover Crop and Making Proper Selection
3:30 p.m.	Soil Health U Awards Presentation and Social
5:00 p.m.	Day 1 Ends

THURSDAY, JANUARY 18

7:30 a.m.	Registration
8:00 a.m.	Trade Show Open
8:00 a.m.	General Session - Farmer Panel
9:00 a.m.	Breakout: ■ Session A: Water Panel: Conserving Every Last Drop ■ Session B: How to Beat Weeds in a No-Till System
10:00 a.m.	Product Demo on Tradeshow Floor
11:00 a.m.	General Session - Regenerating Your Profits
12:00 p.m.	Lunch and Closing Keynote
2:00 p.m.	Day 2 Ends

VISIT SOILHEALTHU.NET TO REGISTER AND LEARN MORE.

SPONSORS

THANK YOU
#SOILHEALTHU24 SPONSORS



Want to showcase your brand at #SoilHealth24 by exhibiting or learn about sponsorship opportunities?

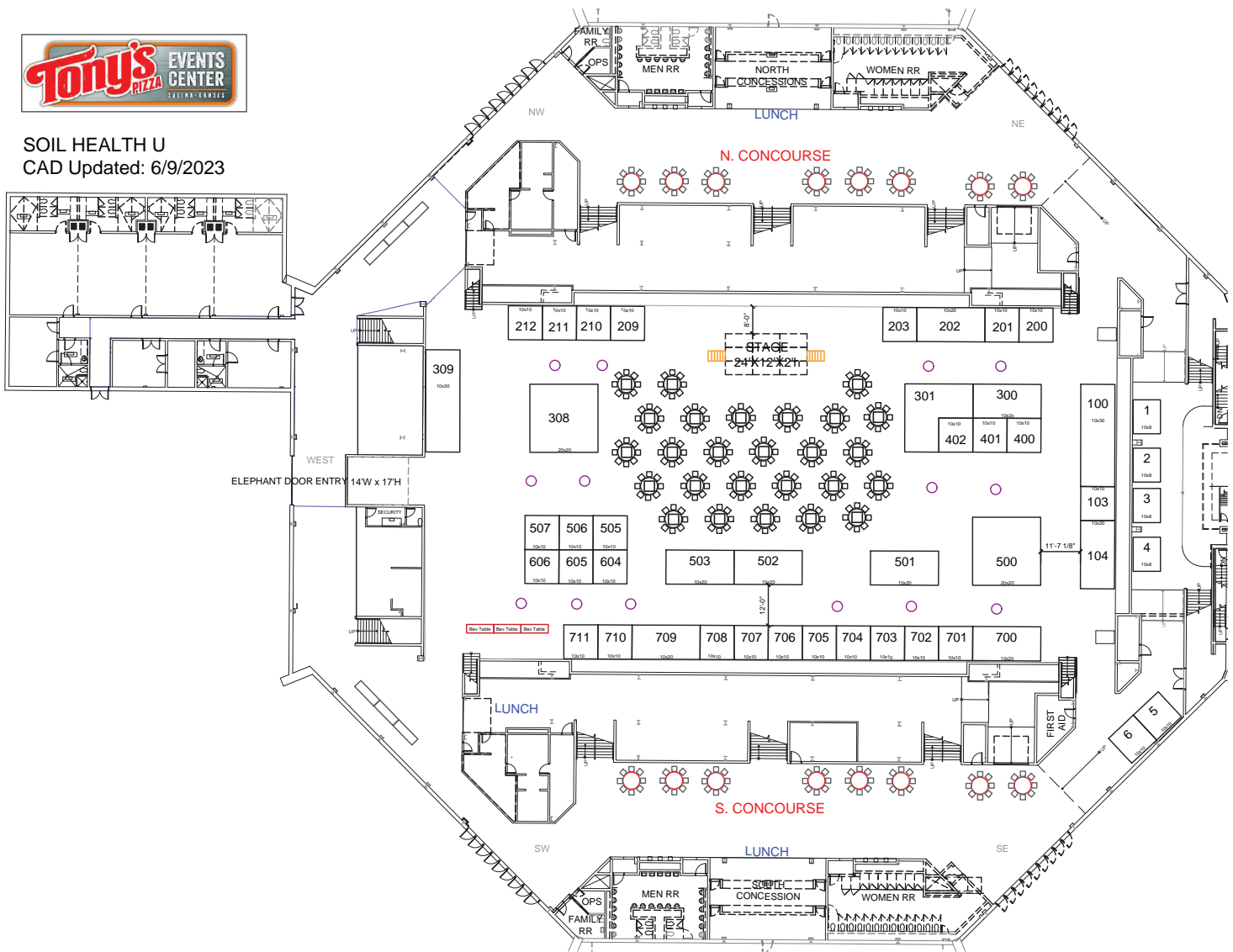
Email Jason Koenig at jkoenig@hpj.com.

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FLOOR PLAN



SOIL HEALTH U
CAD Updated: 6/9/2023



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KEYNOTE SPEAKER



Jeremy Brown

Broadview
Agriculture Inc.

Fourth-generation
cotton farmer in the
Texas panhandle

First cotton farmer to receive
the 2020 4R Advocate award
by the Fertilizer Institute

"One of the key philosophies of my farm is that if we take care of the soil, it will take care of us. If we focus our attention on what it needs, it will return to us what we need."

CALL FOR AWARD NOMINATIONS

YOUNG
Producer
OF THE
Year

The ideal candidates will exemplify a commitment to continuous improvement in soil health and regenerative agriculture.

NOMINATION DEADLINE
Tuesday, October 31, 2023

REGENERATIVE
Woman
OF THE
Year

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REGISTRATION & HOTELS

Online Registration

Attendee registration is all-inclusive and covers access to the trade show floor, expert-led education sessions, product demos, and opportunities to connect. Contact andi@wjinc.net for questions.

2024 Attendee Pricing

Early-bird Registration..... \$99
Through November 30
Regular Registration..... \$125
Event Day Registration..... \$135



Hotel Accommodations

- Reserve your room by calling the hotel directly by **January 5** to take advantage of the Soil Health U room block rates.

Hampton Inn by Hilton

401 W. Schilling Road
Salina, KS 67401
785-823-9800

\$122/night



Courtyard by Marriott

3020 Riffel Drive
Salina, KS 67401
785-309-1500

\$122/night



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