

WORLD AG EXPO®

TULARE, CA 2026



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 9 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 4:00 a.m. – 5:00 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: #WAE26



World Ag Expo | International Agri-Center



@worldagexpo | @internationalagricenter



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World Ag Expo

TOP-10 NEW PRODUCT WINNERS

2026 Boson by Boson Motors, Inc.

San Jose, CA | Exhibit Space: R41

Arun Seelam | 650-943-3100

arun@bosonmotors.com



Amiga Max by Bonsai Robotics

San Jose, CA | Exhibit Space: JK3

Linda McNair | 831-420-7949 | linda.mcnair@bonsairobotics.ai

Automatic Head Height Control by Orchard Machinery Corporation

Yuba City, CA | Exhibit Spaces: M19, M21, M23, M25, M31, M33

Alan Isaacson | 530-624-7201 | aisaacson@shakermaker.com

būmigro Mulch Film by Būmi

Herber City, UT | Exhibit Space: 3124

Isaac Partridge | 385-250-8765 | isaac.partridge@bumiearth.com

Carbon ATK by Carbon Robotics

Seattle, WA | Exhibit Spaces: 036, 038

Robin Wiseman | 831-348-7282 | robin@carbonrobotics.com

eHPU (Electrified Hydraulic Power Unit) by Hydraulic Controls Inc.

Concord, CA | Exhibit Space: I29

Happy Singh | 209-494-3386 | hsingh@hydraulic-controls.com

Find My Cow Flash | CowManager

Shawano, WI | Exhibit Spaces: 6513-6517

Joanna Frankenberg | 567-644-5343 | j.frankenberg@cowmanager.com

MS Electron by Monosem

Edwardsville, KS | Exhibit Space: 049

Clint Sedlacek | 913-229-1057 | sedlacekclint@monosem.com

Stinger TerraFrame Max M120 Feed Chassis by Stinger, Inc.

Burton, KS | Exhibit Spaces: SS87, SS89, & DS78

Justin Matlack | 620-727-3000 | justin@stingerltd.com

TerraTrap™ Ground Squirrel Kit by Automatic Trap Company

Sonoma, CA | Exhibit Space: 3430

Jeff Jacobs | 707-931-4551 | jeff.jacobs@automatictrap.com

The 2026 Top-10 Competition is Sponsored by:



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 2026 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!



SHOW DATES & HOURS

February 10-12, 2026

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.com | media@farmshow.org

WORLD AG EXPO® FACTS

- 2026 World Ag Expo®, 59th Annual – theme: “Grounds for Innovation”
- Average of 1,200 exhibitors display the latest in farm equipment, chemicals, communications, and technology on 2.6 million square feet of exhibit space
- The 2025 World Ag Expo® drew more than 100,000 people
- World Ag Expo® uses three semi-trailer truckloads of electrical equipment
- Farm Credit Dairy Center is now the Farm Credit Dairy & Livestock Center. The newly renamed pavilion reflects a broader scope of animal agriculture, welcoming new exhibitors and attendees from across the livestock industry. The 80,000-square-foot pavilion features displays showcasing the latest in dairy and livestock equipment, technology, and services.
- Building C is a 60,000 square foot permanent building
- Free Park & Ride shuttle service is offered from Exeter, Tulare, and Visalia.
- International visitors can find products and information at the International Business Center on Median Street & S Street in the Hilvers Building
- 1,200 volunteers and 25 staff work to make World Ag Expo® possible
- 120 acres of parking
- Test-drive equipment in the Can-Am and Polaris exhibit spaces.
- This year's live cattle demonstration will be livestreamed on Wednesday, February 11.

WORLD AG EXPO®

FEBRUARY 10-12, 2026

SHOW GROUNDS MAP



FOOD BOOTHS

1 LIBERTY ELEMENTARY EDUCATION FOUNDATION	11 COS STUDENT AG COUNCIL CLUB	20 CENTRAL VALLEY KING'S FOUNDATION
2 CENTRAL VALLEY CHRISTIAN SCHOOL	12 TEEN CHALLENGE	21 KIWANIS DIVISION 18 AG COMMITTEE
3 TULARE WESTERN MUSIC BOOSTERS	13 DIVERSIFIED AGRICULTURE & AG MECHANICS	22 TULARE UNION BAND BOOSTERS
4 TCIE FOUNDATION	14 TULARE COUNTY SHERIFF'S PAL	23 REINING CHAOS DRILL TEAM
5 EXCHANGE CLUB OF PORTERVILLE	15 GOSHEN MOUNTED POLICE	24 ABUNDANT LIFE CENTER
6 ALPAUGH HISTORICAL SOCIETY	16 AMVETS POST 56	25 LOVE, INC.
7 CENTRAL VALLEY CHRISTIAN SCHOOL	17 CENTRAL VALLEY CHRISTIAN SCHOOL	26 OAK VALLEY PTO
8 ROMA LODGE 1573, SONS OF ITALY	18 TULARE COUNTY SHERIFF'S POSSE	27 PAL VERDE ELEMENTARY SCHOOL
10 BOYS AND GIRLS CLUB OF THE SEQUOIAS	19 SALT AND LIGHT	28 SUNDALE UNION SCHOOL



**WORLD
AG EXPO®
TULARE, CA 2026**

AG TOURS

Sponsored by: Visit Visalia

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.



AGVENTURES! GIVEAWAY

New this year! John Deere has teamed up with AgVentures!® to offer an all-electric Z370R ZTrak™ mower for a giveaway benefiting the AgVentures!® Learning Center. Raffle tickets are \$10 each or five for \$40 and can be purchased at the John Deere Exhibit Space during World Ag Expo®. The drawing will take place on Thursday, February 12, 2026, at 3:00 p.m.



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

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 & Livestock Center. This is a 21 and over lounge. Tickets must be purchased to enter.

WORLD AG EXPO® AWARDS & OPENING CEREMONIES

Tuesday, February 10, 8:00 a.m.

Banquet Hall

Prizes will be awarded to Top-10 New Product Winners and Coast Counties Peterbilt scholarship recipients at the opening of the 59th World Ag Expo®.



WOMEN'S CONFERENCE PAVILION

Sponsored by: Bank of America

February 10-12, 2026

Located on South Street between I & J Streets

Join industry leaders as they share their insights and expertise on innovative practices and leadership in agriculture. This pavilion highlights women's contributions in the field, fostering collaboration and growth through engaging discussions and networking opportunities.



PRAYER BREAKFAST

Wednesday, February 11, 7:00 a.m. - 8:30 a.m.

VIP Event Tent

Enjoy fellowship, a buffet breakfast, and hear from a keynote speaker.

Ticket Required.

INTERNATIONAL RECEPTION

Wednesday, February 11, 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 12, 6:30 a.m. - 8:30 a.m.

VIP Event Tent

Enjoy breakfast and hear from keynote speaker while supporting the California Ag Leadership Foundation.

Ticket Required.

PARK & RIDE

Sponsored by: Valley Strong

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 Rutherford St.

Tulare Airport: 5600 Tex Drive, Tulare

Tulare County Fairgrounds Gate 10: 215 Martin Luther King Jr. Ave.

Mid-Valley Cotton Gin: 626 W Cartmill Avenue, Tulare

Visalia

Plaza Park: 700 S. Plaza St., Visalia

Exeter:

The Center for Art, Culture, and History: 125 South B Street, Exeter

Hours of Operation:

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

VEHICLE ACCESS DURING SHOW DAYS

For vehicle access on the grounds during World Ag Expo® for television remotes, contact Marketing Manager at 559.467.0856 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.



DOWNLOAD THE APP

WORLD AG EXPO®

FEBRUARY 10 - 12, 2026

Plan your visit: **WORLD
AG EXPO**
TULARE, CA 2026

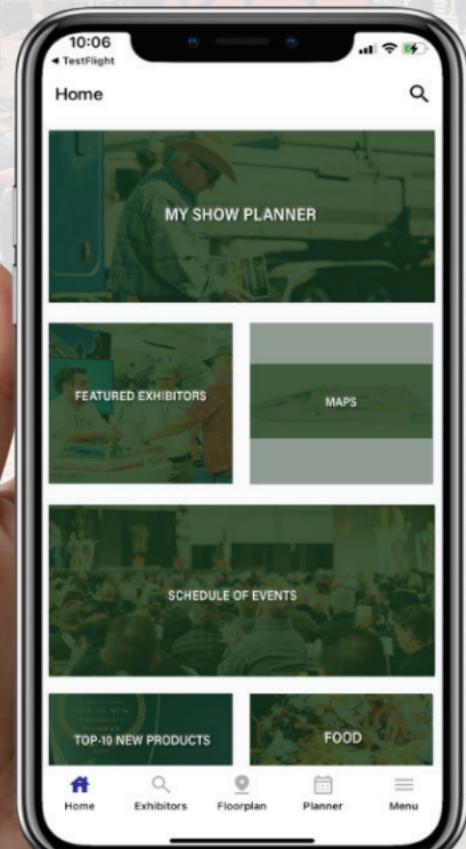
- Maps
- Exhibitors
- Seminars
- Food
- Directions



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