

Brightfarms, Cox Enterprises Executives Kick Off Indoor Ag-Con 2022 With Opening Morning Keynote Address

Platt & Bradley Headline Full Roster of Education, Networking & Expo Floor Innovations for Feb 28 – Mar. 1, 2022 Edition In Las Vegas

LAS VEGAS, NEVADA, USA, December 15, 2021 /EINPresswire.com/ -- [BrightFarms](#) CEO Steve Platt and [Cox Enterprises](#) VP Steven Bradley will lead the opening morning keynote address for the 9th annual edition of [Indoor Ag-Con](#), scheduled for Feb. 28 – Mar. 1, 2022, at Caesars Forum, Las Vegas, Nev. Themed “Growing Your Business,” the premier trade show and conference for indoor|vertical farming will give attendees the opportunity to explore new resources on the expo floor and hear from Platt & Bradley, other CEOs, thought leaders and industry experts from today’s cutting-edge farms and CEA companies.



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*Brian Sullivan, Co-Owner,
Indoor Ag-Con LLC*

“When Cox Enterprises acquired BrightFarms earlier this year, the industry took notice,” says Brian Sullivan, co-owner, Indoor Ag-Con LLC. “We are thrilled to welcome Steve Platt and Steven Bradley to our keynote stage to share their exciting growth plans and vision for the future of our industry. It promises to be an inspiring kick-off to this year’s conference!”

During the opening morning keynote – 8:00– 8:50 am on Monday, Feb. 28, 2022 -- Platt and Bradley will share how BrightFarms and Cox are working together to transform the indoor farming industry – further strengthening its position as a sustainable platform for the future.

Steve Platt is CEO of the mission-driven indoor farming leader BrightFarms, and a veteran Consumer Packaged Goods (CPG) executive with a proven record of growing brands. Under Steve's leadership, BrightFarms was acquired by lead investor Cox Enterprises in 2021, resulting in a clear roadmap for future growth and a positive exit for initial investors. His passion for BrightFarms' mission and products led him to the company, which grows pesticide-free leafy greens in its six high-tech facilities across the country. BrightFarms grows and delivers its greens to local retailers as soon as 24-hours from harvest, producing fresher and more nutritious salads, and significantly reducing overall environmental impact compared to West Coast farms.

As Vice President of Cox Cleantech for Cox Enterprises, Steve Bradley is responsible for building new cleantech verticals that tackle sustainability challenges while driving profitability, topline growth and diversification of the core business. With Bradley's leadership, the Cox Cleantech team is investing in and acquiring solutions that positively transform key sectors including food, waste and energy to more sustainably meet the needs of the world's rapidly growing global population.

ROBUST 2022 CONFERENCE SCHEDULE NOW IN DEVELOPMENT

In addition to Platt & Bradley's opening morning keynote, look for additional announcements coming soon on other headliner keynote presentations planned for the February edition. The 2022 conference will also include a full roster of panel discussions offering a deep dive into three core tracks – Grower, Business & Technology.

Attendees will find more new initiatives and show highlights to explore in February, including:

CO-LOCATION WITH NATIONAL GROCERS ASSOCIATION SHOW

New for 2022, Indoor Ag-Con will co-locate with the National Grocers Association (NGA) Show, the leading trade show and conference for independent grocers, offering even more networking and business opportunities for attendees and exhibitors alike. The NGA Show and Indoor Ag-Con visitors will have access to all exhibits, and discounts will be available for cross-over educational event attendance. Look for more details coming soon.

EXPANDED EXHIBIT FLOOR

2022 will also welcome the largest expo floor yet for Indoor Ag-Con. From irrigation and LED lighting to environmental control systems, substrates, greenhouse equipment, energy solutions, business services and more, attendees will have the chance to see the latest introductions and innovations from some of the biggest names in the business, as well as emerging leaders.

MORE NETWORKING

Exhibitors and attendees can enjoy complimentary luncheons on the show floor each day, a show floor cocktail reception, breakout sessions and other opportunities to reconnect with friends and meet new business partners.

QUICK FACTS:

WHEN: Monday, Feb. 28 – Tuesday, Mar. 1, 2022

WHERE: Caesars Forum, 3911 Koval Lane, Las Vegas, NV 89101

INFO: For information on exhibiting or attending visit www.indoor.ag or email suzanne@indoor.ag

ABOUT INDOOR AG-CON LLC

Founded in 2013, Indoor Ag-Con has emerged as the premier trade event for vertical farming | indoor agriculture, the practice of growing crops in indoor systems, using hydroponic, aquaponic and aeroponic techniques. Its events are crop-agnostic and touch all sectors of the business, covering produce, legal cannabis | hemp, alternate protein and non-food crops. In December 2018, three event industry professionals – Nancy Hallberg, Kris Sieradzki and Brian Sullivan – acquired Indoor Ag-Con LLC, setting the stage for further expansion of the event. More information: www.indoor.ag

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