

2007 World Ag Expo Media Center

(559) 684-7906 or 684-7907

Fax (559)684-7905

beth@farmshow.org

Urgent and after hours media request call (559) 358-0156

The Media Center, also known as the Press Trailer, is located adjacent to the International Agri-Center Administration Office at Gate B. This center is available for media to conduct interviews, as well as utilize the phones, fax, computers, and modems. In addition, maps, new product information, the most current exhibitor lists, special event and seminar information, and a quiet area for reporters to perform call-in reports, are all available in the Media Center.

Media Center Hours

The 2007 World Ag Expo Media Center is open to the media during regular Expo hours, Tuesday-Wednesday, 7 a.m. to 5 p.m. and Thursday, 7 a.m. to 4 p.m. However, we are happy to accommodate media inquiries and request that fall outside this timeframe. To schedule an off-hours interview or shoot, please contact the Media Center prior to your arrival.

Media Center Contacts

The following are the primary media sources and contacts for the World Ag Expo. During the Expo, please direct all inquiries first to the Media Center and second to these individual contacts.

Beth Sequeira

Communications Director

559-688-1030 or

559-358-0156

beth@farmshow.org

Nancy Lockwood

The Lockwood Agency

559-733-3737

559-679-8555

nlockwood@thelockwoodagency.net.

Media Breakfast

Media is invited to join the World Ag Expo volunteers and exhibitors the day prior to the official opening of the 2007 Expo for a hot breakfast, Monday, Feb. 12, 2007 at 9 a.m. at the Media Center located just south of the Administration Building at the International Agri-Center.

Following breakfast, media will be chauffeured to the New Product Center for the official unveiling of the center. At the conclusion of the unveiling, media will take a guided tour of the grounds for an opportunity to talk to exhibitors at their leisure. Media are encouraged to take the opportunity to view the 2007 World Ag Expo before the crowds arrive on Tuesday.

Media personnel will have an exceptional opportunity to:

- See what's new in agriculture technology by visiting the New Product Center at a new location
- Interview 2007 World Ag Expo leadership, including Chairman Bruce Shannon
- Enjoy a private, leisure, chauffeured tour of the show grounds
- Meet with and interview exhibitors from throughout the world
- Pick up exhibitor information
- Pick up Press Credentials for Expo admittance

Media is invited to attend the World Ag Expo for news and feature coverage throughout the World Ag Expo's three days (Feb. 13-15). Please complete and return the Request for Press Credentials. Media may also apply for Press Credentials online at www.worldagexpo.com/media/registration.html.

Press Passes/Parking Passes

Parking passes are available, but media parking is limited. If press visitors choose not to use the Park and Ride, they may use the parking area located near the International Agri-Center Administration Office, at Gate B. When traveling to the show grounds, please use the Paige Avenue exit off of Highway 99. Upon request, parking passes can be mailed out once the Media Registration form has been completed. This pass must be displayed on the vehicle's dashboard in order to park in the designated media parking area, available on a first come, first served basis. It is recommended to arrive prior to 8 a.m. to avoid traffic congestion, or utilize the Park and Ride shuttle service.