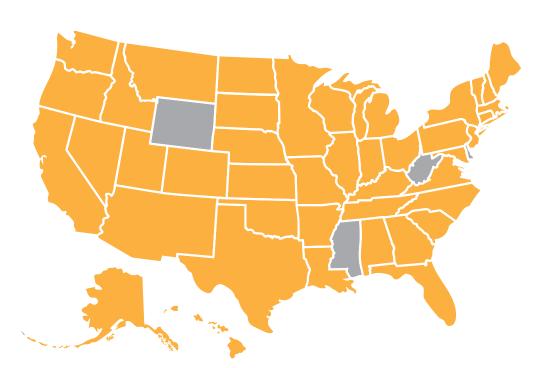
106,357 | 1,442 | 2.6 MIL EXHIBITORS | SQUARE FEET



46 STATES 56 COUNTRIES

PURPOSE FOR ATTENDING

Product Research



Networking



Business Development



Purchase Product



Attend Seminars



International Trade

2%





Media & Reporting

1%



DO YOU MAKE PURCHASING **DECISIONS?**



56% **17**% **27**%

17% No, but I make recommendations to management 27% No

AGRICULTURAL SECTOR REPRESENTED

16% Dairy / Livestock

14% Vines / Trees Machinery / Implements

Technology

8% Government

8% Processing / Manufacturing 8% Row Crop

Hay / Forage

Irrigation 3% Finance / Insurance

2% Alternative Energy

Tools / Supplies

Crop Protection / Fertilizer

2% Media

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