Thank you for exhibiting at World Ag Expo®! As the 2020 Show Chairman, I am excited you are coming and will share our 53rd year in Tulare, CA. World Ag Expo® is proud to continue our tradition of bringing buyers and sellers together, providing a platform for innovation, and creating a time for folks in agriculture to meet and grow relationships.

Whether you are a first time exhibitor or a seasoned veteran, the Exhibitor Service Guide and show website contain valuable information you will need as you plan for another year at World Ag Expo®. We have a staff and volunteer crew ready to help you have the most successful year yet, so let’s get started!

I look forward to seeing you at the 2020 World Ag Expo®!

Sincerely,

[Signature]

Jim Parsley
2020 World Ag Expo® Show Chairman
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To every Farmer & Dairyman that put the food on our tables....

CHEERS!

Enjoy Responsibly

ENJOY RESPONSIBLY

2019 A-B, Bud Light Beer, St. Louis, MO CBL

BUENO BEVERAGE COMPANY
Exhibitor Checklist

DUE AT TIME OF PLACEMENT

- 50% of Payment Due
- Certificate of Insurance
- Take advantage of Marketing and Sponsorship Opportunities

SEPTEMBER 1 - DECEMBER 15, 2019

- Order Services
- Send social media ready photos or videos to marketing@farmshow.org
- Request Media Coverage of your booth

OCTOBER 31, 2019 DEADLINES

- Enter your product in Top-10 New Product Competition
- Apply to host a seminar
- Final Payment & COI Due

NOVEMBER 1 - DECEMBER 15, 2019

- Order Badges
- Order additional badges & tickets

Notes:

- Website
- FAQs
- Contact

JANUARY - FEBRUARY 2020

- Jan 1, 2020
- Jan 15, 2020
- Jan 27 - Feb 10, 2020
- Feb 3 - 10, 2020
- Feb 11, 2020

- Arrange shipping and freight
- Submit the required permits
- Outside Exhibitor Move-In
- Inside Exhibitor Move-In
- Move In complete by 7:00 a.m.

FEBRUARY 11 - 13, 2020

TUES

- Feb 11, 2020

- 7:00 a.m. Move-in Complete
- 9:00 a.m. Show Opens
- 5:00 p.m. Exhibitor Reception

WED

- Feb 12, 2020

- All Day Renew your space at Exhibitor Services
- 5:00 p.m. Exhibitor Reception

THURS

- Feb 13, 2020

- All Day Renew your space at Exhibitor Services
- 4:00 p.m. Show Closes and Move-out Begins

To Do List

- Make travel plans and book lodging
- Follow us on Social Media and use the official Hashtag #WAE20
- Download the official show app
2021 WORLD AG EXPO® RENEWAL
Exhibitors are strongly encouraged to renew, request to expand, or relocate their exhibit space for 2021 World Ag Expo® at the show! Visit us at Exhibitor Services (P Street, north of Median Street) to reserve your space for 2021 World Ag Expo®.

FUTURE WORLD AG EXPO® DATES
February 9 - 11, 2021                         February 8 - 10, 2022

FINAL PAYMENT
Make final payment by October 31, 2019.
If final payment is not received by October 31, 2019, World Ag Expo® reserves the right to cancel your exhibit space and assign it to the next exhibitor on the waitlist.

INSURANCE
Submit certificate of insurance upon space approval to forms@farmshow.org.
You may use your own insurance to provide coverage, or you may purchase the option offered through World Ag Expo®.

INSURANCE REQUIREMENTS
If you already have compliant insurance, please forward your proof of insurance to forms@farmshow.org.

If you do not have coverage, it can easily be purchased for $149.00 through Rain Protection.
Go to www.worldagexpo.org/forms to purchase insurance for World Ag Expo®

Every exhibitor must provide IAC with proof of commercial general liability insurance coverage in the minimum amounts of $1,000,000 per occurrence and $2,000,000 annual aggregate. Such insurance must designate IAC and its officers, directors, agents and employees as additional insureds, and such designation must be shown on the proof of insurance provided to IAC. The proof of insurance must show that the subject policy begins no later than two weeks prior to the opening of World Ag Expo® and shall remain in place until at least one week following the closing of World Ag Expo®. The proof of insurance must also indicate that, should the policy be cancelled prior to its stated expiration date, notice must be provided to IAC in accordance with the policy provisions, but in any case, no less than fifteen (15) days prior to the effective date of cancellation. Exhibitor must provide IAC with the required proof of insurance by October 31 of the year prior to World Ag Expo® or with the submission of the Request for Exhibit Space, whichever is later. Failure to provide such proof of insurance by such deadline may result, at IAC’s sole and absolute discretion, in exhibitor losing the ability to exhibit at World Ag Expo® and will result in the imposition of the cancellation fee described herein. If exhibitor’s policy is cancelled or terminates prior to World Ag Expo®, exhibitor must provide IAC with satisfactory proof of new or continued insurance within 15 days of such cancellation or termination, but in any event, no later than January 15 prior to World Ag Expo®. Failure to provide such proof of new or renewed insurance in a timely manner, may, at the sole and absolute discretion of IAC, result in the loss of exhibitor’s ability to exhibit at World Ag Expo® and in the imposition of the cancellation fee described herein.
IAC does not provide any form of insurance to cover exhibitor activities at World Ag Expo® and assumes no liability or responsibility for loss or damage to exhibitor due to fire, theft, breakage, vandalism or any other reason. IAC recommends that the exhibitor maintain their own insurance to cover any such potential loss or damage. Exhibitor shall maintain any required workers’ compensation insurance for its employees at World Ag Expo®

BADGES
Badges are required to access the grounds starting January 27, 2020, no exceptions. Exhibitors are required to have submitted valid insurance for their booth, before they are provided badges. 
Go to www.worldagexpo.org/forms to order badges and additional badges (See page 6)

Exhibitors are entitled to a limited number of complimentary badges.

Maximum of 10 badges for 10’ x 10’ spaces

Maximum of 20 badges for spaces larger than 10’ x 10’

Maximum of 30 complimentary badges per exhibitor with multiple locations (i.e. 1 outside space and 1 inside space)

Unlimited worker passes for all spaces

NEW for 2020: VIP Badges for Customers
Don’t need your full allotment of Exhibitor Badges? Order the rest as VIP and give to your best customers! See Badge Form for details.

Badge requests will not be fulfilled until a valid insurance certificate is on file and payment is received in full.

Please note: badges cannot be customized. They will be printed with “EXHIBITOR” only.

DEADLINES
Return form by December 15, 2019, for badges to be mailed. Orders placed after December 15, 2019, must be picked up at the International Agri-Center®’s Heritage Complex. Beginning January 27, 2020, badges must be picked up at the Exhibitor Registration Center (ERC)(Gate 6).

TEMPORARY WORKER PASSES
Unofficial contractors must obtain a temporary worker pass. There is no cost for temporary worker passes.

Prior to World Ag Expo®, temporary worker passes are available at the Exhibitor Registration Center (ERC)(Gate 6).

If an Appointed Contractor requires access during show days, the contractor or exhibitor is responsible for obtaining badges.
EXHIBITOR REQUIREMENTS

BOOTH STAFFING
Booth representatives are required to remain with their exhibits daily until the public has vacated the grounds. Exhibits MUST remain in place until 4:00 p.m. on Thursday, February 13, 2020. Any exhibits removed before 4:00 p.m. on Thursday, February 13, 2020, will be subject to the loss of booth space for the 2021 World Ag Expo®.

CANCELLATION POLICY
If written notice of cancellation is received before December 1, 2019, exhibitor shall forfeit 20% of total space fee and shall be entitled to an 80% maximum refund. Cancellation on December 1, 2019, and hereafter by exhibitor, shall result in forfeiture of the entire space fee. Exhibitor agrees that these charges are reasonably related to World Ag Expo® damages. By cancelling space, exhibitor loses all rights or claims to the space, and World Ag Expo® may rent it to others.

MEET EXHIBITOR SERVICES
We are so excited to have you exhibit at the 2020 World Ag Expo®! Our exhibitors are essential to the success of the show and we will do our very best to ensure you have a great experience as an exhibitor. Please feel free to contact us at any time, with any questions and we would be happy to help!

Be sure to visit us at Exhibitor Services during World Ag Expo®. We’d love to meet you and renew your booth for next year!

Gina Rodriguez
gina@farmshow.org
800.999.9186

Lisa McCrea
lisam@farmshow.org
800.999.9186

Theresa Luci
theresa@farmshow.org
800.999.9186

Jennifer Moisa
jennifer@farmshow.org
800.999.9186

(Operations Administrative Assistant)
**INDOOR BOOTHS**

**IN-LINE BOOTH**
Exposed to aisle on one side with neighboring booths to the left and right sides

**CORNER BOOTH**
End of a series of in-line booths with exposure to the aisles on two adjoining sides, can be open on aisles

**ENDCAP BOOTH**
Exposed to aisles on three sides and composed of two booths

**ISLAND BOOTH**
Any size booth exposed to aisles on all four sides

**PENINSULA BOOTH**
Exposed to aisles on three sides and composed of at least four booths

**SPLIT ISLAND BOOTH**
A peninsula booth that shares a common back wall with another peninsula booth

**EXTENDED HEADER BOOTH**
An in-line booth that is 20 feet or longer with a center extended header

*For spaces in the Dairy Section beginning with “DX”: height restriction for back wall and first half of booth is 15 feet due to roof overhang of the Farm Credit Dairy Center*

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**Maximum height for back wall and center of all Indoor Booths**
- 16 feet: Farm Credit Dairy Center and Corteva Agriscience Center
- 12 feet: Ag Career & Education Center, Pavilions A, B, and D

**Maximum height for front half of all Indoor Booths**
- 4 feet: All Buildings and Pavilions

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**OUTDOOR SPACES**
No height restriction *
No partitions between spaces
Must stay within assigned space (including tent stakes, landscaping, etc.)
**ALCOHOL POLICY**

Entertaining customers can be an important part of the sales process. For exhibitors to legally serve alcohol in their space at World Ag Expo®, there are a few steps that must be followed.

World Ag Expo® Management and Alcohol Beverage Control, in accordance with Code Section 23399.1 of the California Business and Professions Code, require that exhibitors follow the rules as set forth below:

1. World Ag Expo® Management must be notified prior to the show of exhibitor’s intent to serve alcoholic beverages in their exhibit space;

2. An ABC Licensed Permit Holder must obtain liquor license and pour/serve the alcohol in the exhibitor’s space; please call the office 800.999.9186 for questions and exceptions;

4. Alcohol must be served at NO charge and cannot be sold;

5. Service and consumption must be within a defined area (with a fence or pavilion);

6. A minimum of two (2) security guards must be ordered from World Ag Expo® Management to check attendee I.D.’s and ensure that no alcohol exits the defined area;

7. Complete a Tulare County health permit application and submit it to World Ag Expo® Management.

**HOW TO SUBMIT**

Go to www.worldagexpo.org/forms for security order form
Go to www.worldagexpo.org/forms for the Tulare County Health Department Application

**AMENITIES**

All exhibitors are entitled to:

- Access to five lounges with complimentary refreshments (*See page 27*)
- 24-hour security from January 27 - February 21, 2020
- Complimentary forklift service (*See page 28*)
- Complimentary badges (*See page 7*)
- First-aid care during World Ag Expo® hours (EMT on duty)
- Janitorial service of aisles and public areas
- Networking events (*See page 30*)
- Free marketing materials (*See page 16*)

**Indoor exhibitors are entitled to:**

Black Pipe and Drape: 8’ backdrop with 3’ sides

*Ag Career & Education Center, Corteva Agriscience Center, Farm Credit Dairy Center, Pavilions A, B, and D*
Tables and Chairs
One 8’ table and two standard chairs per exhibitor

FLOORING AND STRUCTURE/BUILDING
Pavilions A, B, D and Ag Career & Education Center: Tent structure with dirt and decomposed granite flooring

Corteva Agriscience Center and Farm Credit Dairy Center: Metal building with concrete flooring

Outside exhibit spaces and show grounds: Dirt and decomposed granite

Customized ground cover will need to be approved before installation.
Go to www.worldagexpo.org/forms for application
(Outside spaces only. Bark not included)

Bark: Outside spaces only.

CANOPIES
Canopies, including ceilings, umbrellas and canopy frames, may be decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for in-line or perimeter booths should comply with line-of-sight requirements. The bottom of the canopy should not be lower than seven (7) feet from the floor and within five (5) feet of any aisle. Canopy supports should be no wider than three (3) inches. This applies to any booth configuration that has a line-of-sight restriction. A substantial amount of condensation can occur. You are encouraged to cover moisture-sensitive materials with plastic at night.
(See page 15)

DISTRIBUTION OF WRITTEN MATERIALS
Presentation and distribution of materials must remain within the boundary of exhibit space.

DISTURBANCE TO SPACE
Major disturbances to the exhibit space surface (trenching, footings, postholes, flagpoles, drilling or digging) are not permitted without obtaining prior written approval, on-site authorization from World Ag Expo® Management and paying the Disturbed Space Deposit. Dig permits may be obtained at any area office (on-site only). Minor disturbances to the exhibit space require returning the space to the condition in which it was found at Move-In.
FIRE CODE
California Fire Code requires all combustible decorative materials, including table covers and table skirting used in tents, canopies and assembly-type structures, to be flame resistant as determined by procedures set forth in the code. If the materials do not meet the minimum standards for flame-resistant properties as determined by the Tulare City Fire Department, you will be required to remove all material in violation. Exhibitors who are in need of approved materials for exhibit display purposes are advised to contact Diamond Rental at worldagexpo@diamondevent.com or 888.844.4001.

Please note:

A) Tents (either owned or rented) 400 sq ft. or more are required to have a California Approved fire extinguisher.

B) If your exhibit space is located next to any fire equipment, all fire equipment must be visible and accessible at all times.

HEALTH PERMIT
If you are giving away food samples, pre-packaged food, bottled water or other beverages, a health permit is required.* For questions regarding health permits, contact Jennifer Moisa at 559.688.1030 or forms@farmshow.org. Application and payment must be received by January 15, 2020.

Go to www.worldagexpo.org/forms for the Tulare County Health permit

*Exceptions: Food and beverage for booth personnel only, or a single bowl of candy for attendees.

HANGING SIGNS AND GRAPHICS
Items hanging from pipe and drape should not exceed five (5) pounds and should be hung from the top drape bar. Signs should be made of lightweight vinyl or foam with grommets and attached to the top bar with an S-type hook; the end of the hook going over the bar must have an opening exceeding one and a half (1½) inches. No signage may be pinned to the drapes. Holes may not be created in the drapes. Contact waesales@farmshow.org for banner/sign information.

Please note: Signs and banners are not allowed on the fence line. If you would like your banner displayed on the fence line, please contact sponsorship@farmshow.org for more details. Signs and banners found on the fence line will be removed and held for the duration of the show.

HEATERS
It gets a little chilly in February! Please note the following restrictions on booth heaters:

Outdoor booths
Propane and electric heaters permitted. Patio style propane heaters are allowed in tents with open walls.
Indoor booths
Only electric heaters with a tip-over switch are permitted.

LIGHTING
No lighting, fixtures, trusses or overhead lighting are allowed outside exhibit boundaries. Lighting, including gobos, should be directed to the inner confines of the space. Lighting should not project onto other exhibits/aisles. Potentially harmful lighting, such as lasers or ultraviolet lighting, must be approved by World Ag Expo® Management. Lighting that spins, rotates, pulsates or has other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

LINE OF SIGHT
Display materials must not obstruct neighboring exhibitors’ line-of-sight. The maximum height is allowed only in the rear half of the booth space, with a four (4) foot height restriction imposed on all materials in the remaining space forward to the aisle.

LIVE ANIMALS
Obtain written approval from World Ag Expo® Management before the showing for any demonstrations, live entertainment or use of live animals.

MUSIC, NOISE AND VEHICLES
Noise from sound equipment in booths may not disrupt activities of neighboring exhibitors. Speakers and sound devices should be positioned to direct sound into the booth and not into the aisle.

Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. Be aware that music played in booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

Display vehicles may not be started.

TOWERS
A tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used.

Maximum allowed dimensions are two (2) feet x two (2) feet diameter/width but may go to the maximum height allowed for buildings/pavilions. For questions about towers, contact Exhibitor Services at waesales@farmshow.org or 559.688.1030.
**AUDIO / VISUAL**
Enhance your exhibit space with projectors, televisions, speakers, computers, microphones and more. Discount deadline applies to orders placed with Official Contractors. Order by **December 15, 2019**, to avoid a 10% price increase. 
*Go to www.worldagexpo.org/exhibitor-resource-directory to order audio/visual services (See page 23)*

**BARK / GROUND COVER**

**BARK**
Decorative bark may be rented from World Ag Expo® by outdoor exhibitors to cover the decomposed granite and dirt that make up the show grounds. Bark is placed on a first come, first served basis. Early orders are strongly encouraged. Rented bark will be spread in exhibit spaces and remains property of World Ag Expo®. See Ground Cover below for more information on alternative options. Order by **December 15, 2019**, to avoid a price increase.
*Go to www.worldagexpo.org/forms to download the Bark Order Form*

**RESTRICTIONS**
No bark is rented to spaces in Pavilions A, B, or D, Ag Career & Education Center, Farm Credit Dairy Center or Corteva Agriscience Center. California Fire Code prevents the use of bark within any tent canopy or membrane structure where the occupancy exceeds 50 persons.

**GROUND COVER**
Exhibitors are permitted to bring in alternative ground cover options, such as sod, dyed/colored bark, etc. All non-World Ag Expo® bark ground covers used will be subject to a cleaning fee if not removed at the close of World Ag Expo®.

You must submit the Ground Cover Approval Form and receive approval from World Ag Expo® Management prior to placing any ground cover. An initial deposit will be charged prior to the show and refunded after the show, at the discretion of World Ag Expo® Management.
*Go to www.worldagexpo.org/forms to download the Ground Cover Approval Form*

Additional charges may be incurred for excessive clean-up or repair to grounds.

**ELECTRICITY**
Electricity is NOT included with your exhibit space. If you require electricity, contact our official electricity contractor. Generators may not be used during the show. Order by **December 15, 2019**, to avoid a price increase.
*Go to www.worldagexpo.org/exhibitor-resource-directory to order electricity for your booth (See page 23)*

**ICE**
Ice delivery is available for exhibitors during World Ag Expo®.
*Go to www.worldagexpo.org/forms to order ice for your booth*
INTERNET
Internet service is NOT provided in your exhibit space. If you will require internet, consider the internet provider listed in the Exhibitor Resource Directory. Discount deadline applies to orders placed with an Official Contractor. Order by December 15, 2019, to avoid a price increase.
Go to www.worldagexpo.org/forms to order wifi for your booth  
(See page 23)

SECURITY
24-hour security is provided January 27 - February 21 for the show grounds.

If you will be serving alcohol in your exhibit space, you must arrange for security. Order by December 15, 2019, to avoid a price increase.
Go to www.worldagexpo.org/forms to order security for your booth

TENTS, CANOPIES AND FURNITURE
Order by December 15, 2019, to avoid a price increase.
Go to www.worldagexpo.org/exhibitor-resource-directory to order a tent, canopy and more  
(See page 23)

Please note: Tents (either owned or rented) 400 sq ft. or more are required to have a California Approved fire extinguisher.

CUSTOMER ADMISSION TICKETS, DRINK TICKETS AND FOOD TICKETS
Order Customer Admission Tickets, Drink Tickets and Food Tickets for your valued customers! Use this opportunity to strengthen buyer-seller relationships.
Go to www.worldagexpo.org/forms to order tickets

CUSTOMER ADMISSION TICKETS
Order discounted admission tickets for your customers and encourage them to attend World Ag Expo®!

COST $1.00 per ticket ordered + $10.00 per ticket redeemed at the gate.  
Minimum order 20 tickets.

DRINK TICKETS
Purchase drink tickets in advance and treat your customers at World Ag Expo®! Drink tickets are redeemable at Beer Gardens and Wine & Cheese

COST $6.00 per ticket + $0.25 handling fee per ticket

FOOD TICKETS
Food tickets are redeemable for up to $5.00 at any World Ag Expo® food booth.

COST $5.00 per ticket + $0.25 handling fee per ticket.
MARKETING & SPONSORSHIP

Once again, we have partnered up with Map Your Show to offer even more marketing opportunities! Our team will work with you to create or customize any opportunity to meet your marketing goals. We know your resources are valuable, so we work hard to ensure our packages are designed to get you the best return on your investment.

World Ag Expo® is proud to offer a wide variety of opportunities including printed ads, web ads, freeway sign ads, tram sponsorships, event sponsorships and more!

Go to www.worldagexpo.org/sponsorship-marketing to download the Sponsorship and Marketing Guide
Go to www.worldagexpo.org/exhibitor-dashboard to order through MYS Exhibitor Dashboard

CONTACT INFORMATION

INTERNATIONAL AGRI-CENTER® | WORLD AG EXPO®

Jim Holguin                Jennifer Fawkes
Sponsorship Sales Manager  Marketing Manager
Jim@farmshow.org           JenniferF@farmshow.org
559.688.1030               559.688.1030

MAP YOUR SHOW

Stephen Folkert
Exhibitor Engagement Manager
SFolkert@mapyourshow.com
513.338.2192

FREE MARKETING MATERIAL
Reach your customers before World Ag Expo® with free customizable marketing material.
Go to www.worldagexpo.org/free-marketing-material

OFFICIAL PUBLICATIONS WARNING
Don’t be fooled by frauds! You may be contacted by publications claiming to be associated with World Ag Expo®. For your reference, here are World Ag Expo®’s official publication partners. Please notify us if any publications not listed here attempt to contact you.

OFFICIAL SHOW GUIDE & MOBILE APP

MAP YOUR SHOW

Stephen Folkert
Exhibitor Engagement Manager
SFolkert@mapyourshow.com
513.338.2192
MAP YOUR SHOW LISTING
Your Map Your Show profile is one of your first points of contact with your customers, and it’s free! Potential attendees can search the show ahead of time and plan their visit, either online or on the mobile app. By default, during the application process, your basic contact information is placed on your profile; however we strongly encourage exhibitors to complete their online listing and include keywords, descriptions, brands and more!

For more information regarding this feature, please contact Map Your Show.

Stephen Folkert
Exhibitor Engagement Manager
SFolkert@mapyourshow.com
513.338.2192

SEMINARS
World Ag Expo® is proud to host the hottest topics and brightest speakers in ag. We are always looking for new topics and speakers. Do you or a colleague have something to share? Submit a seminar proposal today!

Applications are accepted through October 31, 2019.
Go to www.worldagexpo.org/forms to submit a seminar proposal

TOP-10 NEW PRODUCTS COMPETITION, SPONSORED BY BANK OF AMERICA
If your new product is worthy of awards, media coverage, buyer attention and the admiration of the agriculture world, enter it in World Ag Expo®’s Top-10 New Products Competition, sponsored by Bank of America, and power your sales at 2020 World Ag Expo® and beyond!

Applications are accepted through October 31, 2019.
Go to www.worldagexpo.org/forms to submit your product
Visit Fresno County

Eat

Shop

Stay

Play

Click here to book your stay in California’s year-round playground

www.playfresno.org

@playfresno
MEDIA COVERAGE REQUEST
Complete a Media Coverage Request Form and tell media why they can’t miss your exhibit! Your information will be provided to all media requesting exhibitor information in advance and/or at the World Ag Expo® Media Center.
Go to www.worldagexpo.org/forms to download the Media Request form

CONTACT
559.688.1030 or Media@farmshow.org

Hayley Marciochi       Jennifer Fawkes
Marketing Coordinator            Marketing Manager
Hayley@farmshow.org       JenniferF@farmshow.org
559.358.0167            559.358.0161

SOCIAL MEDIA
Never miss an update again! Get instant feedback and information through social media.

Twitter: @WorldAgExpo
Facebook: World Ag Expo
Instagram: @internationalagricenter

We’ll be posting information about the grounds, vendors, events and everything World Ag Expo®!

Be sure to tag us in your posts and use the official hashtag #WAE20.

MOBILE APP - AVAILABLE JANUARY 1, 2020
Remember to download the official World Ag Expo® app to keep up to date with live updates, schedules, maps, exhibitor listings and more! Available for IOS and Android. Search “WAE 20”.

Jennifer Fawkes
Marketing Manager
JenniferF@farmshow.org
559.358.0161
SHIPPING ADDRESS
World Ag Expo®
(Company Name, Booth #)
4450 South Laspina Street
Tulare, CA 93274

MORE INFORMATION
YRCFreight.com
800-531-EXPO
Go to www.yrc.com for more info

SHIPPING TO/FROM WORLD AG EXPO®
YRC Freight, our preferred carrier,* offers inbound, outbound and advanced shipping and warehousing. Shipments will be delivered to the show grounds from January 27 - February 10, 2020.

During the show, find YRC Freight in the Exhibitor Service Center (P Street, north of Median Street). Beginning at 12:00 p.m. on February 12, 2020, representatives will also be in the Farm Credit Dairy Center and Corteva Agriscience Center.

LARGE FREIGHT

INBOUND FREIGHT
Large freight is delivered to North Office (Gate 6). It will be delivered to your booth upon freight arrival. If you arrive prior to your large freight delivery, contact North Office to locate your items. Large freight is stored outside and is subject to weather damage.

OUTBOUND FREIGHT
Large freight must be packaged, labeled and left in your space for pick-up after the show. Return shipping must be arranged by exhibitor directly with freight carrier.

SMALL PACKAGES

INBOUND PACKAGES
Small packages are delivered to the Freight Office (near Gate 7). They will be delivered to your booth beginning Saturday before the show. Visit the Freight Office for questions regarding your small package deliveries.

OUTBOUND PACKAGES
Shipping forms are available at area offices. Packages will be picked up for shipment after the show. Leave properly-labeled packages ready for shipment in your exhibit space. Return shipping must be arranged by exhibitor directly with package carrier.

RESPONSIBILITY OF CHARGES
Bill of lading forms must include booth space and company name as shipper. You may incur an additional fee if World Ag Expo® is billed.

*YRC Freight is World Ag Expo®’s official freight and shipping provider. Other carriers are also accepted.

WORLD AG EXPO® IS NOT RESPONSIBLE FOR ANY SHIPPING CHARGES OR DAMAGES
OFFICIAL WORLD AG EXPO® CONTRACTORS
Go to www.worldagexpo.org/exhibitor-resource-directory for a full list of Contractors

AUDIO VISUAL
Freestyle Event Services
Mike Broida
661.324.1234
Mike@freestyleevents.com | www.freestyleevents.com

ELECTRICITY
Trade Show Electrical
Karen
214.243.4999
www.tradeshowelectrical.com

FREIGHT & SHIPPING
YRC Freight
Jordan Willoughby
800.531.EXPO(3976) - available 24/7
Exhibit.Services@yrcfreight.com | www.yrc.com

INTERNET
Wifieye
Aaron Caviglia
559.684.9800
Wae@wifieyeinc.com | www.wifieyeinc.com

SOUVENIRS
SS Shirts
Steve Shahan
559.685.8335
Ssshirt@lightspeed.net | www.ssshirts.com

TENTS, CANOPIES, STAGING & SUPPLIES
Diamond Event & Tent
888.844.4001
Worldagexpo@diamondevent.com
www.diamondevent.com/world-ag-expo

EXHIBITOR APPOINTED CONTRACTORS
If you are using a contractor not listed in the Exhibitor Resource Directory, they must obtain a temporary workers pass from ERC at Gate 6.
Special Show Issues

BEFORE THE SHOW

January Pre-Show PLANNING GUIDE

• Reach the Show Attendees a month before the show....
  This gives you the opportunity to showcase your Products and Services and guide/direct attendees to your booth before they are at the show.
  Deadline: December 14th

DURING THE SHOW

February Show Issue BUYERS GUIDE

• Be SEEN at the Show Exclusively distributed at ALL Entrance Gates and over 200 Locations throughout the Show!
  • You see this magazine every year - all over the show...
  This year BE IN IT!
  Deadline: January 18th

AFTER THE SHOW

March Post Show SPECIAL ISSUE

• You reached them Before the show... During the show...
  Now here’s your opportunity to send one more message to follow up with all of your new show contacts and the ones you missed.
  Deadline: February 22nd

SHOW PACKAGES AVAILABLE

Call for Details!

– Rates to fit every budget –

1/8 Page Ad.............. $220 per Issue
1/4 Page Ad.............. $410 per Issue
1/2 Page Ad.............. $590 per Issue
Full page Ad..............$950 per Issue
2 Full page Ads...........$1695 per Issue
Full page Gloss............$1790 per Issue

Official Equipment Publication of

AgSource™ MAGAZINE

WORLD
AG EXPO

For Advertising Information  www.AgMag.com
Eric Batti (559) 280-5293 • eric@agmag.com • 800 260-9949

You see it every year ALL over the Show!
**MOVE-IN PROCEDURES**

**ENTER**
Gate 6

**EXIT**
Gate 19

**BADGES**
Exhibitor Badges or temporary worker passes are required during Move-In. Pick up exhibitor badges and temporary worker passes at the Exhibitor Registration Center (ERC) (outside Gate 6).

**OUTSIDE EXHIBITOR**
JANUARY 27 - FEBRUARY 7, 2020 | 8:00 a.m. - 5:00 p.m.

FEBRUARY 8 - 10, 2020 | 7:00 a.m. - 6:00 p.m.

**INSIDE EXHIBITOR**
FEBRUARY 3 - 7, 2020 | 8:00 a.m. - 5:00 p.m.

FEBRUARY 8 - 10, 2020 | 7:00 a.m. - 6:00 p.m.

**FORFEITURE OF SPACE**
Failure to completely set up by **7:00 a.m. on Tuesday, February 11, 2020**, may result in forfeiture of right to participate in future World Ag Expos®. Vacant spaces will be filled by wait-listed companies.

**FORKLIFTS**
Forklift requests may be made at each area office. Forklifts and operators are available for loading and unloading only. Service is free of charge to exhibitors. Exhibitors may supply and use their own forklifts during set-up and tear-down. *(See page 28)*

**FOOT TRAFFIC**
Gate 5 is opened by security during inside exhibitor Move-In.

**SPECIAL MOVE-IN NEEDS**
Please arrange with World Ag Expo® Management prior to **January 27, 2020**. Call 559.688.1030 or email waesales@farmshow.org
MOVE-OUT PROCEDURES

ENTER
Gates 10 and 16

EXIT
Gates 1 and 4

OUTSIDE EXHIBITOR
February 14 - 21, 2020

INSIDE EXHIBITORS
February 13 - 14, 2020

MOVE-OUT HOURS
Monday - Friday | 8:00 a.m. - 6:00 p.m.
Saturday | 8:00 a.m. - 5:00 p.m.
Sunday | Closed

FORFEITURE OF SPACE
Any exhibits removed before 4:00 p.m. on Thursday, February 13, 2020, will be subject to discipline, up to the loss of booth space for 2021 World Ag Expo®.

ABANDONED ITEMS
Exhibit items remaining after above move-out dates and times will become property of World Ag Expo®.

EXITING
Traffic entering/exiting on Thursday, February 13, 2020, will be controlled by police.

No vehicles will be allowed to enter/exit grounds until parking lots are vacated and attendee traffic has cleared.
AREA AND BUILDING/PAVILION OFFICES
World Ag Expo® is proudly supported by over 1,400 volunteers throughout the year; just keep an eye out for their bright orange jackets! Exhibitors are welcome to visit any of the area offices for assistance with their booths. Exhibitors are encouraged to renew their booth at the show and meet the International Agri-Center® team at Exhibitor Services on P Street, just north of Median Street.

Area, building, and pavilion offices are located throughout the grounds to assist exhibitors with information and necessary services, such as forklifts and dig permits. For assistance, locate your nearest office. (See pages 20-21)

Pavilion A - Northeast Corner  
Pavilion B - Northwest Corner  
Corteva Agriscience Center - Northwest Wall  
Pavilion D - Northwest Wall  
Farm Credit Dairy Center - West Lobby

North Office - Gate 6, North & M Streets  
South Office - Gate 19, South & M Streets  
East Office - Median & U Streets  
West Office - Gate 3 & H Street

CONCESSIONAIRES
Pre-order meals for pick-up or delivery to your exhibit space! Starting November 1, 2019, order your delivery at www.worldagexpo.org/forms.

EXHIBITOR ADVISORY COMMITTEE
The Exhibitor Advisory Committee is made up of World Ag Expo® Exhibitors to serve as representatives for all exhibitors. They are available to hear your comments, questions and concerns and bring them to the attention of World Ag Expo® Management. They are on site during World Ag Expo® and available throughout the year. Go to www.worldagexpo.org/exhibitor-advisory-committee to view a listing of committee members, booth locations, and contact information

EXHIBITOR LOUNGES
Enjoy a place to meet, relax and take a break from the weather with complimentary refreshments.

LOCATIONS
Wine & Cheese Pavilion* | South Street & S Street

EXHIBITOR LOUNGE 1-4  
North Greenbelt & N Street  
North Greenbelt & Q Street  
South Greenbelt & P Street  
South Greenbelt & H Street
HOURS OF OPERATION
FEBRUARY 10, 2020 | 8:00 a.m. - 3:00 p.m.
FEBRUARY 11, 2020 | 7:00 a.m. - 4:00 p.m.
FEBRUARY 12, 2020 | 7:00 a.m. - 4:00 p.m.
FEBRUARY 13, 2020 | 7:00 a.m. - 3:00 p.m.
*Open daily from 7:00 a.m. - 9:00 a.m. as Exhibitor Lounges

EXHIBITOR REGISTRATION CENTER (ERC)
This center assists exhibitors, distributes badges and serves as a lost-and-found location.

LOCATION
Enter through Gate A. The ERC is located outside of Gate 6 in the parking lot.

HOURS OF OPERATION
JANUARY 27 - FEBRUARY 7, 2020 | 8:00 a.m. - 5:00 p.m.
FEBRUARY 8 - 10, 2020 | 7:00 a.m. - 6:00 p.m.
FEBRUARY 11 - 12, 2020 | 7:00 a.m. - 5:00 p.m.
FEBRUARY 13, 2020 | 7:00 a.m. - 4:00 p.m.

CONTACT
559.684.7948

EXHIBITOR SERVICE CENTER
Located on P Street just north of Median Street, the Exhibitor Service Center is home to all Official World Ag Expo® Contractors and World Ag Expo® Exhibitor Services. Exhibitors can renew their exhibit space for the next show and seek help.

FORKLIFTS
Forklift requests may be made at each area office. Forklifts and operators are available for loading and unloading only. Service is free of charge to exhibitors. Exhibitors may supply and use their own forklifts during set-up and tear-down. (See page 25)

AVAILABILITY
Forklifts will not be available Thursday, February 13, 2020.
Forklifts will resume operation at 8:00 a.m. on Friday, February 14, 2020.
HOST AN EVENT
Need space for a meeting, party or product launch during World Ag Expo®? Host your event in the VIP Event Tent, or in International Agri-Center®’s Heritage Complex!
Go to www.worldagexpo.org/host-an-event-at-world-ag-expo

CONTACT
559.688.1030 or Events@farmshow.org

Crystal Barrios  Adrianna McCoy  Morganne Clark
Rental Coordinator  Rental Coordinator  Facility Rental Manager
559.688.1030  559.688.1030  559.688.1030
Crystal@farmshow.org  Adrianna@farmshow.org  Morganne@farmshow.org

SECURED STORAGE SPACE
Exhibitors in need of additional space to store exhibit supplies may utilize the secured storage spaces. Items must be collected by 10:00 a.m. on Friday, February 14. Items left after the collection time will no longer be monitored.

LOCATIONS
Pavilions B and D; Corteva Agriscience Center and Farm Credit Dairy Center

HOURS OF OPERATION
February 11, 2020 | 12:00 p.m. - 5:00 p.m.

February 12 - 13, 2020 | 8:00 a.m. - 10:00 a.m. | 4:00 p.m. - 6:00 p.m.

February 14, 2020 | 8:00 a.m. - 10:00 a.m.

WATER SERVICE
If you require water service at your exhibit space, make arrangements in person at your area office.
Go to www.worldagexpo.org/forms to download the order form
EXHIBITOR EVENTS
You must have your badge to enter each exhibitor networking event. Details about the Tuesday Night Exhibitor Reception, Sponsored by Ag Source Magazine, and the Wednesday Night Exhibitor Reception, Sponsored by the Fresno/Clovis Convention & Visitors Bureau, are on the back your exhibitor badge.

TUESDAY NIGHT EXHIBITOR RECEPTION, Sponsored by Ag Source Magazine
Exhibitors are invited to network and enjoy complimentary food and drinks in the Heritage Complex WAE Banquet Hall.
February 11 | 5:00 p.m. - 7:00 p.m. | WAE Banquet Hall

WEDNESDAY NIGHT EXHIBITOR RECEPTION, Sponsored by Fresno/Clovis Convention & Visitors Bureau
Exhibitors are invited to network and enjoy complimentary food and drinks in the WAE Banquet Hall.
February 12 | 5:00 p.m. - 7:00 p.m. | WAE Banquet Hall

Tram service will be available to parking lots for after-hours events.

SPECIAL EVENTS

OPENING CEREMONIES
Presentation of the Top-10 New Product Awards, Sponsored by Bank of America, presentation of E.M. Tharp scholarship winners, and speeches from local dignitaries and Show Chairman.

Tuesday | February 11 | 8:00 a.m. | WAE Banquet Hall

PRAYER BREAKFAST
Enjoy fellowship, a keynote address and a buffet breakfast.

Wednesday | February 12 | 7:00 a.m. | VIP Event Tent

To purchase tickets or receive information: 559.685.6100

AGRICULTURAL LEADERSHIP ALUMNI BREAKFAST
Enjoy a steak and egg breakfast and keynote address.

Thursday | February 13 | 6:30 a.m. | VIP Event Tent

To purchase tickets or receive information: 559.735.9700
**ACCOMMODATIONS HOTELS / RV PARKING**

**HOTELS**
We strongly encourage our exhibitors to book their lodging in advance, as the local accommodations fill up quickly! Our lodging partners have agreed to offer low night minimums and maintain fair rates during World Ag Expo®.

*Go to [www.worldagexpo.org/lodging](http://www.worldagexpo.org/lodging) to view a complete list of our preferred accommodations providers*

Need help finding a place to stay during World Ag Expo®?

*Contact Fresno/Clovis Convention & Visitors Bureau 559.981.5500*

**RV PARKING**
RV Parking is facilitated by “A” Class RV, Inc.

*Go to [www.worldagexpo.org/forms](http://www.worldagexpo.org/forms) to download the RV Parking Reservation form*

**SCAMS**

**THE FAIR GUIDE:** This company may encourage you to list your company in a catalog or website. This company will claim to be associated with World Ag Expo®—they are NOT.

**TRAVEL AGENCIES:** Be wary of travel agencies claiming to work with World Ag Expo®.
We are not partnered with any travel agencies and have not shared your contact information.

**HOTEL BLOCKS:** Be cautious of anyone offering you a special rate through a World Ag Expo® room block. You should work directly with hotels to reserve your rooms. We have not made special rooms or pricing available.

*Go to [www.worldagexpo.org/lodging](http://www.worldagexpo.org/lodging) to view a complete list of our preferred accommodations providers*

**ATTENDEE LISTS:** Some companies may claim to have World Ag Expo® attendee lists for sale. We do not sell our attendee list to anyone.

*(See page 16)*

We are working on the issue of these scammers and apologize for any inconvenience this may have caused. Know that we are not associated with these companies in any way, and they do not have authority over your booth space or travel arrangements you have made through us or other companies. We do not partner with any travel agencies, and we do not offer any hotel blocks. Please notify us if you are contacted so we may keep a record of these occurrences. Please also inform us regarding any questionable calls or emails you receive from companies claiming to be an official World Ag Expo® partner.

**AIRPORTS**

**AIRPORT DISTANCES FROM TULARE**
- Fresno Yosemite International Airport, Fresno (FAT): 45 miles
- Meadows Field Airport, Bakersfield (BFL): 65 miles
- Los Angeles International Airport, Los Angeles (LAX): 175 miles
- San Francisco International Airport, San Francisco (SFO): 230 miles

*Be sure to allow time for traffic and weather conditions.*
GENERAL INFORMATION

TULARE TOWER INFORMATION
Tulare Tower
Tower Frequency: TBD
Ground Frequency: 121.05
Tower Phone Number: 559.684.0205
TLR AWOS Frequency: 120.000
AWOS Phone Number: 559.686.2613
Fresno Tracon: 559.487.5405 | 559.255.5754 | 559.487.5390
Fresno Tracon Frequency: 118.5/323.25

LOCATION
INTERNATIONAL AGRI-CENTER®
4500 South Laspina Street, Tulare, CA 93274

World Ag Expo® show grounds are located off of Highway 99.
Use exits: Paige Avenue, Avenue 200 or Avenue 184

PARK & RIDE
Utilize the Park & Ride program and avoid parking and congestion.

Free Park & Ride
Hours of Operation: 7:00 a.m. - 6:00 p.m.
Shuttle Times: Every 15 to 20 minutes from Tulare

Gate 2:
Tulare Outlet Mall: 1407 Retherford Street, Tulare
Tulare Airport: 5600 Tex Drive, Tulare
Exeter Veteran’s Memorial Building: 324 N. Kaweah Avenue, Exeter

Gate 12:
Tulare County Fairground Gate 10: 215 Martin Luther King Jr. Avenue, Tulare
Mid-Valley Cotton Gin: 626 West Cartmill Avenue, Tulare
Plaza Park: 700 S. Plaza St., Visalia

PARKING
Early Arrival
Exhibitors who arrive before 7:00 a.m. will encounter less traffic and find parking closer to their exhibit space. Enjoy refreshments in one of our exhibitor lounges before starting your day!
(See page 27)

VEHICLE ACCESS DURING SHOW DAYS
ENTER AND EXIT
Gate 10

BEFORE SHOW HOURS
5:00 a.m. - 8:00 a.m.
DURING SHOW HOURS
Access is limited to emergency responders and media.

AFTER SHOW HOURS
5:00 p.m. - 7:00 p.m.

EXHIBITOR PARKING
There are no exhibitor parking passes.

Trucks and trailers needing to be stored may park in the designated eastern-most parking lot.

Exhibitors may park at the Exhibitor Registration Center temporarily to pick up exhibitor badges. Enter through Gate A to Gate 6. (See pages 20-21)

EXHIBITOR ACCESS HOURS
Tuesday | February 11 | 5:00 a.m. - 7:00 p.m.
Wednesday | February 12 | 5:00 a.m. - 7:00 p.m.
Thursday | February 13 | 5:00 a.m. - open all night

SHOW HOURS
Tuesday | February 11 | 9:00 a.m. - 5:00 p.m.
Wednesday | February 12 | 9:00 a.m. - 5:00 p.m.
Thursday | February 13 | 9:00 a.m. - 4:00 p.m.

GENERAL ADMISSION
$15 per day | Children 6 and under, free.
Go to www.worldagexpo.org/buy-tickets to purchase general admission
Go to www.worldagexpo.org/forms to order customer admission tickets (exhibitors only)

FUTURE WORLD AG EXPO® DATES:
February 9-11, 2021
February 8-10, 2022

ACCESSIBILITY
You are encouraged to bring your own wheelchair. Limited wheelchairs are provided at World Ag Expo® Offices but are available on a first come, first served basis.
WHO COMES TO THE SHOW?
An average of 100,000 people attend World Ag Expo® annually. In 2019, attendees came from 48 states and 65 countries. Go to www.worldagexpo.org/attendee-demographics for more demographic information.

WHEN CAN I MOVE IN?
Outside exhibitor Move-In is January 27 - February 10, 2020.

Inside exhibitor Move-In is February 3 - 10, 2020. (See page 25)

CAN I USE A GENERATOR, OR DO I HAVE TO BUY ELECTRICITY?
You may use generators pre- and post-show for set-up and tear-down, but they may not be used during show days. (See page 14)

WHAT IS THE FLOORING FOR MY SPACE?
Pavilions A, B, D and Ag Career & Education Center are tent structures with dirt and decomposed granite flooring. Corteva Agriscience Center and Farm Credit Dairy Center are metal buildings with concrete flooring. You may provide carpeting, mats or other flooring materials (within fire code) for your booth space. Outside exhibit spaces and the show grounds are dirt and decomposed granite. Approved ground cover and landscaping is allowed within your space. (See page 11 & 14)

WHEN CAN I SHIP MATERIALS TO THE SHOW, AND HOW DOES IT GET TO MY SPACE?
Freight and small packages will start being accepted January 27, 2020. For advanced warehousing options, please contact YRC Freight. Large freight is delivered to North Office (Gate 6). It will be delivered to your booth upon arrival. Small packages are delivered to the Freight Office located near Gate 7. Small packages will be delivered to your booth beginning Saturday before the show. Go to www.worldagexpo.org/freight-and-shipping-service to download the shipping label. (See page 22)

WHAT DO I DO WITH MY EMPTY CRATES?
Crates must be labeled by exhibitor. Name and space/booth number must be clearly marked! Area offices have labels available for your convenience. Go to the nearest area office or pavilion office to request the crate be picked up by forklift for storage.

HOW IS MY CRATE RETURNED TO ME?
Crates will be returned to your exhibit space beginning Friday, February 14, 2020. If crates are not clearly marked, they will not be returned. Stop by East Office on Median Street & U Street or call 559.684.7935.
WHERE DO I PARK MY TRAILER?
Trucks and trailers can be parked in a designated section on the east end of the show grounds, near Gate 10.

HOW DO I GET MY BADGES, AND HOW MANY DO I GET?
Badge order forms are available online. Order by December 15, 2019 to have badges mailed. Beginning January 27, badges may be picked up at the Exhibitor Registration Center. Maximum of 10 badges for 10’ x 10’ spaces. Maximum of 20 badges for spaces 10’ x 20’ or larger. Maximum of 30 badges for exhibitors with multiple locations. (i.e. 1 space outside and 1 space inside.)

New for 2020: Order VIP Badges for your customers! See Badge Form for details.
Go to www.worldagexpo.org/forms to order badges
(See page 7)

WHEN WILL MY BARK BE SPREAD?
Bark will be spread on a first come, first served basis. We strongly recommend ordering before December 15, 2019 for the early-bird discount, and to ensure timely delivery.
Go to www.worldagexpo.org/forms to order bark for your space
(See page 14)

WHERE SHOULD I STAY?
Local cities within Tulare, Kern, Kings and Fresno counties include Visalia, Porterville, Exeter, Hanford, Bakersfield and Fresno.
(See page 31)

DO YOU SELL THE ATTENDEE LIST?
We do not sell our attendee list. However, we would love to help you reach your clients at the show! We have many marketing opportunities which allow you to send your message directly to World Ag Expo®’s attendees.
(See page 16)

WHAT MARKETING RESOURCES ARE AVAILABLE?
We strongly encourage exhibitors to request media coverage of their booth and we offer free marketing material.
Go to www.worldagexpo.org/forms to download the Media Coverage Request form
Go to www.worldagexpo.org/free-marketing-material for free marketing material
(See page 16)

HOW DO I PAY FOR MY SPACE?
Pay online through your Exhibitor Dashboard via Map Your Show. We also accept wire transfers, checks, and cash. 50% of payment is due within 30 days of approval of booth space. Full payment is due by October 31, 2019.
Go to www.worldagexpo.org/exhibitor-dashboard to pay online
(See page 6)
DO I NEED INSURANCE? WHAT IF I HAVE MY OWN INSURANCE?
Every Exhibitor is required to have insurance for their booth. Exhibitors will not be allowed on the grounds until your certificate of insurance is received and approved. Go to www.worldagexpo.org/insurance for the full list of requirements or if you would like to purchase insurance for the show
(See page 6)

HOW DO I ORDER MY BADGES?
Badges can be ordered after we receive and approve your Certificate of Insurance and final payment. Badge orders received after December 15, 2019 can be picked up at ERC starting January 27, 2020.

New for 2020: Order VIP Badges for your customers! See Badge Form for details.
Go to www.worldagexpo.org/forms to order badges
(See page 7)

I CAN’T MAKE IT TO THE SHOW! CAN I GET A REFUND?
We’ll miss you at the show! Exhibitors are entitled to 80% of total space fee refund, if a written cancelation notice is received before December 1, 2019.
(See page 8)

CAN I PUT MY COMPANY BANNERS ON THE FENCeline?
Any type of signs and banners placed outside of your booth are strictly prohibited. Banners are placed by the World Ag Expo® Sponsorship Department. Unauthorized banners will be taken down and held for the duration of the show.
Go to www.worldagexpo.org/world-ag-expo-sponsors if you are interested in displaying your banner at the show
(See page 16)

CAN I USE MY OWN GENERATOR? ARE THERE OUTLETS IN MY SPACE?
Generators are permitted during Move-In and Move-Out only.
Go to www.worldagexpo.org/exhibitor-resource-directory to order power
(See page 14)

CAN I SERVE FOOD AND ALCOHOL AT MY BOOTH?
Exhibitors are permitted to serve food and alcohol, provided they have a valid Health Permit. Exhibitors who wish to serve alcohol are required to have a minimum of two (2) security guards, and an ABC licensed server in possession of a liquor license.
Go to www.worldagexpo.org/forms for the Tulare County Health Permit and to request Security (required if serving alcohol)
(See page 10)

I WANT TO HOST A VIP EVENT, WHERE CAN I RENT A ROOM?
World Ag Expo® is proud to host a wide variety of events during the show. The International Agri-Center® Events Department would be more than happy to assist you in finding the best space for your event during 2020 World Ag Expo®.
Go to www.worldagexpo.org/host-an-event-at-world-ag-expo for more information
(See page 29)
CAN YOU HELP ME WINE AND DINE MY CUSTOMERS?
Exhibitors interested in entertaining their customers are encouraged to order additional customer admission tickets, drink tickets, and food tickets well in advance. Mailing deadline is December 15, 2019.
Go to www.worldagexpo.org/forms to order additional tickets and vouchers
(See page 15)

HOW EARLY DO I HAVE TO ARRIVE TO THE SHOW EVERY DAY?
Exhibitor representatives are required to be in their booth every day starting at 9:00 a.m. We recommend that exhibitors be on the show grounds by 8:00 a.m. to avoid traffic and have time to walk to their space. Booths must be staffed at all times between 9:00 a.m. and show closing. If you are short staffed, be sure to pre-order food to your booth!
(See page 27)

AM I ALLOWED TO DIG WITHIN MY BOOTH?
Digging within a booth is allowed with a valid dig permit. Please visit any area office to obtain a valid permit (on-site only).

WHO CAN I SPEAK TO IF I NEED HELP DURING THE SHOW?
World Ag Expo® is proudly supported by over 1,400 volunteers throughout the year; just keep an eye out for their bright orange jackets! Exhibitors are welcome to visit any of the area offices for assistance with their booths. Exhibitors are encouraged to renew their booth at the show and meet the International Agri-Center® team at Exhibitor Services on P Street, just north of Median Street.
(See page 8)

CAN I RENEW MY BOOTH AT THE SHOW?
Yes, come by and visit the Exhibitor Services team at P Street and Median Street, Tuesday - Thursday, 9:00 a.m. - 4:00 p.m.
WE LOVE TO HEAR FROM OUR EXHIBITORS!
Please feel free to contact us at any time.

EMAIL
Submitting a form or application: forms@farmshow.org
General Questions: info@farmshow.org
International Exhibitor: international@farmshow.org
Marketing: marketing@farmshow.org
Media: media@farmshow.org
Sponsorship: sponsorship@farmshow.org
Purchase tickets: tickets@farmshow.org
Booth inquires: waesales@farmshow.org

PHONE
800.999.9186
559.688.1030

FAX
559.686.5065

MAILING ADDRESS & WORLD AG EXPO® OFFICE
4500 South Laspina Street
Tulare, CA 93274

DELIVERY & SHIPPING ADDRESS
Booth items only
WORLD AG EXPO®
(Company Name)
(Booth Number)
4450 South Laspina Street
Tulare, CA 93274

WEBSITES
www.worldagexpo.org
www.internationalagricenter.org
ON-SITE ASSISTANCE DURING WORLD AG EXPO®

North Office*
Gate 6 & North Street
559.837.9776

West Office*
Median Street & H Street
559.684.7908

East Office*
Median Street & U Street
559.684.7935

South Office*
_Digging Permits_
Gate 19 & South Street
559.837.9777

Bark Rental Office*
Median Street & U Street
559.684.7937

Exhibitor Services*
_Exhibit Space Renewal_
_Official Contractors_
P Street, North of Median Street

Exhibitor Registration Center (ERC)*
_Badges, Lost & Found_
Gate 6 & M Street
559.684.7948

Security Office*
Gate 6 & M Street
559.684.7900

Pavilion A*
North East Corner
559.684.7942

Pavilion B*
North West Corner
559.684.7943

_Corteva Agriscience Center_
North West Wall
559.684.7944

_Pavilion D*_
North West Wall
559.684.7945

_Farm Credit Dairy Center*_
West Lobby
559.684.7946

_Seminar Center*_
South East Corner of the grounds
559.684.7941

_Media Center*_
Social Hall
559.684.9706

_Emergency_
911

_Highway Patrol_
559.734.6767

_On-Site Police Command Post_
559.684.7909

_Police (Non-Emergency)_
559.686.3454

_Sheriff (Non-Emergency)_
559.733.6218

_Main Office_
Heritage Complex
559.688.1030

*Phone lines in effect January 27 - February 14, 2020. For information prior to these dates, call 559.688.1030*