

WORLD AG EXPO[®] DEMOGRAPHICS



2.6 MILLION SQ FT

EXHIBIT SPACE

100,000+

ATTENDEES

1,274

EXHIBITORS

49

STATES

80

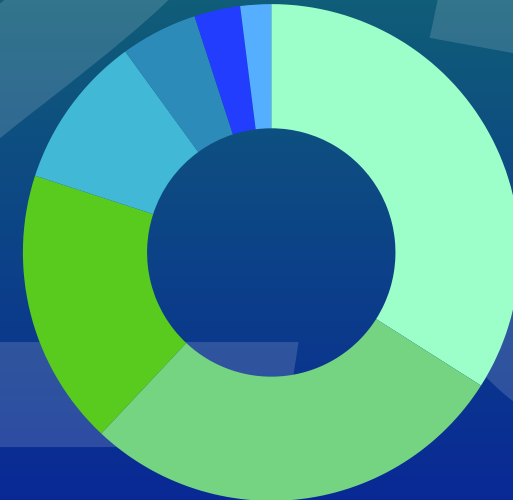
COUNTRIES

SECTOR OF AG

- 16% Dairy & Livestock
- 12% Vines & Trees
- 10% Machinery/Implements
- 10% Technology
- 9% Tools/Supplies
- 8% Processing/Manufacturing
- 8% Row Crops
- 7% Government
- 5% Crop Protection/Fertilizer
- 4% Media
- 4% Irrigation
- 3% Finance/Insurance
- 3% Hay/Forage
- 1% Alternative Energy

PURPOSE FOR ATTENDING

- 34% Product Research
- 28% Networking
- 18% Business Development
- 10% Purchase Product
- 5% Attend Seminars
- 3% Media & Reporting
- 2% Import/Export



PURCHASING AUTHORITY



50% YES
31% NO

19% MAKE DECISIONS