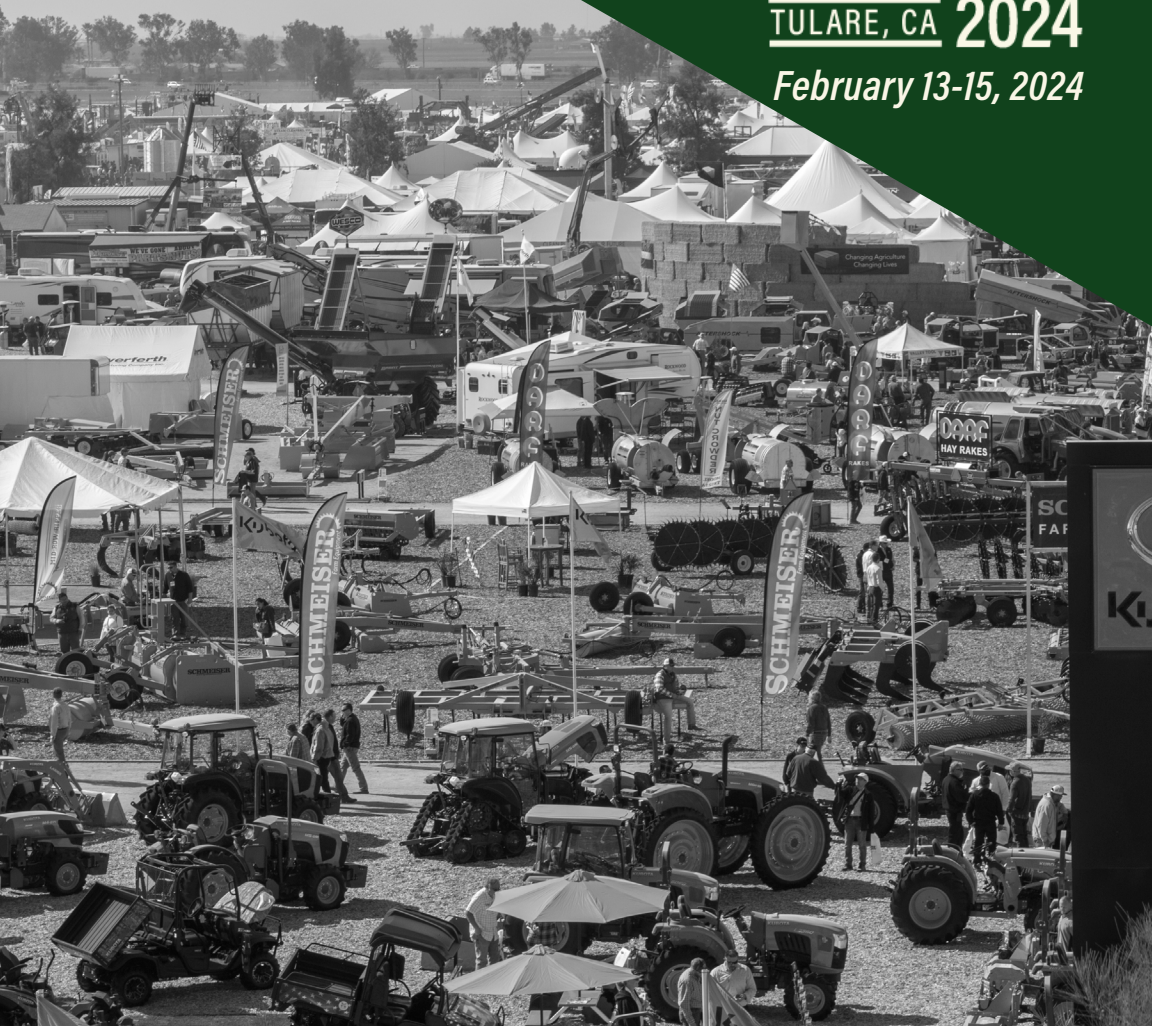


# WORLD AG EXPO®

TULARE, CA 2024

February 13-15, 2024



## EXHIBITOR SERVICES GUIDE

TULARE, CA, USA | 800.999.9186 | [WORLDAGEXPO.COM](http://WORLDAGEXPO.COM)



2R Series Compact  
Utility Tractors

- Standard 24.9 hp 4-cylinder  
hydraulic transmission with 1600 psi  
hydraulic lift and power steering
- 4000 Series Tractor
- Category One, 3-point hitch compatible  
on 120 attachments to increase your  
productivity



JOHN DEERE

**WORLD**  
**AG EXPO®**  
TULARE, CA **2024**

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# *Michelob* **ULTRA**<sup>®</sup>

SUPERIOR LIGHT BEER

WELCOME  
WORLD  
**AG EXPO**<sup>®</sup>  
GUESTS

  
**BUENO BEVERAGE**  
C O M P A N Y

ENJOY RESPONSIBLY





# Exhibitor Checklist



## DUE AT TIME OF PLACEMENT

At time of placement	<input type="checkbox"/> 50% of Payment Due
At time of placement	<input type="checkbox"/> Certificate of Insurance
At time of placement	<input type="checkbox"/> Take advantage of Marketing and Sponsorship Opportunities

## DUE SEPT 1 - FEB 2024

Sept 1 - Feb 1	<input type="checkbox"/> Request Media Coverage
Sept 1 - Feb 8	<input type="checkbox"/> Fill out Social Media Form
Sept 1 - Feb 12	<input type="checkbox"/> Order Services

## DUE OCT 31, 2023

Aug 1 - Oct 31	<input type="checkbox"/> Enter your product in Top-10 New Products Competition
Aug 1 - Oct 31	<input type="checkbox"/> Apply to host a seminar
Oct 31	<input type="checkbox"/> Final Payment & COI Due

## DUE NOV 1 - DEC 15, 2023

Nov 1 - Dec 15	<input type="checkbox"/> Order Badges
Nov 1 - Dec 15	<input type="checkbox"/> Order extra badges & tickets

NOTES:

## DUE JAN - FEB 2024

Jan 1, 2024	<input type="checkbox"/> Arrange shipping and freight
Jan 15, 2024	<input type="checkbox"/> Submit required permits
Jan 29 - Feb 13, 2024	<input type="checkbox"/> Outside Exhibitor Move-In
Feb 5 - Feb 13, 2024	<input type="checkbox"/> Inside Exhibitor Move-In
Feb 13, 2024	<input type="checkbox"/> Move In complete by 7:00 a.m.

## FEBRUARY 13-15, 2024

<div>TUES</div> <div>Feb 13, 2023</div>	<div>7:00 a.m. Move-in Complete</div> <div>9:00 a.m. Show Opens</div> <div>5:00 p.m. Exhibitor Reception</div> <div>Booths must be staffed during show hours at all times.</div>
<div>WED</div> <div>Feb 14, 2024</div>	<div>9:00 a.m. Show Opens</div> <div>All Day Renew your space at Exhibitor Services</div> <div>5:00 p.m. Exhibitor Reception</div>
<div>THURS</div> <div>Feb 15, 2024</div>	<div>9:00 a.m. Show Opens</div> <div>All Day Renew your space at Exhibitor Services</div> <div>4:00 p.m. Show closes and Move-out Begins</div>

TO DO LIST

☐ Make travel plans and book lodging

☐ Follow us on Social Media and use official Hashtag #WAE24

☐ Download the official show app

## EXHIBITOR REQUIREMENTS

### 2025 WORLD AG EXPO® RENEWAL

Exhibitors are strongly encouraged to renew, request to expand, or relocate their exhibit space for 2025 World Ag Expo® at the show! Visit us at Exhibitor Services (P Street, north of Median Street) to reserve your space for 2025 World Ag Expo®.

### FUTURE WORLD AG EXPO® DATES

February 11-13, 2025

February 10-12, 2026

February 9-11, 2027

### FINAL PAYMENT

Make final payment by **October 31, 2023**.

If final payment is not received by **October 31, 2023**, 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](mailto: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](mailto:forms@farmshow.org).*

*If you do not have coverage, it can easily be purchased through Rain Protection.*

*Go to [www.worldagexpo.com/exhibitors/#insurance](http://www.worldagexpo.com/exhibitors/#insurance) to purchase insurance*

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 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 29, 2024**, no exceptions. Exhibitors are required to have submitted valid insurance for their booth, before they are provided badges. Go to [www.worldagexpo.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) to order badges starting November 1 (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***

2024 WAE Badge Shown



### 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, 2023**, for badges to be mailed.

Orders placed after **December 15, 2023**, must be picked up at the International Agri-Center's Heritage Complex. Beginning **January 29, 2024**, 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.*

## 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 15, 2024**. Any exhibits removed before **4:00 p.m. on Thursday, February 15, 2024**, will be subject to the loss of booth space for the 2025 World Ag Expo®.

**CANCELLATION POLICY**

If written notice of cancellation is received before **December 1, 2023**, exhibitor shall forfeit 20% of total space fee and shall be entitled to an 80% maximum refund. Cancellation on **December 1, 2023**, 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 THE EXHIBIT SALES TEAM**

We are so excited to have you exhibit at the 2024 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!



**Lisa McCrea**  
*Exhibit Sales Manager*  
[lisam@farmshow.org](mailto:lisam@farmshow.org)  
800.999.9186



**Theresa Luci**  
*Exhibit Sales*  
[theresa@farmshow.org](mailto:theresa@farmshow.org)  
800.999.9186



**Jordyn Pendola**  
*Exhibit Sales Coordinator*  
[jordyn@farmshow.org](mailto:jordyn@farmshow.org)  
800.999.9186

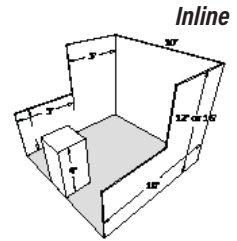
Be sure to visit us at Exhibitor Services during World Ag Expo®. We'd love to meet you and renew your booth for next year!



## INDOOR BOOTHS

### IN-LINE BOOTHS

Exposed to aisle on one side with neighboring booths to the left and right sides

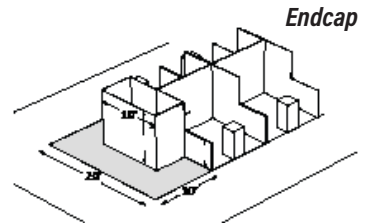


### CORNER BOOTHS

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

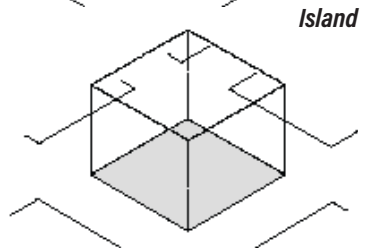
### ENDCAP BOOTHS

Exposed to aisles on three sides and composed of two booths



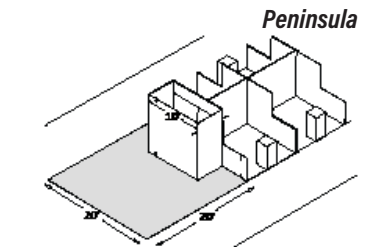
### ISLAND BOOTH

Any size booth exposed to aisles on all four sides



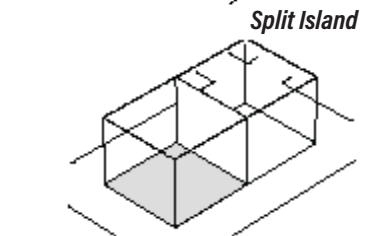
### PENINSULA BOOTH

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



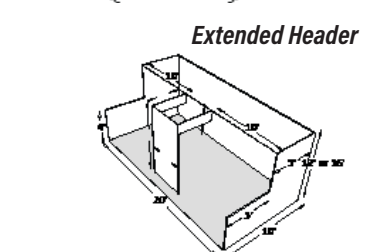
### SPLIT ISLAND BOOTH

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



*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 and Pavilions A & B*

*Maximum height for front half of all Indoor Booths*

*4 feet: All Buildings and Pavilions*

## OUTDOOR SPACES

No height restriction\*

No partitions between spaces

Must stay within assigned space (including tent stakes, landscaping, etc.)

*\*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*

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.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) for security order form and 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 29 - February 23, 2024
- 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)

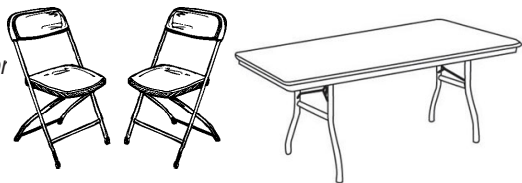
Indoor exhibitors are entitled to:

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

Ag Career & Education Center, Corteva Agriscience Center, Farm Credit Dairy Center, and Pavilions A & B

Tables and Chairs

One 8' table and two standard chairs per exhibitor





## FLOORING AND STRUCTURE/BUILDING

Pavilions A & B 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.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) 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](mailto: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 our office at 559.688.1030 or [forms@farmshow.org](mailto:forms@farmshow.org). Application and payment must be received by **January 15, 2024**. Go to [www.worldagexpo.com/exhibitors/#health-permit](http://www.worldagexpo.com/exhibitors/#health-permit) for 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](mailto: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](mailto: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. You will need to order electricity to power your heater.

### 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 or moved.

### 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 Exhibit Sales at [waesales@farmshow.org](mailto: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 **November 15, 2023**, to avoid a 10% price increase.

*Go to [www.worldagexpo.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) 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 **November 15, 2023**, to avoid a price increase.

*Go to [www.worldagexpo.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) for the Bark Order Form*

#### RESTRICTIONS

No bark is rented to spaces in Pavilions A & B, 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.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) for 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 **November 15, 2023**, to avoid a price increase.

*Go to [www.worldagexpo.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) to order electricity for your booth*

*(See page 23)*

#### ICE

Ice delivery is available for exhibitors during World Ag Expo®.

*Go to [www.worldagexpo.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) for ice order form*

**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 **November 15, 2023**, to avoid a price increase.

*Go to [www.worldagexpo.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) to order wifi*

*(See page 23)*

**SECURITY**

24-hour security is provided January 29 - February 23, 2023 for the show grounds.

If you will be serving alcohol in your exhibit space, you must arrange for security. Order by **November 15, 2023**, to avoid a price increase.

*Go to [www.worldagexpo.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) to order security*

**TENTS, CANOPIES, & FURNITURE**

Order by **November 15, 2023**, to avoid a price increase.

*Go to [www.worldagexpo.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) 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, & 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.com/exhibitors/#customer-admission-tickets-drink-tickets-and-food-tickets](http://www.worldagexpo.com/exhibitors/#customer-admission-tickets-drink-tickets-and-food-tickets) 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 + \$15.00 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.

BEER TICKET COST \$8.00 per ticket + \$0.25 handling fee per ticket

WINE & CHEESE COST \$10.00 per ticket + \$0.25 handling fee per ticket

**FOOD TICKETS**

Food tickets are redeemable for up to \$10.00 at any World Ag Expo® food booth.

COST \$10.00 per ticket + \$0.25 handling fee per ticket.

**SPONSORSHIP & MARKETING**

Once again, we have partnered with Map Your Show to offer even more promotion 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 print ads, digital ads, freeway sign ads, tram sponsorships, event sponsorships, and more!

*Go to [www.worldagexpo.com/exhibitors/#sponsorship-marketing](http://www.worldagexpo.com/exhibitors/#sponsorship-marketing) to download the Sponsorship & Marketing Guide*

*Go to <https://wae23.exh.mapyourshow.com> to order through MYS Exhibitor Dashboard*

**CONTACT INFORMATION**

**INTERNATIONAL AGRI-CENTER® | WORLD AG EXPO®**

**Brittany Brazell**

*Sponsorship & Ag Education Manager*

*[Brittany@farmshow.org](mailto:Brittany@farmshow.org)*

*559.688.1030*

**Juliana Ramirez**

*AgVentures!® & Sponsorship Coordinator*

*[Juliana@farmshow.org](mailto:Juliana@farmshow.org)*

*559.688.1030*

**MAP YOUR SHOW**

**Michael Cutter**

*Exhibitor Engagement Manager*

*[MCutter@mapyourshow.com](mailto:MCutter@mapyourshow.com)*

*513.338.2202*

**Brett Glatfelter**

*Director of Exhibitor Engagement*

*[Brett@mapyourshow.com](mailto:Brett@mapyourshow.com)*

*513.527.8960*

**FREE MARKETING MATERIAL**

Reach your customers before World Ag Expo® with free customizable marketing material.

*Go to [www.worldagexpo.com/exhibitors/#sponsorship-marketing](http://www.worldagexpo.com/exhibitors/#sponsorship-marketing)*

**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**

**Michael Cutter**

*Exhibitor Engagement Manager*

*[MCutter@mapyourshow.com](mailto:MCutter@mapyourshow.com)*

*513.338.2202*

**OFFICIAL EQUIPMENT PUBLICATION**

**AG SOURCE MAGAZINE**

**Eric Batti**

*Sales Manager*

*[Contact@agmag.com](mailto:Contact@agmag.com)*

*800.260.9949*



## MAP YOUR SHOW LISTING

Your Map Your Show profile is one of your first points of contact with your customers, and it's free! 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; but, you'll see more digital traffic if you complete your online listing with keywords, descriptions, brands, and more!

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

### Michael Cutter

*Exhibitor Engagement Manager*

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513.338.2202

## 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, 2023.**

*Go to [www.worldagexpo.com/exhibitors/#seminars](http://www.worldagexpo.com/exhibitors/#seminars) to submit a seminar proposal*

## TOP-10 NEW PRODUCTS COMPETITION

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 and power your sales at 2024 World Ag Expo® and beyond!

### **Applications are accepted through October 31, 2023.**

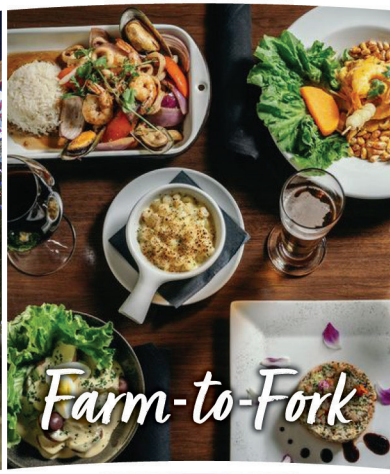
*Go to [www.worldagexpo.com/exhibitors/#top-10-new-products-competition](http://www.worldagexpo.com/exhibitors/#top-10-new-products-competition) to submit your product*



# EXPERIENCE FRESNO COUNTY



*Shop*



*Farm-to-Fork*



*Experience*



*Explore*



VisitFresnoCounty.org



@VisitFresnoCounty

## 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.com/exhibitors/#media](http://www.worldagexpo.com/exhibitors/#media) to download the Media Coverage Request form

## CONTACT

559.688.1030 or [Media@farmshow.org](mailto:Media@farmshow.org)

### Megan Lausten

Marketing Manager

[Megan@farmshow.org](mailto:Megan@farmshow.org)

559.467.0859

### Hayley Benigni

Marketing Coordinator

[Hayley@farmshow.org](mailto:Hayley@farmshow.org)

559.358.0167

## SOCIAL MEDIA

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

Twitter: @WorldAgExpo

Facebook: World Ag Expo

Instagram: @worldagexpo

Linked In: International Agri-Center

YouTube: World Ag Expo

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

Be sure to tag us in your posts and use the official hashtag #WAE24.

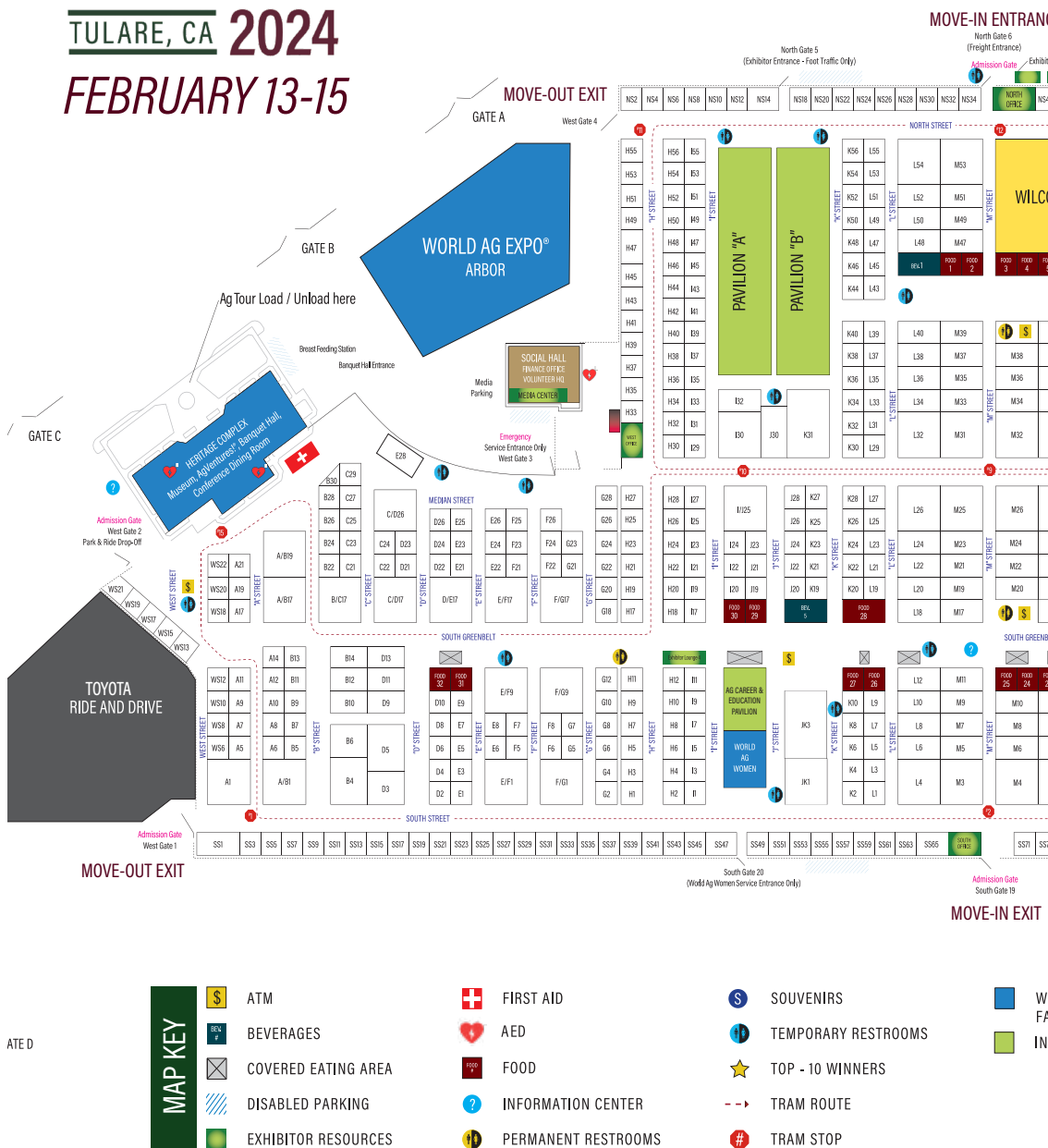
## MOBILE APP - AVAILABLE JANUARY 5, 2024

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 "World Ag Expo".





**WORLD**  
**AG EXPO®**  
TULARE, CA **2024**  
*FEBRUARY 13-15*





# EXHIBITOR SERVICE CENTER

## 2025 EXHIBIT SPACE RENEWALS

Show Decorator | Audio Visual  
Electrical | Wifi | Freight

### MOVE-OUT ENTRANCE



WORLD AG EXPO®  
FACILITIES  
DOOR EXHIBITS



Admission Gate South Gate 16  
MOVE-OUT ENTRANCE

MAP SUBJECT TO CHANGE

# SHIPPING & FREIGHT

## SHIPPING ADDRESS

World Ag Expo®  
(Company Name, Booth #)  
4450 South Laspina Street  
Tulare, CA 93274

## MORE INFORMATION

*World Ag Expo® preferred carrier info to come*

## SHIPPING TO/FROM WORLD AG EXPO®

World Ag Expo® preferred carrier info coming soon.

## 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.

*World Ag Expo®'s official freight and shipping provider to be announced soon.  
Other carriers may also accepted.*

## WORLD AG EXPO® IS NOT RESPONSIBLE FOR ANY SHIPPING CHARGES OR DAMAGES

**OFFICIAL WORLD AG EXPO® CONTRACTORS**

*Go to [www.worldagexpo.com/exhibitors/#forms-services](http://www.worldagexpo.com/exhibitors/#forms-services) for a full list of Contractors*

**AUDIO VISUAL**

Freestyle Event Services

Jared Perry | 661.324.1234

[jared@freestyleevents.com](mailto:jared@freestyleevents.com) | [www.freestyleevents.com](http://www.freestyleevents.com)

**ELECTRICITY**

CES Power

Jason Thibodeau | 714.655.2859

[jthibodeau@cespower.com](mailto:jthibodeau@cespower.com) | [www.cespower.com](http://www.cespower.com)

**FREIGHT & SHIPPING**

*Coming soon!*

**INTERNET**

Wifieye

Aaron Caviglia | 559.684.9800

[Wae@wifieyeinc.com](mailto:Wae@wifieyeinc.com) | [www.wifieyeinc.com](http://www.wifieyeinc.com)

**SOUVENIRS**

SS Shirts

Steve Shahan | 559.685.8335

[Ssshirt@lightspeed.net](mailto:Ssshirt@lightspeed.net) | [www.ssshirts.com](http://www.ssshirts.com)

**TENTS, CANOPIES, STAGING & SUPPLIES**

Diamond Event & Tent

888.844.4001

[Worldagexpo@diamondevent.com](mailto:Worldagexpo@diamondevent.com) | [www.diamondevent.com/world-ag-expo](http://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.

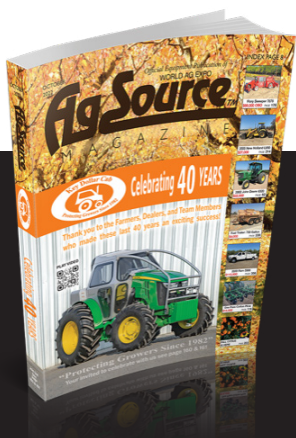


# Show Marketing Packages Available Now!

*Official Equipment Publication of*  
**WORLD AG EXPO®**

**AgSource™**  
M A G A Z I N E

**PRINT, DIGITAL, & ONLINE MARKETING**  
**All in one!**



**REACH SHOW ATTENDEES  
BEFORE, DURING, & AFTER  
THE SHOW**

**CONTACT ERIC TODAY**

**559.280.5293**

**ERIC@AGMAG.COM | WWW.AGMAG.COM**



## 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 29 - FEBRUARY 4, 2024 | 8:00 a.m. - 5:00 p.m.

FEBRUARY 5 - 12, 2024 | 7:00 a.m. - 6:00 p.m.

### INSIDE EXHIBITOR

FEBRUARY 5-12, 2024 | 7:00 a.m. - 5:00 p.m.

### FORFEITURE OF SPACE

Failure to completely set up by **7:00 a.m. on Tuesday, February 13, 2024**, 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 29, 2024**.

Call 559.688.1030 or email [waesales@farmshow.org](mailto:waesales@farmshow.org)



MOVE-OUT PROCEDURES

Move-Out begins: **THURSDAY, FEBRUARY 15, 2024 after 4:00 P.M.**

ENTER

Gates 10 & 16

EXIT

Gates 1 & 4

OUTSIDE EXHIBITOR

February 15-23, 2024

INSIDE EXHIBITOR

February 15-16, 2024

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 15, 2024**, will be subject to discipline, up to the loss of booth space for 2024 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 15, 2024 after 4:00 p.m., 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 1,200 volunteers throughout the year; 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

**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, 2023, order your delivery at [www.worldagexpo.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services)

## 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/exhibitors/#exhibitor-advisory-committee](http://www.worldagexpo.org/exhibitors/#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 12, 2024 | 8:00 a.m. - 3:00 p.m.

February 13, 2024| 7:00 a.m. - 4:00 p.m.

February 14, 2024 | 7:00 a.m. - 4:00 p.m.

February 15, 2024 | 7:00 a.m. - 3:00 p.m.

\*Open daily from 7:00 a.m. - 9:00 a.m. as Exhibitor Lounge

**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 29 - February 9, 2024 | 8:00 a.m. - 5:00 p.m.

February 10-12, 2024 | 7:00 a.m. - 6:00 p.m.

February 13-14, 2024 | 7:00 a.m. - 5:00 p.m.

February 15, 2024 | 7:00 a.m. - 4:00 p.m.

**CONTACT**

559.991.7328

**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® Exhibit Sales. 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**

Move-In: January 29 - February 12, 2024

Move-Out: February 16- 23, 2024

**Forklifts will NOT be available Thursday, February 15, 2024.**

Forklifts will resume operation at 8:00 a.m. on Friday, February 16, 2024.



## 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/exhibitors/#host-an-event](http://www.worldagexpo.org/exhibitors/#host-an-event)

## CONTACT

559.688.1030 or [Events@farmshow.org](mailto:Events@farmshow.org)

### April Doss

Event Sales Coordinator

[April@farmshow.org](mailto:April@farmshow.org)

559.688.1030

### Haley White

Event Sales Coordinator

[Haley@farmshow.org](mailto:Haley@farmshow.org)

559.688.1030

## 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 16, 2024**. Items left after the collection time will no longer be monitored.

## LOCATIONS

Pavilion B, Corteva Agriscience Center, and Farm Credit Dairy Center

## HOURS OF OPERATION

February 13, 2024 | 12:00 p.m. - 5:00 p.m.

February 14-15, 2024 | 8:00 a.m. - 10:00 a.m. | 4:00 p.m. - 6:00 p.m.

February 16, 2024 | 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.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) to download the 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 VIP Event Tent.

February 13 | 5:00 p.m. - 7:00 p.m. | VIP Event Tent



**WEDNESDAY NIGHT EXHIBITOR RECEPTION**

**TBD**

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

**SPECIAL EVENTS**

**OPENING CEREMONIES**

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

Tuesday | February 13 | 8:00 a.m. | WAE Banquet Hall

**PRAYER BREAKFAST**

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

Wednesday | February 14 | 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 15 | 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 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.com/exhibitors/#hotels-rv-parking](http://www.worldagexpo.com/exhibitors/#hotels-rv-parking) 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 or [www.VisitFresnoCounty.org](http://www.VisitFresnoCounty.org).*

### RV PARKING

RV Parking is facilitated by "A" Class RV, Inc.

*Go to [www.worldagexpo.com/exhibitors/#hotels-rv-parking](http://www.worldagexpo.com/exhibitors/#hotels-rv-parking) 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.com/exhibitors/#hotels-rv-parking](http://www.worldagexpo.com/exhibitors/#hotels-rv-parking) 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 scammers and apologize for any inconvenience they may have caused. 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

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  
Exeter Veteran’s Memorial Building: 324 N. Kaweah Avenue, Exeter

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

PRE-SHOW HOURS

5:00 a.m. - 8:00 a.m.

DURING SHOW HOURS

Access for emergency responders & media only

POST-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 13 | 5:00 a.m. - 7:00 p.m.

Wednesday | February 14 | 5:00 a.m. - 7:00 p.m.

Thursday | February 15 | 5:00 a.m. - open all night

**SHOW HOURS**

Tuesday | February 13 | 9:00 a.m. - 5:00 p.m.

Wednesday | February 14 | 9:00 a.m. - 5:00 p.m.

Thursday | February 15 | 9:00 a.m. - 4:00 p.m.

**GENERAL ADMISSION**

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

*Go to [www.worldagexpo.org/attendees/tickets](http://www.worldagexpo.org/attendees/tickets) to purchase general admission*

*Go to [www.worldagexpo.com/exhibitors/#customer-admission-tickets-drink-tickets-and-food-tickets](https://www.worldagexpo.com/exhibitors/#customer-admission-tickets-drink-tickets-and-food-tickets) to order customer admission tickets (exhibitors only)*

**FUTURE WORLD AG EXPO® DATES**

February 11-13, 2025

February 10-12, 2026

February 9-11, 2027

**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 2022, attendees came from 49 states and 34 countries.

*Go to <https://bit.ly/WAE22Demos> for more demographic information*

**WHEN CAN I MOVE IN?**

Outside exhibitor Move-In is January 29 - February 12, 2024.

Inside exhibitor Move-In is February 5-12, 2024.

*(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, 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 29, 2024. For advanced warehousing options, please contact the World Ag Expo® preferred carrier. 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.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) to download the shipping label*

*(See page 22)*

**WHAT DO I DO WITH MY EMPTY CRATES?**

World Ag Expo® stores crates on-site free of charge. 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 16, 2024. If crates are not clearly marked, they will not be returned. Stop by East Office on Median Street & U Street or call 559.991.7243.

**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 starting November 1, 2023. Order by **December 15, 2023** to have badges mailed. Beginning January 29, 2024, 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.)

## CAN I GET BADGES FOR MY BEST CUSTOMERS?

Order VIP Badges for your customers! See Badge Form for details.  
 Go to [www.worldagexpo.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) 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 **November 15, 2023** for the early-bird discount, and to ensure timely delivery.  
 Go to [www.worldagexpo.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) to order bark  
 (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.com/exhibitors/#media](http://www.worldagexpo.com/exhibitors/#media) to download the Media Coverage Request form  
 Go to [www.worldagexpo.com/exhibitors/#free-marketing-material](http://www.worldagexpo.com/exhibitors/#free-marketing-material) for free branded resources  
 (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, 2023**.  
 Go to [www.worldagexpo.com/exhibitors/#important-dates](http://www.worldagexpo.com/exhibitors/#important-dates) 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.com/exhibitors/#insurance](http://www.worldagexpo.com/exhibitors/#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, 2023** can be picked up at ERC starting January 30, 2023.

Order VIP Badges for your customers! See Badge Form for details.

*Go to [www.worldagexpo.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) 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 cancellation notice is received before **December 1, 2023**.

*(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 and only cost \$500 per banner! Unauthorized banners will be taken down and held for the duration of the show.

*Go to [www.worldagexpo.com/exhibitors/#sponsorship-marketing](http://www.worldagexpo.com/exhibitors/#sponsorship-marketing) for more information*

*(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.com/exhibitors-2/#forms-services](http://www.worldagexpo.com/exhibitors-2/#forms-services) 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.com/exhibitors/#health-permit](http://www.worldagexpo.com/exhibitors/#health-permit) for the Tulare County Health Permit and [www.worldagexpo.com/exhibitors/#security](http://www.worldagexpo.com/exhibitors/#security) 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 is ready to assist you in finding the best space for your event during 2024 World Ag Expo®.

*Go to [www.worldagexpo.org/exhibitors/#host-an-event](http://www.worldagexpo.org/exhibitors/#host-an-event) 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, 2023**.

*Go to [www.worldagexpo.com/exhibitors/#customer-admission-tickets-drink-tickets-and-food-tickets](http://www.worldagexpo.com/exhibitors/#customer-admission-tickets-drink-tickets-and-food-tickets) to order additional tickets*

*(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 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 1,200 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 Exhibit Sales 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 inquiries: *waesales@farmshow.org*

**PHONE**

800.999.9186

559.688.1030

**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  
559.991.2005

**West Office\***

Median Street & H Street  
559.991.7355

**East Office\***

Median Street & U Street  
559.991.7243

**South Office\***

*Digging Permits*  
Gate 19 & South Street  
559.991.7198

**Bark Rental Office\***

Median Street & U Street  
559.991.7220

**Exhibitor Services\***

*Exhibit Space Renewal*  
*Official Contractors*  
P Street, North of Median Street

**Exhibitor Registration Center (ERC)\***

*Badges, Lost & Found*  
Gate 6 & M Street  
559.991.7328

**Security Office\***

Gate 6 & M Street  
559.991.6555

**Pavilion A\***

North East Corner  
559.991.7171

**Pavilion B\***

North West Corner  
559.991.7204

**Corteva Agriscience Center**

North West Wall  
559.991.7360

**Farm Credit Dairy Center\***

West Lobby  
559.991.7249

**Seminar Center\***

South East Corner of the grounds  
559.991.7207

**Media Center\***

Social Hall  
559.991.7356

**Emergency**

911

**Highway Patrol**

559.734.6767

**On-Site Police Command Post**

559.837.3848

**Police (Non-Emergency)**

559.686.3454

**Sheriff (Non-Emergency)**

559.733.6218

**Main Office**

Heritage Complex  
559.688.1030

*\*Phone lines in effect January 30- February 17, 2023.  
For information prior to these dates, call 559.688.1030*

# SEE YOU IN TULARE!

*February 13-15, 2024*



**TULARE, CA, USA | 800.999.9186 | [WORLDAGEXPO.ORG](http://WORLDAGEXPO.ORG)**