WORLD AG EXPO®

TULARE, CA 2027

GUIDE

EXHIBITOR SERVICES

IT HAPPENS HERE

60TH ANNIVERSARY



WORLDAGEXPO.COM

4500 S LASPINA ST. | TULARE, CA

WORLD AG EXPO®
TULARE, CA 2027



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EXHIBITOR CHECKLIST

WORLD AG EXPO® TULARE, CA 2027

AT TIME OF PLACEMENT

- [ ] 50% OF PAYMENT
- [ ] CERTIFICATE OF INSURANCE

AUGUST - OCTOBER

- [ ] TOP-10 APPLICATION
- [ ] SEMINAR APPLICATION
- [ ] FINAL PAYMENT & COI DUE

JANUARY

- [ ] ARRANGE SHIPPING & FREIGHT
- [ ] SUBMIT REQUIRED PERMITS
  DEADLINE JANUARY 15

SCHEDULE OF EVENTS

JANAURY 25 ••• OUTSIDE EXHIBITOR MOVE-IN BEGINS

FEBRUARY 1 ••• INSIDE EXHIBITOR MOVE-IN BEGINS

FEBRUARY 9 ••• MOVE-IN COMPLETE BY 7:00 A.M.

FEBRUARY 9 ••• 5:00 P.M. EXHIBITOR RECEPTION

FEBRUARY 10 ••• RENEW YOUR SPACE

TO DO LIST

- [ ] SPONSORSHIP & MARKETING OPPORTUNITIES
- [ ] BOOK TRAVEL & LODGING
- [ ] ORDER SERVICES
  EARLY BIRD DEADLINE NOVEMBER 15
- [ ] ORDER BADGES & TICKETS
  MAILING DEADLINE DECEMBER 15
- [ ] FOLLOW US ON SOCIAL MEDIA
- [ ] DOWNLOAD THE OFFICIAL WORLD AG EXPO MOBILE APP

SHOW HOURS

TUESDAY, FEBRUARY 9 & WEDNESDAY, FEBRUARY 10
9:00 A.M. - 5:00 P.M.

THURSDAY, FEBRUARY 11
9:00 A.M. - 4:00 P.M.

NOTES

2028 WORLD AG EXPO® RENEWAL

Exhibitors are strongly encouraged to renew, request to expand, or relocate their exhibit space for 2028 World Ag Expo® at the show! Visit us at Exhibitor Services (P Street, north of Median Street) to reserve your space for 2028 World Ag Expo®.

FUTURE WORLD AG EXPO® DATES

February 8-10, 2028 February 13-15, 2029 February 12-14, 2030

FINAL PAYMENT

Make final payment by **October 31, 2026.**
If final payment is not received by **October 31, 2026,** 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.***
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.***

If you do not have coverage, it can easily be purchased through Rain Protection.
Go to ***www.worldagexpo.com/exhibitors-requirements/*** *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 25, 2027**, no exceptions. Exhibitors are required to have submitted valid insurance for their booth, before they are provided badges.
*Go to **www.worldagexpo.com/exhibitors-permits/** 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

VIP Guest Badges for Customers
Don't need your full allotment of Exhibitor Badges? Order the rest as VIP Guest 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, 2026,** for badges to be mailed.
Orders placed after **December 15, 2026,** must be picked up at the International Agri-Center®'s Heritage Complex. Beginning **January 25, 2027,** 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 11, 2027** Any exhibits removed before **4:00 p.m. on Thursday, February 11, 2027,** will be subject to the loss of booth space for the 2028 World Ag Expo®.

CANCELLATION POLICY

If written notice of cancellation is received before **December 1, 2026,** exhibitor shall forfeit 20% of total space fee and shall be entitled to an 80% maximum refund. Cancellation on **December 1, 2026,** 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 2027 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
800.999.9186



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Conner Burkhalter
Exhibit Sales Coordinator
conner@farmshow.org
800.999.9186



Veisinia Tautuaa
Sales & Operations Coordinator
veisinia@farmshow.org
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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

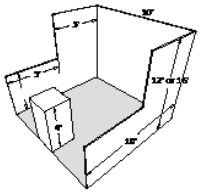
Maximum height for back wall and center of all Indoor Booths
16 feet: Farm Credit Dairy & Livestock Center and Buidling C
12 feet: Ag Career & Education Center and Pavilions A & B

Maximum height for front half of all Indoor Booths
4 feet: All Buildings and Pavilions

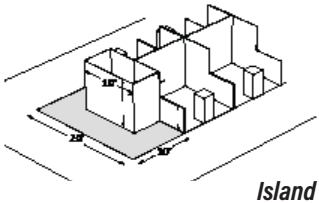
OUTDOOR SPACES
No height restriction*
No partitions between spaces
Must stay within assigned space (including tent stakes, landscaping, etc.)

**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 & Livestock Center*

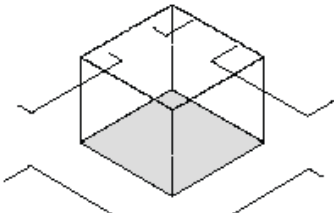
Inline



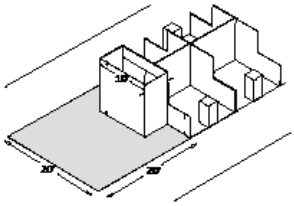
Endcap



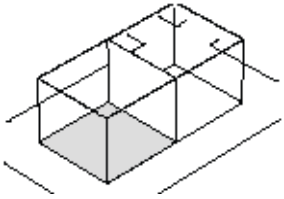
Island



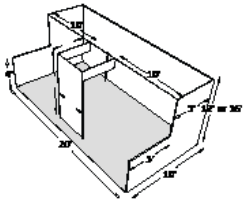
Peninsula



Split Island



Extended Header



ALCOHOL POLICY

Alcohol is not permitted on-site unless it is part of an approved event held within one of our designated venues, and booked through our Event Rentals Team.

All alcohol service must be coordinated through the International Agri-Center and must comply with all applicable laws and regulations.

To better manage events and maintain a professional setting throughout the show, exhibitor-hosted events and planned gatherings involving alcohol and requiring security must now take place within one of our designated event venues.

All events and gatherings, whether taking place in your exhibit space or within one of our designated venues, must conclude by the end of the daily show hours. To host an event or arrange alcohol service for your approved event, please contact our Event Rentals Team at ***events@farmshow.org.***

If you're not planning to host an event but would still like to treat your customers during the show, drink tickets will be available for advance purchase beginning November 1, 2026.

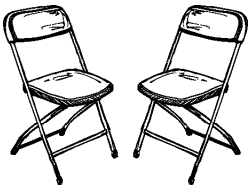
AMENITIES

All exhibitors are entitled to:

- Access to five lounges with complimentary refreshments *(See page 27)*
- 24-hour security from January 25 - February 19, 2027
- 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, Building C, Farm Credit Dairy and Livestock 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

Building C and Farm Credit Dairy and Livestock 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-permits/** for application (Outside spaces only. Bark not included)*

Bark: **Outside spaces only. CA Fire Code prohibits bark use within any tent, canopy, or membrane structure.**

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*** 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***. Application and payment must be received by **January 10, 2027**.
*Go to **www.worldagexpo.com/exhibitors-permits/** 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*** 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** 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*** 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, 2026,** to avoid a 10% price increase.
*Go to **www.worldagexpo.com/exhibitors-permits/** 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, 2026,** to avoid a price increase.
*Go to **www.worldagexpo.com/exhibitors-permits/** for the Bark Order Form*

RESTRICTIONS
No bark is rented to spaces in Pavilions A & B, Ag Career & Education Center, Farm Credit Dairy and Livestock Center or Buidling C. California Fire Code prevents the use of bark within any tent canopy or membrane structure.

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-permits/** 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, 2026,** to avoid a price increase.
*Go to **www.worldagexpo.com/exhibitors-permits/** 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-permits/** 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 Forms and Services. Discount deadline applies to orders placed with an Official Contractor. Order by **November 15, 2026,** to avoid a price increase.
*Go to **www.worldagexpo.com/exhibitors-permits/** to order wifi*
(See page 23)

SECURITY
24-hour security is provided January 25 - February 19, 2027 for the show grounds.

Alcohol is not permitted on-site unless it is part of an approved event held within one of our designated venues, and booked through our Event Rentals Team. All alcohol service must be coordinated through the International Agri-Center and must comply with all applicable laws and regulations. To host an event or arrange alcohol service for your approved event, please contact our Event Rentals Team at **events@farmshow.org.**

TENTS, CANOPIES, & FURNITURE
Order by **November 15, 2026,** to avoid a price increase.
*Go to **www.worldagexpo.com/exhibitors-permits/** 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-permits/**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 + $19.00 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 $10.25 per ticket ($10.00 ticket + 0.25 handling fee per ticket)
THE TASTING ROOM (FORMERLY WINE & CHEESE) COST $15.25 per ticket ($15.00 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 $10.25 per ticket ($10.00 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** to download the Sponsorship & Marketing Guide*
*Go to **https://wae27.exh.mapyourshow.com** to order through MYS Exhibitor Dashboard*

CONTACT INFORMATION

INTERNATIONAL AGRI-CENTER® | WORLD AG EXPO® (On-Site Sponsorships)
Jennifer Rupp
Sponsorship Sales
Jenniferr@farmshow.org
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MAP YOUR SHOW (Digital Sponsorships)
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513.338.2202

Brett Glatfelter
Director of Exhibitor Engagement
Brett@mapyourshow.com
513.527.8960

FREE MARKETING MATERIAL

Reach your customers before World Ag Expo® with free customizable marketing material.
*Go to **https://www.worldagexpo.com/exhibitors-2/#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
513.338.2202

OFFICIAL EQUIPMENT PUBLICATION

AG SOURCE MAGAZINE
Eric Batti
Sales Manager
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
MCutter@mapyourshow.com
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, 2026.
*Go to **www.worldagexpo.com/attendees/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 2027 World Ag Expo® and beyond!

Applications are accepted through October 31, 2026.
*Go to **www.worldagexpo.com/attendees/top-10-new-products/** to submit your product*



DOWNLOAD THE APP

WORLD AG EXPO®

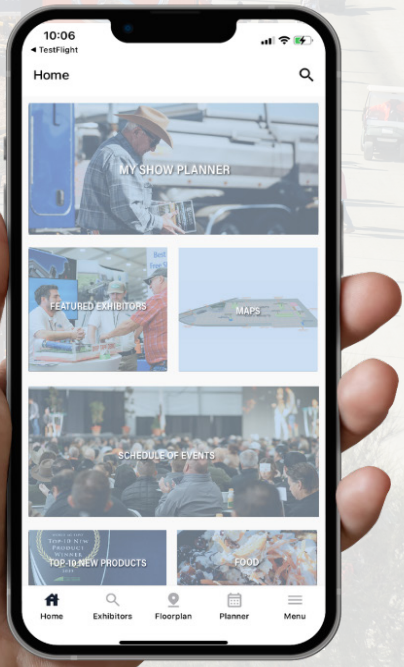
FEBRUARY 9 - 11, 2027

Plan your visit:

- Maps
- Exhibitors
- Seminars
- Food
- Directions

Available on the App Store

GET IT ON Google Play



WORLD AG EXPO® TULARE, CA 2027

TULARE, CA USA | 800.999.9186 | **WORLDAGEXPO.COM**

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/media/** to download the Media Coverage Request form*

CONTACT
559.688.1030 or ***Media@farmshow.org***

Hayley Benigni
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559.358.0167

Kara Verhoeven
Marketing Coordinator
Kara@farmshow.org
559.556.2335

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 #WAE27.

MOBILE APP - AVAILABLE JANUARY 5, 2027
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".**

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

SHIPPING TO/FROM WORLD AG EXPO®
Old Dominion Freight Lines
877.358.6918
Trade.Show@odfl.com

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.

Other freight carriers 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-permits/** for a full list of Contractors*

AUDIO VISUAL
Freestyle Event Services
Jared Perry | 661.324.1234
jared@freestyleevents.com | ***www.freestyleevents.com***

ELECTRICITY
CES Power
Jason Thibodeau | 714.655.2859
jthibodeau@cespower.com | ***www.cespower.com***

FREIGHT & SHIPPING
Old Dominion Freight Lines
877.358.6918
Trade.Show@odfl.com

INTERNET
Wifieye
Aaron Caviglia | 559.684.9800
Wae@wifieyeinc.com | ***www.wifieyeinc.com***

SOUVENIRS
SS Shirts
Steve Shahan | 559.685.8335
Ssshirt@lightspeed.net | ***www.ssshirts.com***

TENTS, CANOPIES, STAGING & SUPPLIES
Diamond Event & Tent | 888.844.4001
Worldagexpo@diamondevent.com | ***www.worldagexpo.com/exhibitors-permits/***

Please Note: Diamond Event & Tent is the exclusive tent provider for World Ag Expo 2027. If you require tenting for your exhibit space, please make arrangements directly with Diamond Event & Tent to ensure compliance with event policies. Concessions may be considered on a case-by-case basis prior to move-in by contacting **waesales@farmshow.org.*

EXHIBITOR APPOINTED CONTRACTORS
If you are using a contractor not listed in the Forms and Services, they must obtain a temporary workers pass from ERC at Gate 6.

Show Marketing Packages Available Now!

Official Equipment Publication of

WORLD AG EXPO®

Ag Source™ MAGAZINE

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 25 - JANUARY 31, 2027 | 8:00 a.m. - 5:00 p.m.

FEBRUARY 1 - 8, 2027 | 7:00 a.m. - 5:00 p.m.

INSIDE EXHIBITOR
FEBRUARY 1 - 8, 2027 | 7:00 a.m. - 5:00 p.m.

FORFEITURE OF SPACE
Failure to completely set up by **7:00 a.m. on Tuesday, February 9, 2027**, 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 25, 2027.**
Call 559.688.1030 or email ***waesales@farmshow.org***



MOVE-OUT PROCEDURES

Move-Out begins: **THURSDAY, FEBRUARY 11, 2027 after 4:00 P.M.**

ENTER
Gates 10 & 16

EXIT
Gates 1 & 4

OUTSIDE EXHIBITOR
February 11 - 19, 2027

INSIDE EXHIBITOR
February 11 & 12, 2027

MOVE-OUT HOURS
Monday - Saturday | 8:00 a.m. - 5:00 p.m.

Sunday | **Closed**

Forklifts will NOT be available Thursday, February 11, 2027.
Forklifts will resume operation at 8:00 a.m. on Friday, February 12, 2027.
Forklift service ends daily at 5:00 p.m. for safety.
Crates picked up during move-in will not be available until Friday, February 12th when forklift service resumes.

FORFEITURE OF SPACE
Any exhibits removed before **4:00 p.m. on Thursday, February 11, 2027**, will be subject to discipline, up to the loss of booth space for 2028 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 11, 2027 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
Building C - Northwest Wall
Farm Credit Dairy & Livestock 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 15, 2026, order your delivery at ***www.worldagexpo.com/exhibitors-permits/***

EXHIBITOR ADVISORY REPRESENTATIVE
The Exhibitor Advisory Representative serves as a voice for all World Ag Expo® exhibitors. They are available to hear your comments, questions, and concerns and communicate them to World Ag Expo Management. The representative is on-site during World Ag Expo® and accessible throughout the year.

Joel Seal, Exhibitor Advisory Representative
BW Implement | *jseal@bwimp.co*

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 8, 2027 | 8:00 a.m. - 3:00 p.m.

February 9, 2027 | 7:00 a.m. - 4:00 p.m.

February 10, 2027 | 7:00 a.m. - 4:00 p.m.

February 11, 2027 | 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 25 - January 31, 2027 | 8:00 a.m. - 5:00 p.m.

February 1 - 10, 2027 | 7:00 a.m. - 5:00 p.m.

February 11, 2027 | 7:00 a.m. - 4:00 p.m.

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 25 - February 9, 2027
Move-Out: February 11- 19, 2027
Forklifts will NOT be available Thursday, February 11, 2027.
Forklifts will resume operation at 8:00 a.m. on Friday, February 12, 2027.
Forklift service ends daily at 5:00 p.m. for safety.

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.com/exhibitors-3/***

CONTACT
559.688.1030 or ***Events@farmshow.org***

Haley White
Event Sales Lead
Haley@farmshow.org
559.688.1030

Tiffany Brown
Event Sales Coordinator
Tiffany@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 12, 2027.** Items left after the collection time will no longer be monitored.

LOCATIONS
Pavilion B, Buidling C, and Farm Credit Dairy and Livestock Center

HOURS OF OPERATION
February 8, 2027 | 12:00 p.m. - 5:00 p.m.

February 9-11, 2027 | 8:00 a.m. - 10:00 a.m. | 4:00 p.m. - 6:00 p.m.

February 12, 2027 | 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-permits/** 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, 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 9 | 5:00 p.m. - 7:00 p.m. | VIP Event Tent

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 Coast Counties Peterbilt scholarship winners, and speeches from local dignitaries and Show Chairman.
Tuesday | February 9 | 8:00 a.m. | WAE Banquet Hall

PRAYER BREAKFAST

Enjoy fellowship, a keynote address, and a buffet breakfast.
Wednesday | February 10 | 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 11 | 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-3/** 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**.*

RV PARKING

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

*Go to **www.worldagexpo.com/exhibitors-3/** 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-3/** 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.

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

FREE PARK & RIDE
Utilize the Park & Ride program and avoid parking and congestion.
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:
Mid-Valley Cotton Gin: 626 West Cartmill Avenue, Tulare
Plaza Park: 700 S. Plaza St., Visalia
The Center for Art, Culture, and History: 125 South B Street, Exeter
Tulare County Fairground Gate 10: 215 Martin Luther King Jr. Avenue, Tulare

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	DURING SHOW HOURS	POST-SHOW HOURS
5:00 a.m. - 8:00 a.m.	Access for emergency responders & media only	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 9 | 6:00 a.m. - 7:00 p.m.
Wednesday | February 10 | 6:00 a.m. - 7:00 p.m.
Thursday | February 11 | 6:00 a.m. - open all night

SHOW HOURS
Tuesday | February 9 | 9:00 a.m. - 5:00 p.m.
Wednesday | February 10 | 9:00 a.m. - 5:00 p.m.
Thursday | February 11 | 9:00 a.m. - 4:00 p.m.

GENERAL ADMISSION
$25 per day | Children 6 and under, free.
*Go to **www.worldagexpo.com/attendees/tickets/** to purchase general admission*
*Go to **www.worldagexpo.com/exhibitors-permits/** to order customer admission tickets (exhibitors only)*

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 2026, attendees came from 50 states and 53 countries.

WHEN CAN I MOVE IN?
Outside exhibitor Move-In is January 25 - February 8, 2027.

Inside exhibitor Move-In is February 1 - 8, 2027.
(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. Building C and Farm Credit Dairy and Livestock 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 25, 2027. 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-permits/** 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 12, 2027. 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 will be available online starting August 1, 2026. Orders placed by December 15, 2026 will be mailed, with fulfillment beginning November 1, 2026. Starting January 25, 2027, 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 Guest Badges for your customers! See Badge Form for details.
*Go to **www.worldagexpo.com/exhibitors-permits/** 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, 2026** for the early-bird discount, and to ensure timely delivery.
*Go to **www.worldagexpo.com/exhibitors-permits/** 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/media/** to fill out the Media Coverage Request form*
*Go to **www.worldagexpo.com/exhibitors-3/** for 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, 2026.**
You can pay online at ***https://wae27.exh.mapyourshow.com*** or give us a call at 559.688.1030 to pay by phone.

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-requirements/** 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, 2026** can be picked up at ERC starting **January 25, 2027.**

Order VIP Guest Badges for your customers! See Badge Form for details.
*Go to **www.worldagexpo.com/exhibitors-permits/** 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, 2026.**
(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-guidelines/** 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-permits/** to order power*
(See page 14)

CAN I SERVE FOOD AND ALCOHOL AT MY BOOTH?
Alcohol is not permitted on-site unless it is part of an approved event held within one of our designated venues, and booked through our Event Rentals Team. All alcohol service must be coordinated through the International Agri-Center® and must comply with all applicable laws and regulations. To host an event or arrange alcohol service for your approved event, please contact our Event Rentals Team at ***events@farmshow.org.***

If you're not planning to host an event but would still like to treat your customers during the show, drink tickets are available for advance purchase.

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 2027 World Ag Expo®.
*Go to **https://www.worldagexpo.com/exhibitors-3/** 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, 2026.**
*Go to **www.worldagexpo.com/exhibitors-permits/** 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 Exhibit Sales 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.com
www.internationalagricenter.com

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

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

Exhibitor Registration Center (ERC)*
Badges, Lost & Found
Gate 6 & M Street

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

Building C
North West Wall
559.991.7360

Farm Credit Dairy & Livestock 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 25- Feburary 11, 2027.*
For information prior to these dates, call 559.688.1030

SEE YOU IN TULARE!

February 9-11, 2027



TULARE, CA, USA | 800.999.9186 | **WORLDAGEXPO.COM**