

TAKING CARE OF **AG** BUSINESS

February 14-16, 2023



WORLD AG EXPO®
MEDIA
GUIDE

We're excited you're here, and we're ready to help you get the best stories from the largest annual ag expo of its kind!

Monday, February 13 is Media Preview Day. The Media Center will be open from 8:00 a.m. to 5:00 p.m. When you arrive, you will want to check in at the Media Center (enter through Gate B) to get your credentials, parking pass, and a free lunch voucher. The Media Center is located at the West end of the grounds, just outside Gate 3.

Breakfast will be available until 10:00 a.m. Grounds transportation will be available to media throughout the day. Take this time to begin interviews with exhibitors.

During the show, the Media Center will be open from 4:30 a.m. – 6:00 p.m.

As a courtesy, please request early morning remotes before 3:00 p.m. the day prior.

Contact:
media@farmshow.org | 559.358.0161

GET SOCIAL WITH US!
Official Hashtag: #WAE23



World Ag Expo | International Agri-Center



@worldagexpo | @internationalagricenter



@worldagexpo | @intlagricenter



World Ag Expo

TOP-10 NEW PRODUCT WINNERS

BeeHome™ | Beewise | Oakland, CA

Exhibit Space: Corteva Agriscience Center 3510, 3511, 3610, 3611

Tai Nicolopoulos | 415.624.5402 | tai@beewise.ag

Bluewhite Pathfinder | Bluewhite | Fresno, CA

Exhibit Space: R37, R39

Adi Schechter | 972.54.5812121

adi.sc@bluewhite.co

Superhuman Crop Scouting On-Board

Burro with Bitwise Agronomy

Philadelphia, PA

Exhibit Space: P36

Chris Thiesen | 559.859.5665 | chris@burro.ai



Vulcan | FarmWise | Salinas, CA

Exhibit Space: H12

Pauline Canteneur | 415.940.8500 | pauline.canteneur@farmwise.io

Herbicide GUSS | GUSS Automation | Kingsburg, CA

Exhibit Space: Ride & Drive 5

Nancy Delap | 559.897.0245 | operations@gussag.com

Smart Sprayer | Mantis Ag Technology | Gonzales, CA

Exhibit Space: M4

Jared Johnson | 928.919.4718 | jjohnson@mantisag-tech.com

HAYTECH | Quanturi | Palo Alto, CA

Exhibit Space: Farm Credit Dairy Center 6403

Nadine Pesonen | 358405876976 | nadine.pesonen@quanturi.com

S5 Pressure Compensating Heavywall Dripline | Rain Bird

Azusa, CA

Exhibit Space: I35

Stacey Webb | 323.552.6521 | swebb@rainbird.com

Seed Spider Digital Controller Mobile App | Sutton Ag Enterprises

Salinas, CA

Exhibit Space: T31

Joseph Sutton | 831.422.9693 | info@suttonag.com

Flying Autonomous Robots | Tevel | United States

Exhibit Space: P10

Danielle Efargan Hager | 972.58.784.4728 | danielle.e@tevel-tech.com

GET AROUND THE GROUNDS

Transportation is available at the Media Center any time for story leads and interview opportunities.

MEDIA CENTER

The Media Center is located through Gate B, on the West end of the grounds. This center is available for media to conduct interviews and use phones, computers, and Wi-Fi. The Media Center is a place to work, plan your schedule, or just take a break. Maps, new product information, exhibitor lists, special event, and seminar information will also be available for your reference.

World Ag Expo® staff and volunteers are available to help you with story leads and ideas and can assist you with getting to your destination on the show grounds.

Media Center Phone: 559.991.7356

MEDIA PARKING

Enter the media parking lot through Gate B at the International Agri-Center®. To park in the media parking lot, you must have a valid 2023 World Ag Expo® Media parking pass. Media parking passes are available beginning Monday at the Media Center and will be strictly limited to two (2) per company. Parking passes may only be picked up at the Media Center.

MEDIA CREDENTIALS

Check-in at the Media Center upon your arrival at World Ag Expo® to pick up your media credentials. You will need to display your media credentials at all times while on the World Ag Expo® show grounds.

As a courtesy, please request early morning remotes before 3:00 p.m. the day prior. Thank you!



DATES & HOURS

February 14-16, 2023

Tuesday & Wednesday: 9:00 a.m. to 5:00 p.m.

Thursday: 9:00 a.m. to 4:00 p.m.

GENERAL ADMISSION

\$20 per day | Children 6 and under, free

LOCATION

International Agri-Center® | 4500 S. Laspina St. | Tulare, CA 93274

CONTACT INFORMATION

800.999.9186 | www.WorldAgExpo.org | media@farmshow.org

WORLD AG EXPO® FACTS

- 2023 World Ag Expo®, 56th Annual – theme: “Taking Care of Ag Business”
- More than 1,200 exhibitors display the latest in farm equipment, chemicals, communications, and technology on 2.6 million square feet of exhibit space
- The 2022 World Ag Expo® drew more than 98,000 people
- World Ag Expo® uses three semi-trailer truckloads of electrical equipment
- Farm Credit Dairy Center is an 80,000 square foot pavilion featuring displays of the latest in dairy equipment, technology, and services
- Corteva Agriscience Center, a 60,000 square foot permanent building replaced “Pavilion C” in 2013 and was named in 2019 by building sponsor Corteva Agriscience
- Free Park & Ride shuttle service is offered from Exeter, Tulare, and Visalia; paid options are available from Fresno and Clovis
- International visitors can find products and information at the International Business Center on Median Street & S Street in the Hilvers Building
- Test-drive vehicles and equipment in the Ride & Drive areas on the east and west sides of the grounds
- 1,200 volunteers and 22 staff work to make World Ag Expo® possible
- 120 acres of parking
- New for 2023:
 - The VIP Event Tent has moved to the southeast side of the grounds and a second VIP Tent has been added for more events
 - Many exhibitors have expanded to do live demonstrations

WORLD AG EXPO®

FEBRUARY 14-16, 2023

SHOW GROUNDS MAP



FOOD BOOTHS

- 1 LIBERTY ELEMENTARY EDUCATION FOUNDATION
- 2 CENTRAL VALLEY CHRISTIAN SCHOOL
- 3 TULARE WESTERN MUSIC BOOSTERS
- 4 IMMANUEL SCHOOLS
- 5 EXCHANGE CLUB OF PORTERVILLE
- 6 ALPAUGH HISTORICAL SOCIETY
- 7 CENTRAL VALLEY CHRISTIAN SCHOOL
- 8 ROMA LODGE 1573, SONS OF ITALY
- 9 TBD

- 11 COS STUDENT AG COUNCIL CLUB
- 12 TEEN CHALLENGE
- 13 DIVERSIFIED AGRICULTURE & AG MECHANICS
- 14 TULARE COUNTY SHERIFF'S PAL
- 15 GOSHEN MOUNTED POLICE
- 16 AMVETS POST 56
- 17 CENTRAL VALLEY CHRISTIAN SCHOOL
- 18 TULARE COUNTY SHERIFF'S POSSE
- 19 TBD

- 20 TBD
- 21 KIWANIS DIVISION 18 AG COMMITTEE
- 22 TULARE UNION BAND BOOSTERS
- 23 KAWEAH RIVER SR. DRILL TEAM
- 24 ABUNDANT LIFE CENTER
- 25 LOVE, INC.
- 26 PPSA
- 27 PALO VERDE ELEMENTARY SCHOOL
- 28 SUNDALE UNION SCHOOL

Toyota Ride & Drive
SW side of grounds

AGCO Ride & Drive
NE side of grounds

No Pavilion D
Now a Demo Space

VIP Tent
VIP II Tent, sponsored by Bank of America
On South side of grounds, on Elk Bayou Road



WW Livestock Demonstration Pavilion

Demos with live animals East of FCDC

New Food Vendor

Food 10 - Bethlehem Center

New Food Vendors coming in 2024

Food 19 - closed for 2023

Food 20 - closed for 2023

WORLD
AG EXPO[®]
 TULARE, CA 2023

AG TOURS

Daily tours around the Central Valley offer participants a chance to learn about local agriculture. Visit

www.worldagexpo.com/attendees/agriculture-tours/ for a complete schedule.

TOYOTA TUNDRA GIVEAWAY TO BENEFIT VALLEY CHILDREN'S HEALTHCARE

In partnership with Toyota, World Ag Expo® is helping Valley Children's Healthcare (VCH) in Madera. VCH sells tickets for \$5 to win a Toyota Tundra.



TOYOTA

The hospital guilds sell tickets both prior to WAE and during the show at the Toyota exhibit near Gate 2 and at Gate 12 to fundraise for VCH. The winner will be picked at 3:00 p.m. on Thursday, February 16, at the Toyota exhibit.

INTERNATIONAL BUSINESS CENTER (IBC)

Facilitated by: Tulare Chamber of Commerce

Located on Median and S Streets in the Hilvers Building, the IBC is a place for international visitors to enjoy a snack, plan meetings, and network with agency partners to assist in international business and trade. U.S. Commercial Service, Small Business Administration, Team California, and more economic resources are available.

SEMINAR CENTER

Located on U Street and Expo Lane. The complete schedule is available in the Official World Ag Expo® Show Guide, online, and on the show app. Seminars are held all three days of the show, topics include international business, dairy, irrigation, agtech, and more.

WINE & CHEESE PAVILION

Sponsored by: Pinion

Enjoy a taste of the Central Valley.

The Wine & Cheese Pavilion is located between South Street and Jersey Lane, south of the Farm Credit Dairy Center. This is a 21 and over lounge. Tickets must be purchased to enter.



NATIONAL AGRI MARKETING ASSOCIATION (NAMA) RECEPTION

Tuesday, February 14, 1:00 P.M.

Wine & Cheese Pavilion, sponsored by Pinion

See the Western Pacific Best of NAMA award winners and network with ag media and marketing professionals.

INTERNATIONAL RECEPTION

Wednesday, February 15, 4:00 p.m. - 5:30 p.m.

International Business Center

Meet international visitors and exhibitors planning to export goods as they begin their business relationships.

WORLD AG EXPO® AWARDS & OPENING CEREMONIES

Tuesday, February 14, 8:00 a.m.

WAE Banquet Hall

Prizes will be awarded to Top-10 New Product Winners and E.M. Tharp scholarship recipients at the opening of the 56th World Ag Expo®.



PRAYER BREAKFAST

Wednesday, February 15, 7:00 a.m.

VIP Event Tent

Enjoy fellowship, a buffet breakfast, and keynote speaker Tulare County Sherriff Mike Boudreaux.

\$15 per person | 559.687.6112

WET CENTER INNOVATION PITCH EVENT

Thursday, February 16, 2:30 p.m.

Seminar Trailer 1

Looking for the next generation of innovative ag products? Join the Water, Energy & Technology (WET) Center from Fresno State to see pitches from the next crop of ag innovators in the BlueTech Valley innovation cluster and the Valley Ventures accelerator. All organizations are sponsored by the California Energy Commission and U.S. Economic Development Administration.



AG LEADERSHIP FOUNDATION ALUMNI BREAKFAST

Thursday, February 16, 6:30 a.m.

VIP Event Tent

For tickets and information, visit

<https://www.agleaders-events.org/wae-breakfast>.

PARK & RIDE

Utilize the Park & Ride program and avoid parking and congestion. Park & Ride will be available after the evening events.

FREE PARK & RIDE FROM TULARE, VISALIA, AND EXETER

Tulare

Tulare Outlet Mall: 1407 Retherford St.

Tulare Airport: 5600 Tex Dr.

Tulare County Fairgrounds: 215 Martin Luther King Jr. Ave.

Mid-Valley Cotton Gin: 626 W Cartmill Ave.

Visalia

Plaza Park: 700 S. Plaza St.

Exeter:

Exeter Veteran's Memorial Building: 324 N. Kaweah Ave.

Hours of Operation:

7:00 a.m. to 6:00 p.m. on show days

PARK & RIDE FROM FRESNO AND CLOVIS

Reservation Required. Please call 559.641.6789

Round trip, per day: \$60

Three-day round trip pass: \$150

(Prices subject to change)

VEHICLE ACCESS DURING SHOW DAYS

For vehicle access on the grounds during World Ag Expo® for television remotes, contact Media at 559.991.7356 or

media@farmshow.org.

As a courtesy, please request early morning remotes before 3:00 p.m. the day prior. Thank you!

MOBILE APP

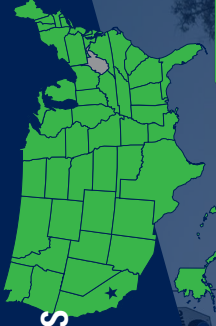
Put information about the show in the palm of your hand with World Ag Expo's® free mobile app. The app provides exhibitor information, news, updates, maps, and much more. Search for "World Ag Expo" to download the app on your mobile device.



1,272 EXHIBITORS | 98,387 ATTENDEES

49 STATES | 34 COUNTRIES

157 REGISTERED MEDIA



SECTOR OF AG

- 17% Vines / Trees
- 14% Dairy / Livestock
- 10% Tools / Supplies
- 9% Machinery / Implements
- 8% Technology
- 7% Row Crops
- 7% Processing / Manufacturing
- 6% Government
- 5% Crop Protection / Fertilizer
- 4% Hay / Forage
- 4% Irrigation
- 4% Media
- 3% Finance / Insurance
- 2% Alternative Energy

REASON FOR ATTENDING



DECISION MAKER?



**WORLD
AG EXPO®**

DEMOGRAPHICS

FEBRUARY 2022

4500 S. LASPINA ST | TULARE, CA 93274 | 800.999.9186 | WORLDAGEXPO.ORG

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WORLD AG EXPO®

TULARE, CA 2023

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International
AGRI-CENTER