

PRIMARY OPERATION

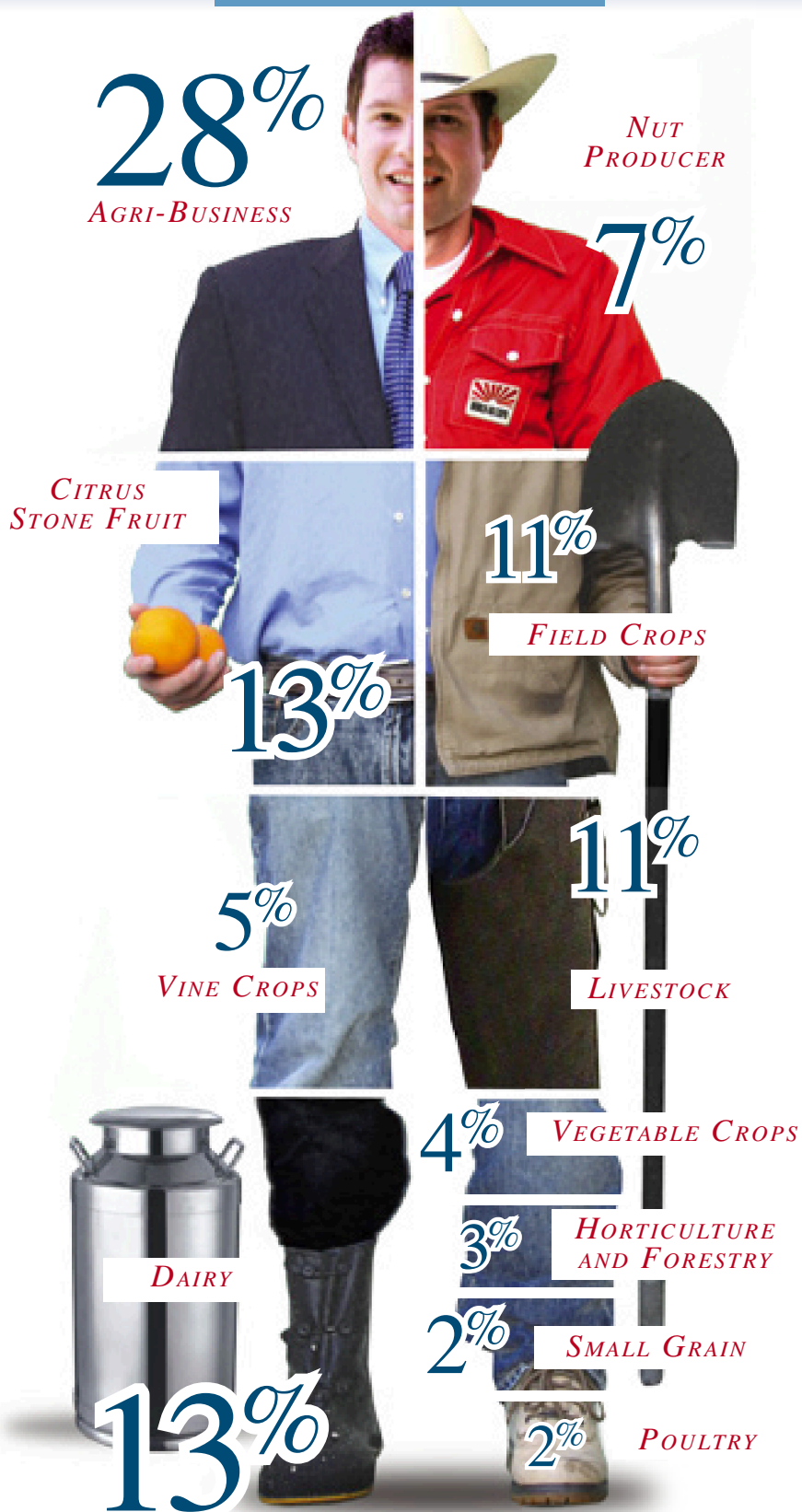
Interested in learning who's attending the world's largest farm equipment and agriculture technology expo? In 2011, attendees voluntarily provided their demographic information when they registered to attend the expo. This representation shows that qualified buyers use World Ag Expo as a resource when looking for new technologies to improve their productivity and profitability for the upcoming year. ■

Secondary Operation

Agribusiness	21%
Livestock	16%
Field Crops	13%
Trees/Stone Fruit/Citrus/Other Fruit ..	12%
Dairy	8%
Vegetable/Tomatoes/Other Vegetables .	6%
Nut Production	5%
Vine Crops/Melons	4%
Small Grains	4%
Chemical/Fertilizer	3%

Products of Interest

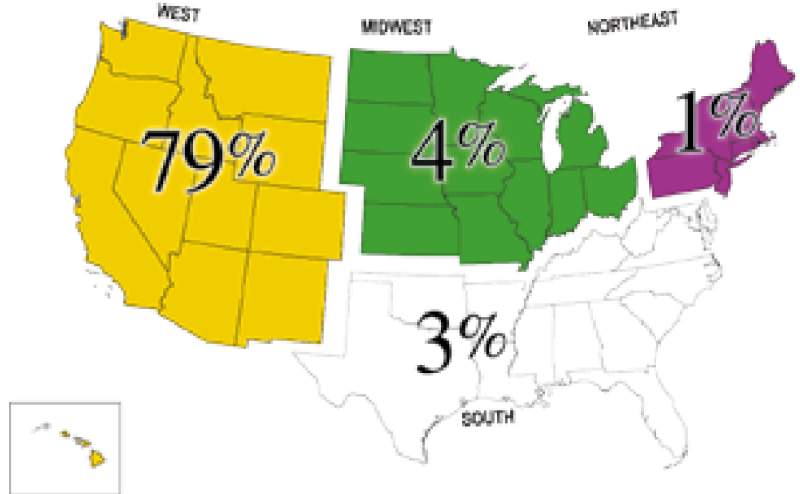
Farming Equipment & Accessories ..	13%
Tractors	10%
Irrigation	8%
Crop Production	8%
Alternative Energy	8%
Technology	7%
Harvesting	7%
Education	6%
Livestock Equip & Serv.....	6%
Planting & Seeding	5%



GEOGRAPHICAL DISTRIBUTION OF REGISTERED ATTENDEES



West	79%
Midwest	4%
South	3%
North East	1%
Canada	3%
Mexico	3%
Other International Countries	9%



78% of attendees are directly involved with agriculture production or allied industry.

76% attend every year and select WAE as the only tradeshow they attend.

94% rated WAE 4 stars or higher out of 5.

Primary Commodity

Alfalfa	10%
Dairy Cattle	9%
Beef Cattle	9%
Almonds	8%
Oranges, Navel	5%
Grapes, Raisin	3%
Grapes, Wine	3%
Walnuts	3%
Field Crops	3%
Corn Grain	2%

Secondary Commodity

Beef Cattle	9%
Alfalfa	9%
Almonds	5%
Dairy Cattle	5%
Field Crops	4%
Corn Silage	3%
Other Fruit	3%
Horses	2%
Walnuts	2%
Grapes, Wine	2%

Total Animal Units

Primary

1 to 999

81%

1,000 Or More

19%

Total Animal Units

Secondary

1 To 999

84%

1,000 Or More

16%

Total Acres Farmed

Primary

1 to 499

72%

500 Or More

28%

Total Acres Farmed

Secondary

1 To 499

73%

500 Or More

27%