

FEBRUARY 2018 WORLD AG EXPO®

WORLD'S LARGEST
ANNUAL OUTDOOR

AGRICULTURAL
EXPOSITION
DEMOGRAPHIC DATA

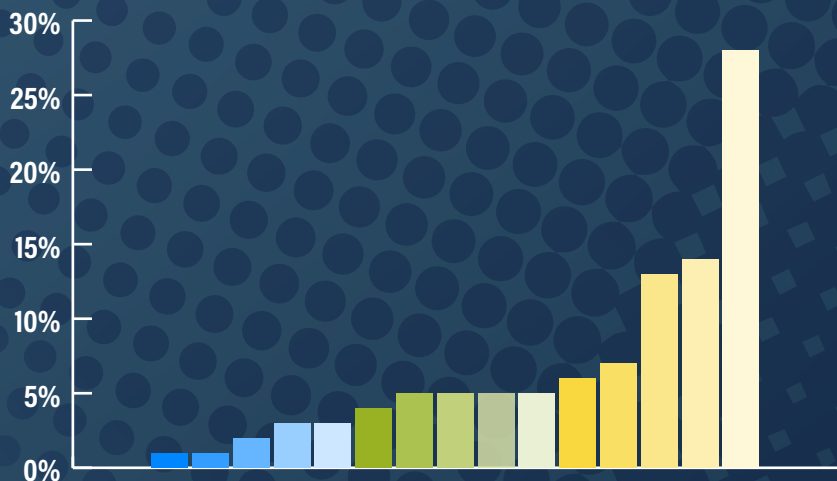


1,480 Exhibitors | 106,700 Attendees



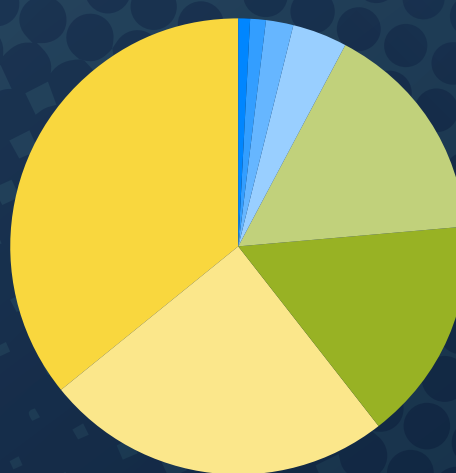
63 Countries | 49 States

SECTORS OF AG REPRESENTED:



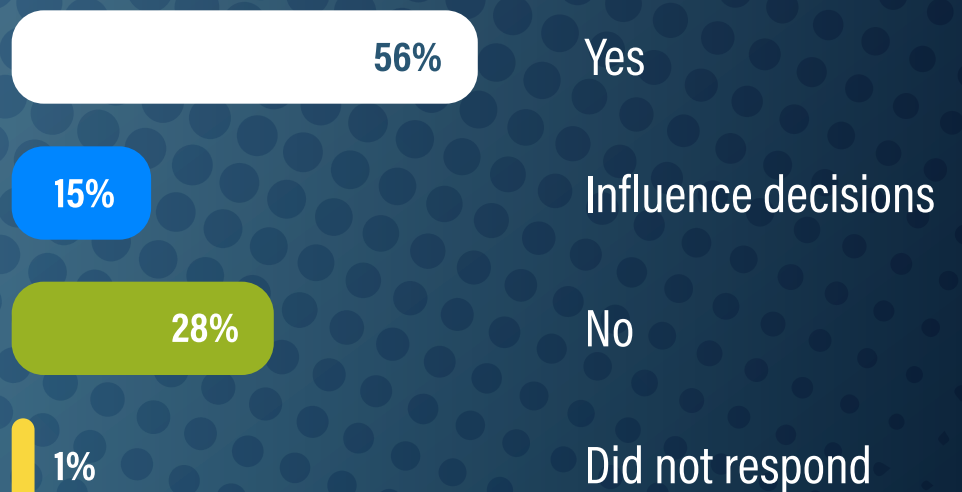
- 28% Producer/Ag Professional
- 14% Vines/Trees
- 13% Dairy/Livestock
- 7% Machinery/Implements
- 6% Processing/Manufacturing
- 5% Crop Protection/Fertilizer
- 5% Row Crop
- 5% Technology
- 5% Tools/Supplies
- 4% Finance/Insurance
- 3% Hay/Forage
- 3% Irrigation
- 2% Other
- 1% Alternative Energy
- 1% Media

PURPOSE FOR ATTENDING:



- 36% Product Research
- 25% Networking
- 16% Purchase Product
- 16% Business Development
- 4% Attend Seminars
- 2% Other
- 1% Import/Export
- 1% Media & Reporting

PURCHASING AUTHORITY:



2.6 MILLION SQUARE FEET OF EXHIBIT SPACE | TULARE, CA 93274 | 800.999.9186

DATA IS BASED ON <10% OF THE TOTAL ATTENDANCE NUMBER.