

THE BEST FARM SHOW ON DIRT

February 13-15, 2024



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 12 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 | 559.991.7356

GET SOCIAL WITH US!

Official Hashtag: #WAE24



World Ag Expo | International Agri-Center



@worldagexpo | @internationalagricenter



@worldagexpo | @intlagricenter



World Ag Expo

TOP-10 NEW PRODUCT WINNERS

Amiga V7 | Farm-ng | Watsonville, CA

Exhibit Space: U37, U39, T38, T40

Nathan Dorn | 805.218.7028 | nathan@farm-ng.com



Blue Spray | Bluewhite | Fresno, CA

Exhibit Space: R37, R39

Adi Schechter | 972.54.5812121 | adi.sc@bluewhite.co

Burro Grande, plus Atlas Online Route Creation | Burro

Philadelphia, PA

Exhibit Space: P34, P36

Chris Thiesen | 559.859.5665 | chris@burro.ai

Electric GUSS | GUSS Automation | Kingsburg, CA

Exhibit Space: RD5

Gary Thompson | 559.897.0245 | GT@GUSSag.com

EZ Cut Seal Remover | Country Enterprises | Lucan, MN

Exhibit Space: Corteva Agriscience Center 3827

Josh Krause | 507.530.6891 | liljosh@countryent.net

Model B Smart Sprayer | Verdant Robotics | Hayward, CA

Exhibit Space: U35

Sarah Pierce | 314.610.7081 | Sarah@9northgroup.com

Oliver Colibri | Sutton Ag Enterprises | Salinas, CA

Exhibit Space: T31

Joseph Sutton | 831.422.9693 | joe@suttonag.com

Shark Wheel SWIFT Irrigation Wheel | Shark Wheel Agriculture

Mission Viejo, CA

Exhibit Space: Pavilion B 2524

Zack Fleishman | 310.936.2436 | zack@sharkwheel.com

Shockwave X | Orchard Machinery Corp.

Yuba City, CA

Exhibit Space: M19, M21, and M25

John Krum | 559.696.5562 | jkrum@shakermaker.com

Standard PTO Kit | Tractor Protection Products

Blue Ridge, TX

Exhibit Space: Pavilion A 1014

Aaron Zimmermann | 469.596.8810 | farmerz@tractorprotection.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 2024 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 13-15, 2024

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

- 2024 World Ag Expo®, 57th Annual – theme: “The Best Farm Show on Dirt”
- 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 2023 World Ag Expo® drew more than 108,000 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 25 staff work to make World Ag Expo® possible
- 120 acres of parking
- New for 2024:
 - Many exhibitors have expanded to do live demonstrations

FEBRUARY 13-15, 2024

NORTH



Toyota Ride & Drive
SW side of grounds

AGCO Ride & Drive
NE side of grounds

VIP Tent

VIP II Tent

On South side of grounds, on Elk Bayou Road



WW Livestock Demonstration Pavilion

Demos with live animals East of FCDC

New Food Vendor

Food 19 - Salt & Light

Food 23 - New name: Reining Chaos Drill Team

New AGCO Tram Stop

Located at AGCO Corporation Booth

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

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 15, 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: Bank of America

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.

BANK OF AMERICA



WORLD AG EXPO® AWARDS & OPENING CEREMONIES

Tuesday, February 13, 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 57th World Ag Expo®.



PRAYER BREAKFAST

Wednesday, February 14, 7:00 a.m.

VIP Event Tent

Enjoy fellowship, a buffet breakfast, and keynote speaker Thomas Henderson.

\$20 per person | 559.687.6112

WET CENTER INNOVATION PITCH EVENT

Wednesday, February 14, 9:30 a.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 five start-up companies.



INTERNATIONAL RECEPTION

Wednesday, February 14, 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.

AG LEADERSHIP FOUNDATION ALUMNI BREAKFAST

Thursday, February 15, 6:30 a.m.

VIP Event Tent

Enjoy breakfast and keynote speaker David Horsager, while supporting the California Ag Leadership Foundation. For tickets and more information, go to <https://www.agleaders.org/events/2024-world-ag-expo-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

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

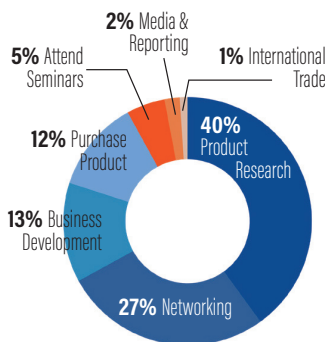
Put information about the show in the palm of your hand with World Ag Expo's® free mobile app. The app provides exhibitor information, news, updates, maps, and much more. Search for "World Ag Expo" to download the app on your mobile device.



DEMOGRAPHICS

108,233 Attendees | **1,225** Exhibitors
49 States | **56** Countries | **186** Registered Media

PURPOSE FOR ATTENDING

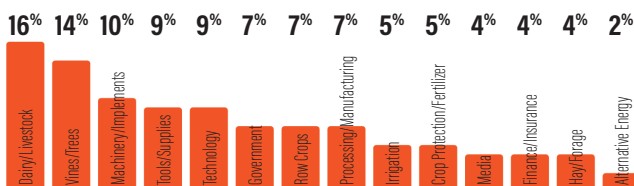


DECISION MAKERS



48% Yes & 18% Make Recommendations
34% No

SECTOR OF AG



WORLD AG EXPO[®]

TULARE, CA 2024

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



International[®]
AGRI-CENTER