



Australian Government
Austrade



World Ag Expo 2008
12 – 14 February

Want to promote your business at the world's largest agri-marketing event?

Then talk to Austrade about exhibiting in the Australian Pavilion at World Ag Expo to be held in Tulare, California, USA from 12-14 February 2008.

World Ag Expo brings together a broad range of innovative agribusinesses in the largest farm show in the world. The expo showcases the latest in agricultural equipment, technology, products and services to an audience of over 100,000 visitors.

Why participate?

Participate in **World Ag Expo** if you want to:

- > Identify potential distributors, customers or partners in the world's largest agriculture market
- > Expand your business in the US and internationally
- > Increase your brand recognition at the world's premier agri-marketing event.



Did you know?

The Australian Pavilion was the largest international presence at both the 2006 and 2007 shows. Of the 30 companies exhibiting last year, over half reported short-term export sales as a direct result of participation.

What types of businesses exhibit?

Some of the major exhibitor categories include:

- > **Farm equipment** – Machinery, irrigation, spraying, off-road accessories, fencing, safety, horticulture, vineyard, orchard, broad-acre and organic
- > **Dairy/Livestock** – Husbandry, traceability, monitoring, nutrition, identification and waste management
- > **Technology** – Computer software, precision farming, pest control, soil/moisture testing and environmental.

Great international exposure

In addition to the international exposure your business will attract, your package also includes:

- > A fully equipped and individually branded booth space
- > Complimentary entry to the show
- > Targeted marketing, business matching and logistical support
- > Complimentary invitations to the Australian networking reception with potential customers and distributors
- > High profile media exposure and publicity in the US market
- > Business listing in the show guide (75,000+ distribution), website and International Trade Directory
- > Inclusion in Austrade's 2008 US Agribusiness Buyers' Guide
- > Access to the International Business Centre which hosts 1000 international visitors.

How do I find out more?

Complete your details below, **fax back to Lucy Coward on (02) 9390 2024** and we'll send you more information about the **Australian Pavilion at World Ag Expo 2008**.

Title _____ First name _____

Surname _____ Position _____

Company _____

Address _____

Phone _____ Fax _____

Email _____ Website _____

Product (s) _____

Has your company exported before? Yes / No _____

Key Contacts:

In Australia

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