

# 2026

## WORLD AG EXPO®

### DEMOGRAPHICS

**2.6 MILLION**  
EXHIBIT SPACE

**100,000+**  
ATTENDEES

**1,179**  
EXHIBITORS

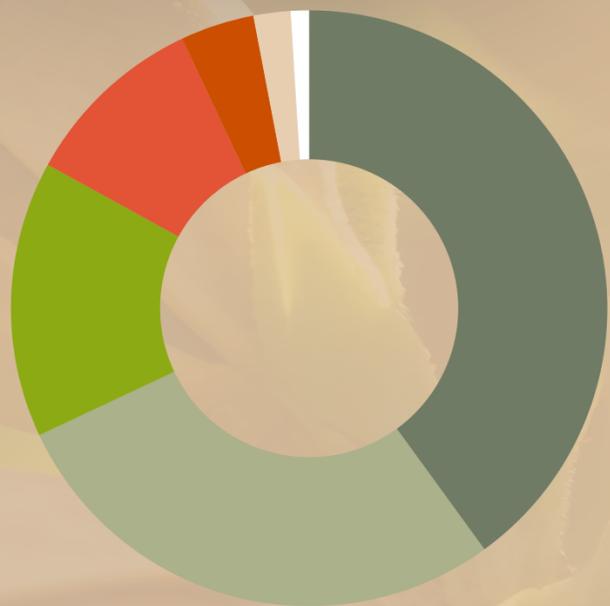


**50**  
STATES

**53**  
COUNTRIES

#### PURPOSE FOR ATTENDING

- 40% Product Research
- 28% Networking
- 15% Business Development
- 10% Purchase Product
- 4% Attend Seminars
- 2% Media & Reporting
- 1% Import/Export



#### SECTOR OF AG

- 15% Dairy & Livestock
- 13% Vines & Trees
- 11% Machinery/Implements
- 10% Technology
- 10% Tools/Supplies
- 8% Processing/Manufacturing
- 6% Row Crops

- 7% Government
- 4% Crop Protection/Fertilizer
- 5% Media
- 4% Irrigation
- 3% Finance/Insurance
- 3% Hay/Forage
- 1% Alternative Energy

**47%**

HAVE PURCHASING AUTHORITY



47% YES  
35% NO

18% MAKE  
DECISIONS