

**WORLD
AG EXPO®**
TULARE, CA 2025



**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 10 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: #WAE25



World Ag Expo | International Agri-Center



@worldagexpo | @internationalagricenter



@worldagexpo | @intlagricenter



World Ag Expo

TOP-10 NEW PRODUCT WINNERS

3 in 1 Orchard Brush Rake-Shredder-Blower

HCL Machine Works | Dos Palos, CA

Exhibit Space: SS65

Casey Campbell | 209-392-6103

casey@hclmachineworks.com



ARA, The Ultra-High Precision Sprayer Ecorobotix | Pasco, WA

Exhibit Space: S54

Chrissy Wozniak | 239-841-9347 | chrissy.wozniak@ecorobotix.com

Autofill | Oxbo | Lynden, WA

Exhibit Space: N32

Cory Venable | 319-573-2548 | c.venable@oxbo.com

FlexiRiser Pump Puller | Water Well Rentals/Hose Solutions

Scottsdale, AZ

Exhibit Spaces: K26

Angelica Rogers | 702-613-1152 | Sales@HoseSolutions.com

Garford Electric Weeder | Garford Farm Machinery | Brooklyn Park, MN

Exhibit Space: 2016, 2017

Bryan Saylor | 435-994-4228 | bryan.saylor@garford.com

Pelican Spray | Pyka | Alameda, CA

Exhibit Space: SS63

Thomas Semow | 510- 541-2139 | thomas@flypyka.com

Pollination Insight Platform (PIP) | BeeHero | Del Rey, CA

Exhibit Space: 2013

Tim Sawyer | 831-234-6478 | tim@beehero.io

Seppi Miniforst Pick Up CL 175 | Seppi M. and Gearmore, Inc

Chino, CA

Exhibit Space: P24, P26

Ben Carlson | 763-238-6584 | ben@seppi.com

Synergy Blower | Flory Industries

Salida, CA

Exhibit Space: N18, N20, N22

Seth Richmond | 209-648-4798 | SRichmond@goflory.com

Vulcan T380 | FarmWise Labs, Inc

Salinas, CA

Exhibit Space: N39

Pauline Canteneur | 415-940-8500 | pauline.canteneur@farmwise.io

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 2025 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 11-13, 2025

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

- 2025 World Ag Expo®, 58th Annual – theme: “Paving The Way For Ag and Technology”
- 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 2024 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 an 80,000 square foot pavilion featuring displays of the latest in dairy 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; 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 2025:
 - Many exhibitors have expanded to do live demonstrations
 - Women's Conference Pavilion, located on the Corner of South I, & J Streets.

WORLD AG EXPO®

FEBRUARY 11-13, 2025

SHOW GROUNDS MAP



- | | | | |
|---|---|-------------------------------------|----------------|
| 1 LIBERTY ELEMENTARY EDUCATION FOUNDATION | 11 COS STUDENT AG COUNCIL CLUB | 20 CENTRAL VALLEY KING'S FOUNDATION | 29 UNITED WAY |
| 2 CENTRAL VALLEY CHRISTIAN SCHOOL | 12 TEEN CHALLENGE | 21 KWANIS DIVISION 18 AG COMMITTEE | 30 TULARE COUN |
| 3 TULARE WESTERN MUSIC BOOSTERS | 13 DIVERSIFIED AGRICULTURE & AG MECHANICS | 22 TULARE UNION BAND BOOSTERS | 31 TULARE WEST |
| 4 IMMANUEL SCHOOLS | 14 TULARE COUNTY SHERIFF'S PAL | 23 REINING CHAOS DRILL TEAM | 32 CENTRAL VAL |
| 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 PFFSA | |
| 8 ROMA LODGE 1573, SONS OF ITALY | 18 TULARE COUNTY SHERIFF'S POSSE | 27 PALD VERDE ELEMENTARY SCHOOL | |
| 10 BOYS AND GIRLS CLUB OF THE SEQUIOIAS | 19 SALT AND LIGHT | 28 SUNDALE UNION SCHOOLS | |

GATE D

MAP KEY

- ATM
- BEVERAGES
- COVERED EATING AREA
- DISABLED PARKING
- EXHIBITOR RESOURCES
- FIRST AID
- AED
- FOOD
- INFORMATION CENTER
- PERMANENT RESTROOMS
- SOUVENIRS
- TEMPORARY RESTROOMS
- TOP - 10 WINNERS
- TRAM ROUTE
- TRAM STOP
- WORLD AG EXPO[®] FACILITIES
- INDOOR EXHIBITS



WORLD AG EXPO[®]

TULARE, CA 2025

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.



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. 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 13, at the Toyota exhibit.



TOYOTA

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 11, 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 58th World Ag Expo®.



Innovating Agriculture: Insights from Ag Tech Startup Founders | WET Center Innovation Event

Tuesday, February 11, 10:00 a.m.

Seminar Trailer 1

Join the Fresno State Water, Energy and Technology Center for a dynamic panel discussion featuring visionary founders from leading ag tech startups.



PRAYER BREAKFAST

Wednesday, February 12, 7:00 a.m.

VIP Event Tent

Enjoy fellowship, a buffet breakfast, and keynote speaker Dave Hanse. \$20 per person | 559.687.6112

INTERNATIONAL RECEPTION

Wednesday, February 12, 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 13, 6:30 a.m.

VIP Event Tent

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

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:

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

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.



2024 WORLD AG EXPO® DEMOGRAPHICS

2.6 MILLION SQ FT
EXHIBIT SPACE



100,000+
ATTENDEES



1,258
EXHIBITORS

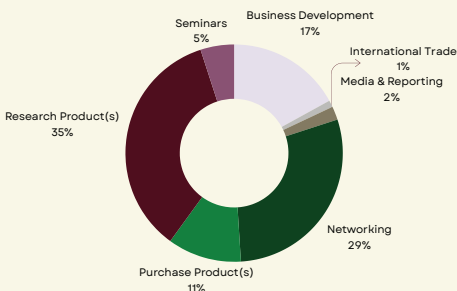


49
STATES



81
COUNTRIES

PURPOSE FOR ATTENDING



PURCHASING AUTHORITY



50% YES
17% MAKE DECISIONS
33% NO

SECTOR OF AG

- 15% Dairy & Livestock
- 12% Vines/Trees
- 10% Machinery/Implements
- 10% Technology
- 8% Tools/Supplies
- 7% Government
- 7% Processing/Manufacturing
- 7% Row Crops
- 5% Crop Protection
- 5% Media
- 4% Irrigation
- 4% Hay/Forage
- 4% Finance/Insurance
- 2% Alternative Energy

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4500 S. LASPINA ST | TULARE, CA
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