

WORLD
AG EXPO®
FEBRUARY 2022

BACK IN

AGTION



Sponsorship & Marketing Guide
Onsite | Digital | Print

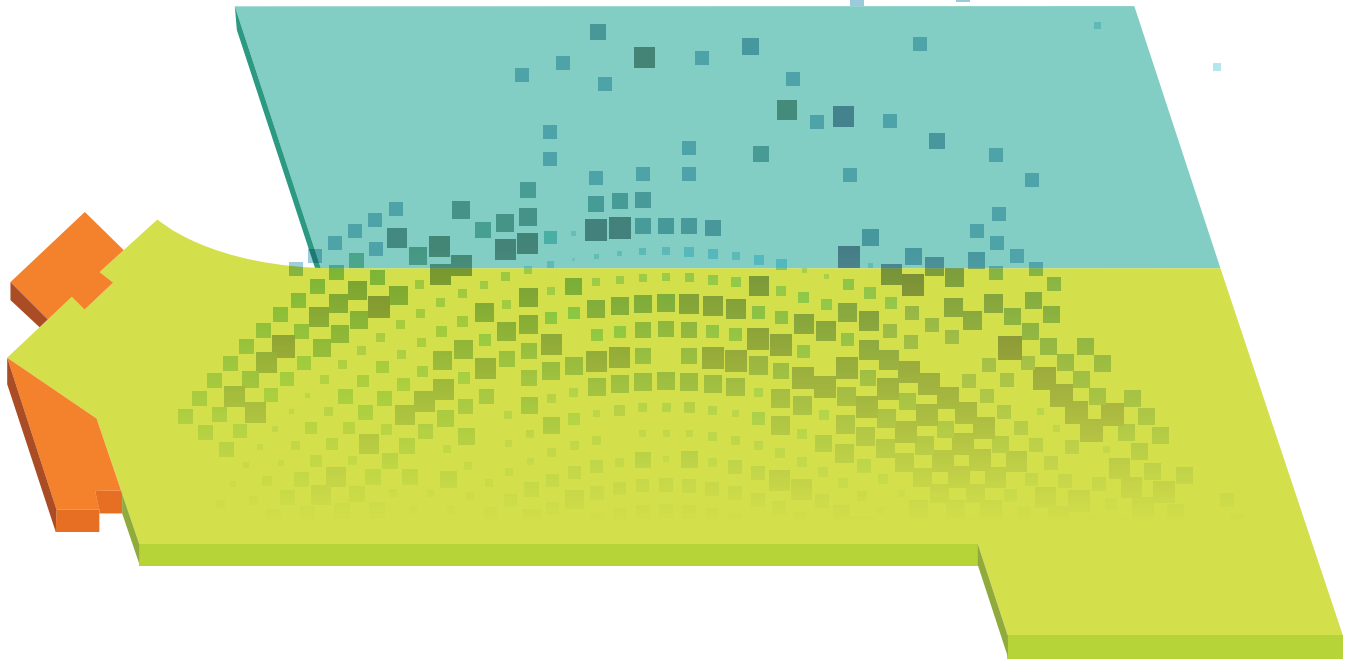
 International
AGRI-CENTER


Map Your Show®

WHY ADVERTISE?

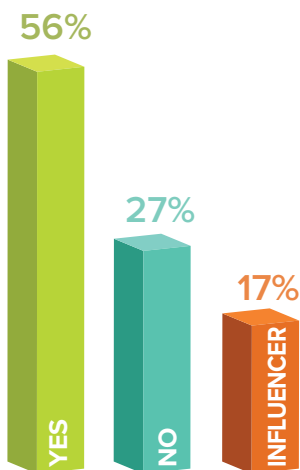
1,442
Exhibitors.

2.6 million
sq. ft. of exhibit space.



Extend your footprint **beyond your booth.**

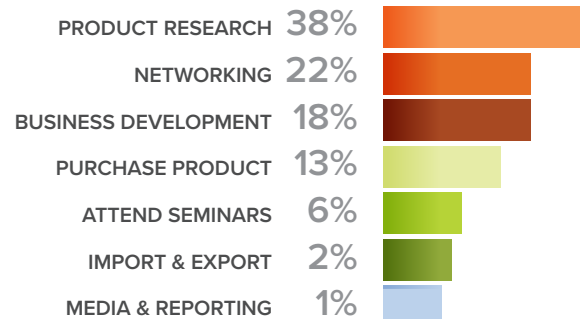
ATTENDEES WITH PURCHASING AUTHORITY



PEOPLE

106,357
ATTENDEES
46
STATES
56
COUNTRIES

PURPOSE FOR ATTENDING



To purchase, contact:

559.688.1030 | sponsorship@farmshow.org

513.338.2192 | SFolkert@mapyourshow.com

Onsite Sponsorships

Reach your audience with an onsite sponsorship opportunity at World Ag Expo. We know your resources are valuable, so we make sure our sponsorship packages are designed to earn you the best return on your investment.

SPONSORSHIP OPPORTUNITIES

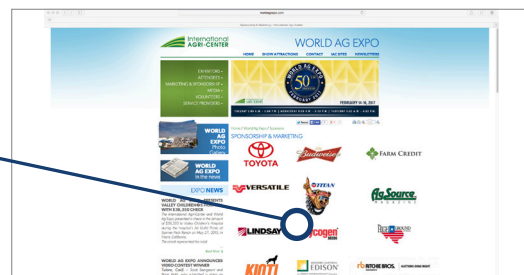
Fence Banner <ul style="list-style-type: none"> One banner displayed on the fence line during World Ag Expo® (banner provided by the sponsor) Maximum size: 4' h x 8' w; Minimum of 4 grommets (corners) 	\$500
Corteva Agriscience Center LED Wall Ad <ul style="list-style-type: none"> Advertising on the LED Wall, located in Corteva Agriscience Center, for all three days of the show 1280 pixel width x 720 pixel height; high resolution JPG; screen resolution 16:9 	\$1,500
Freeway Sign Ad <ul style="list-style-type: none"> One month of advertising on the International Agri-Center® electronic freeway sign Seen by 70,000 motorists a day 144 pixel height x 432 pixel width; 72 dpi; RGB color; JPG 	\$2,500
Restroom Sponsorship <ul style="list-style-type: none"> <i>Only 4 available</i> 4 banners to be placed on the exterior/interior restroom walls (banners provided by the sponsor) Signage in each stall in sponsored restroom 	\$5,000
Ag Tours Sponsorship <ul style="list-style-type: none"> <i>EXCLUSIVE – limited to one company</i> Recognition as the official sponsor of Ag Tours during World Ag Expo® 2 banners displayed on Ag Tours pin-top sign-off area (banners provided by the sponsor) 1 banner on the back stage of the World Ag Expo® website (ad provided by the sponsor) Approximately 100 up to 50 people per tour Recognition in announcements at the beginning of each tour Option to provide promotional materials to be distributed to Ag Tours participants 	\$5,000
Trash Receptacle Sponsorship <ul style="list-style-type: none"> <i>EXCLUSIVE – limited to one company</i> Advertising on 800 trash receptacles Plastic sleeves of advertising provided by sponsor (estimated cost of production: \$7,500) Must have sleeves by TBD 	\$7,500
Tram Sponsorship <ul style="list-style-type: none"> <i>Only 6 available</i> Professionally vinyl-wrapped branding on three sides of the tram Two tram routes, continuously running Sponsor provides artwork 	\$10,000
Farm Credit Dairy Center Billboard <ul style="list-style-type: none"> One year of promotion in the Farm Credit Dairy Center on large format sign board (Jan 2022 – Dec 2022) Specs to be sent separately 	\$10,000

SPONSORSHIP OPPORTUNITIES

VIP Event Tent Sponsorship <ul style="list-style-type: none"> <i>EXCLUSIVE – limited to one company</i> Recognition as official sponsor of the VIP Event Tent during World Ag Expo® Up to 6 banners placed on the exterior of the VIP Event Tent (banners provided by the sponsor) Logo will appear on the official onsite printed guide/map (deadlines apply) 	\$10,000
Pavilion Sponsorships <p><i>Check for availability</i></p> <ul style="list-style-type: none"> 4 available (Pavilions A, B, D, and Ag Careers & Education) Recognition as official pavilion sponsor onsite, online and in print 4 banners to place on the exterior of your Pavilion (banners provided by the sponsor) 1456 x 180 pixel logo on the online pavilion Logo will appear on the official onsite printed guide/map (deadlines apply) 	\$15,000
Park & Ride Sponsorship <ul style="list-style-type: none"> <i>EXCLUSIVE – limited to one company</i> 2 banners placed at designated Park & Ride pick-up and drop-off locations (banners provided by the sponsor) 15 total buses run from 7:00 a.m. to 6:00 p.m. Tuesday – Thursday (subject to change) Option to advertise on exterior of applicable buses (production fee may be associated) Option to provide promotional material for Park & Ride participants 	\$15,000
Gate Ticket Sponsorship <ul style="list-style-type: none"> <i>EXCLUSIVE – limited to one company</i> Logo placement on all gate tickets 400 x 400 pixels; black and white (no grayscale) Advertisement on the ticket page of the World Ag Expo® website (pending availability) Approximately 20,000 gate tickets sold Approximately 10,000 online tickets sold 	\$20,000
Customer Admission Ticket Sponsorship <ul style="list-style-type: none"> Deadline: September 1, 2021 <i>EXCLUSIVE – limited to one company</i> Full color logo included on all customer admission tickets Approximately 45,000 customer admission tickets sold to exhibitors and industry companies to send their customers to World Ag Expo® Advertisement on the ticket page of the World Ag Expo® website (pending availability) 	\$25,000
Mobile Application Sponsorship	See Digital Advertising Section
Show Guide Sponsorship	See Print Advertising Section

All Onsite Sponsorships include:

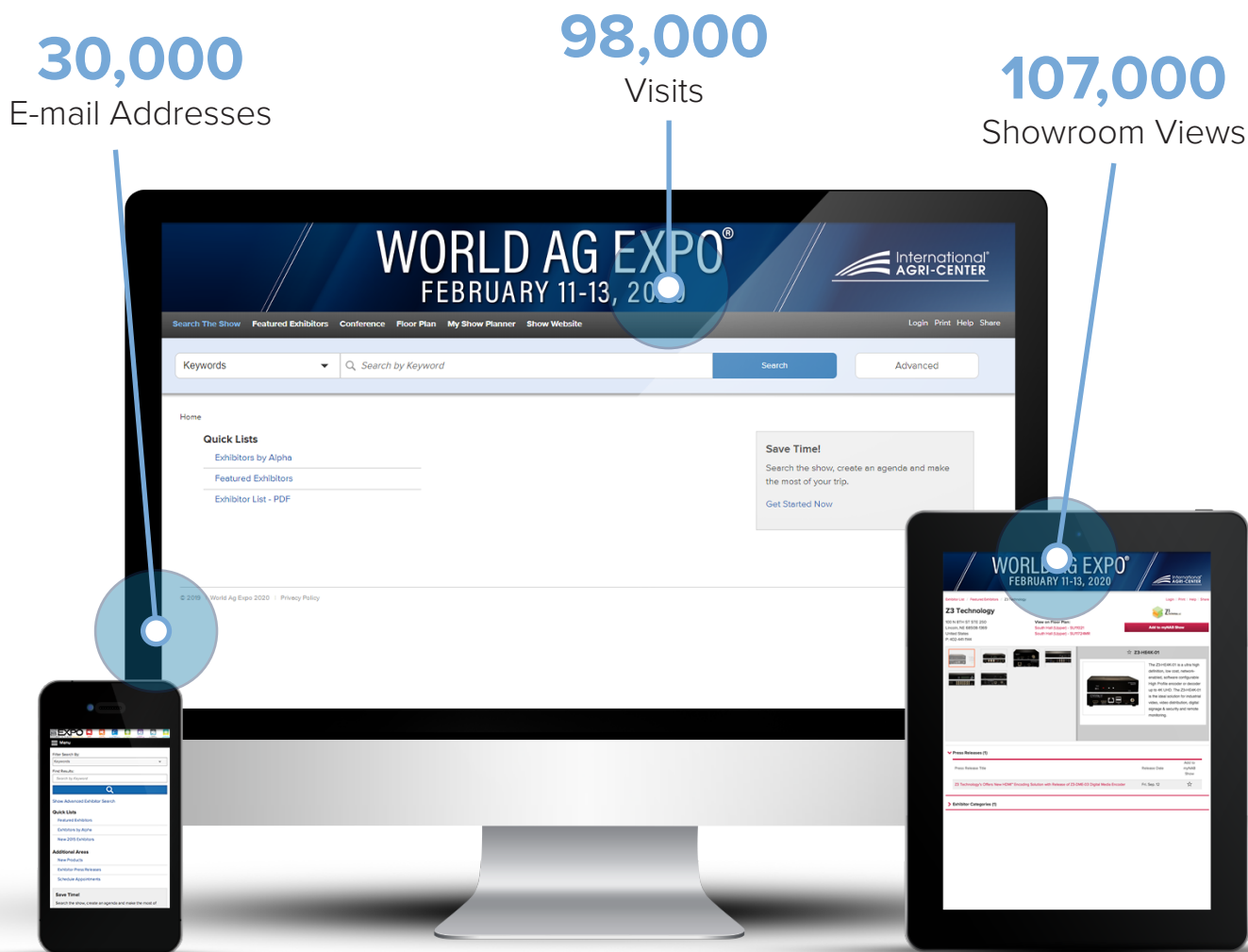
1. Company logo & link on sponsor page of World Ag Expo® website
2. Highlighted listing in Show Guide (deadlines apply)



To purchase, contact:

Digital Sponsorships

The World Ag Expo® website houses the official exhibitor directory, floor plan, and show planner attendees use to find new products and services while planning their visit to the show. It is the only complete resource for exhibitor information that is updated in real time before, during, and after the show.



Between the website, mobile app and email communications, you won't want to miss out on one of our digital sponsorships. There's **no easier way** to get in front of World Ag Expo® visitors.

Get Noticed.

VISIBILITY

Create a competitive advantage by moving your company to the top of search results when attendees search for keywords and product categories relevant to your company. Additionally, you can highlight your booth on the floor plan and strategically locate content for maximum visibility. Regardless of your booth size or location, it's easy to stand out online and on the mobile app.

CONTENT

Our model allows you to upload your company logo, product images, descriptions, press releases, and videos to the event website. Three out of four attendees decide which exhibitors to see before they even get to the show. This is your opportunity to showcase your products and services to ensure your booth is on their list. Our Exhibitor Dashboard allows you to upload, edit, delete and refresh your advertising content as often as you like throughout the show cycle.

LEAD GENERATION

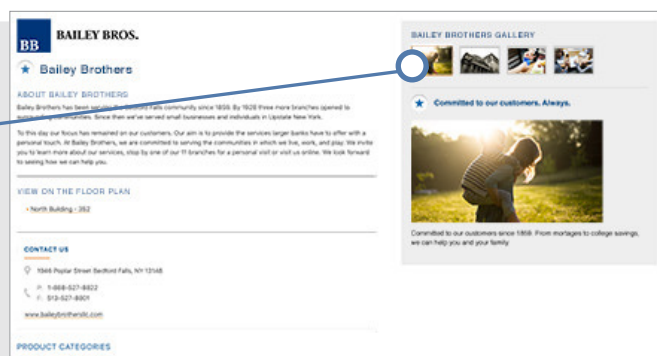
Attendees use the Exhibitor Directory and floor plan to create a list of exhibitors they want to visit at the show. As they add your booth to their show planners, you will receive access to their contact information and you can reach out to this list of leads at any time before, during, and after the show.

More visibility + more content = **more leads.**

DIRECTORY & FLOOR PLAN PROFILES

Level 1: \$500

- Company logo & Press Releases
- **4 image/text panels**
- Access to online leads
- Content automatically transfers to mobile app



Level 2: \$1,200

- Includes the Level 1 Package
- **4 videos (for a total of 8 display panels)**
- Online booth is highlighted with a **corner peel** graphic
- **Priority placement** at the top of all online searches
- Inclusion in the **Featured Exhibitor Search**
- Content automatically transfers to mobile app



Requires a Level 2 Package:

Product Spotlight Sponsorship <ul style="list-style-type: none"> ▪ Your video (or image) on the home page of the online directory ▪ Thumbnail links directly to your showcase ▪ Limited to 21 exhibitors 	+\$1,300
Product Category Sponsorship <ul style="list-style-type: none"> ▪ A 320 x 50 pixel banner on your product category ▪ Exclusive per category ▪ Guaranteed #1 listing within category search results 	+\$1,300
Overall Online Directory Sponsorship <ul style="list-style-type: none"> ▪ Exclusive – Limited to 1 exhibitor ▪ 1940 x 180 and 600 x 500 pixel banner on the home page of the online directory ▪ 1456 x 180 pixel banner on the overview of the International Agri-Center® 	+\$5,800

Did you know?

Compared to the Basic Listing, exhibitors with a **Level 2** package last year saw **6X** as many online views. **Show Highlights** exhibitors saw **10X** more online traffic.

eNewsletter & Dedicated eBlast

Take advantage of this limited opportunity to educate attendees about your featured products and services in this must-read eNewsletter from World Ag Expo®! Five issues will be emailed prior to show kickoff, while one will be delivered during the event and one will be sent after the show (for a total of 7 issues). All issues will be sent to pre-ticketed and past attendees.

Premium Position | \$750

ONLY 5 SLOTS PER ISSUE AVAILABLE

- **Sponsor Logo at top of the newsletter** (400 x 400 pixels)
- **Placement in top 5 newsletter positions**
- Company name and booth number
- Product image or logo next to your write-up (300 x 300 pixels)
- Write-up of products/services (100 words max)
- Link to your showroom

Featured Position | \$400

10 SLOTS PER ISSUE AVAILABLE

- **Placement immediately below premium positions**
- Company name and booth number
- Product image or logo next to your write-up (300 x 300 pixels)
- Write-up of products/services (100 words max)
- Link to your showroom

Dedicated eBlast | \$4,000/each

LIMIT OF 8

- **Exclusive email sent to attendee list leading up to World Ag Expo®**
- You provide the email/html and we'll distribute on your behalf

WORLD AG EXPO®
FEBRUARY 11-13, 2020
International AGRI-CENTER

Premium Exhibitors

Helpful Hints for a Successful WAE Visit

- There's a good chance we will have a nice, sunny show, but we all know the weather is unpredictable. Dress casually, in layers, and prepare for the chance of **cold, wet weather**.
- Wear comfortable shoes. You will definitely meet your step goal with our 2.6 million square feet of exhibit space!
- Information booths are located throughout the show grounds to help you find specific exhibitors and areas of interest. Remember to download the 2018 WAE Mobile App—more on that below.
- Plan your agenda before you arrive at the show with the **My Show Planner**.
- If driving, be sure to allow time for traffic and weather conditions. If you want a stress free, valet-like parking experience, try our free **Park & Ride! Locations** listed below and online.

Focused on Your Safety

Your safety is our priority. As part of providing a safe event, we work with Local and Federal law enforcement agencies on our security plan. You may see members of the Tulare Police Department on the grounds—they are here to serve and protect, and would like to say hi! Please feel free to talk to the officers; they and the security team are here to ensure everyone has a safe and enjoyable visit to World Ag Expo®.

PREMIUM EXHIBITORS

Setton Pistachio
Pavilion A & B - Booth # 1111, 1211

As a family owned and operated pistachio company since the mid 80's, we take great pride in our tradition of excellence, making us your preferred California pistachio supplier. As one of America's largest pistachio grovers and processors the Setton Farms brand is one of the most recognizable brands in the snack market, serving customers for over 50 years. Growing our own pistachios and with facilities on over 80 acres, Setton attends to each detail of growing, harvesting, processing, manufacturing and packaging pistachios in the heart of California's San Joaquin valley.

[VIEW SHOWROOM](#)

[Website / Email](#)

FEATURED EXHIBITORS

Valley Power Systems, Inc.
North Exhibits - Booth # K56, L55

Valley Power Systems is a full-service provider of diesel and gas powered engines, transmissions, and generator sets for heavy-duty agricultural applications. We represent many of the world's leading manufacturers such as MTU, DEUTZ, Isuzu, Siemens Gas, GE Waukesha, Blue Star, Northern Lights, Allison Transmission, Detroit and many more. Stop by our booth and see up close and personal the latest in Tier 4 Final power solutions from DEUTZ, Isuzu, and Siemens, along with the self-contained MTU Tier 4 Power Tour trailer housing MTU Series 1000 and Series 1300 Low Power Range engines and SCR components. Stop by our Space K56/L55 for a hands-on experience with the latest Tier 4 Final power solutions for just about any application.

[VIEW SHOWROOM](#)

[Website / Email](#)

To purchase, contact: **Stephen Folkert**— Exhibitor Engagement Manager

513.338.2192 | SFolkert@mapyourshow.com

Official Mobile Show App

Don't miss the opportunity to feature your company on the official World Ag Expo® mobile app. Put your brand in the hands of attendees as they navigate the show floor onsite with the official mobile app. Feature a product on one of the banners or push a notification out to thousands of attendees.

Mobile Application Sponsorship | \$8,000

- Exclusive branding on the splash/loading screen
- Up to 3 rotating banners placed at the bottom of the main content pages
- Banners link to your mobile landing for lead capture (must be jpg or png files, sized at 1242 x 195; will shrink to fit various screen sizes)

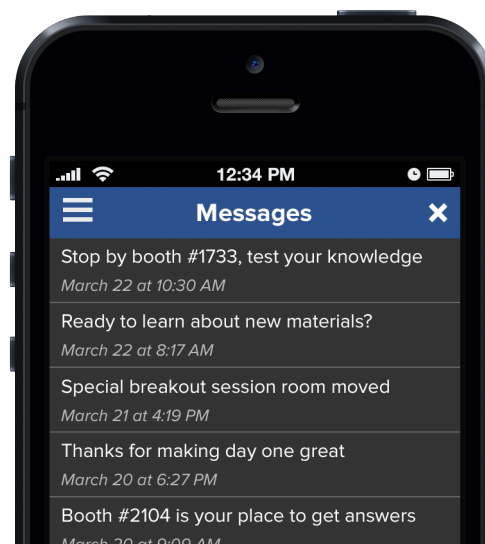
SOLD OUT



Mobile Push Notification | \$1,500 each

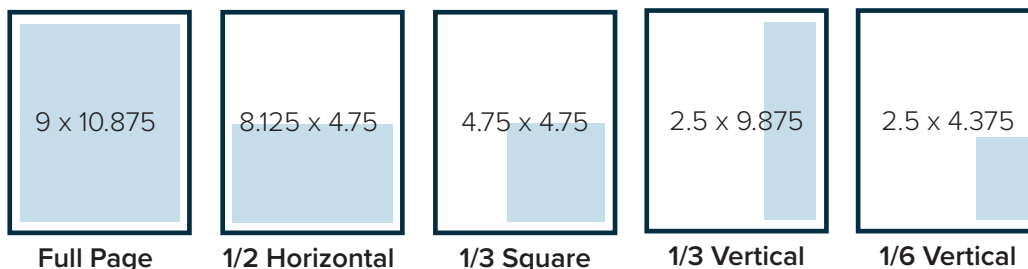
- Message alerts are pushed based on a scheduled date/time

- 2 messages available each day of the show (6 total)
- Message consists of a subject, short description, and full length message:
 - **Subject:** 20 characters
 - **Push Notification:** 60 characters
 - **Full Length Message:** Unlimited (although we recommend clear and concise)



World Ag Expo® Official Show Guide

30,000 copies distributed onsite. Contains general show information, exhibitor name/booth number, and floor plans. Advertising space is limited.



Show Guide Ads

Rates include 4-Color

Back Cover Ad <i>Bleed: 9 x 10.875 with 1/4 in. bleed on all 4 sides / Limited to 1 spot</i>	\$8,000
Inside Front Cover Ad <i>Bleed: 9 x 10.875 with 1/4 in. bleed on all 4 sides / Limited to 1 spot</i>	\$7,000
Inside Back Cover Ad <i>Bleed: 9 x 10.875 with 1/4 in. bleed on all 4 sides / Limited to 1 spot</i>	\$6,000
Pages 3, 5, 7, 9, 11 <i>Bleed: 9 x 10.875 with 1/4 in. bleed on all 4 sides / Limited to 1 spot per page</i>	\$5,000
Full Page Ad <i>Bleed: 9 x 10.875 with 1/4 in. bleed on all 4 sides</i>	\$4,000
1/2 Horizontal Ad <i>Bleed: 8.125 x 4.75 with 1/4 in. bleed on all 4 sides / Limit: 3</i>	\$3,000
1/3 Square Ad <i>Bleed: 4.75 x 4.75 with 1/4 in. bleed on all 4 sides</i>	\$2,000
1/3 Vertical Ad <i>Bleed: 2.5 x 9.875 with 1/4 in. bleed on all 4 sides</i>	\$2,000
1/6 Vertical Ad <i>Bleed: 2.5 x 4.375 with 1/4 in. bleed on all 4 sides</i>	\$1,000

To purchase, contact:

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513.338.2192 | SFolkert@mapyourshow.com

Order Form

Bundle an Onsite Sponsorship with a Digital or Print upgrade and save 10%!

- OR -

Get 15% off all 3 categories!

1. ONSITE SPONSORSHIPS

- | | |
|---|---|
| Fence Banner <input type="checkbox"/> \$500 | Ag Tours Sponsorship <input type="checkbox"/> \$5,000 |
| Corteva Agriscience Center LED Wall Ad <input type="checkbox"/> \$1,500 | VIP Event Tent Sponsorship <input type="checkbox"/> \$10,000 |
| Freeway Sign Ad <input type="checkbox"/> \$2,500 | Pavilion Sponsorships <input type="checkbox"/> \$15,000 |
| Restroom Sponsorship <input type="checkbox"/> \$5,000 | Park & Ride Sponsorship <input type="checkbox"/> \$15,000 |
| Trash Receptacle Sponsorship <input type="checkbox"/> \$7,500 | Gate Ticket Sponsorship <input type="checkbox"/> \$20,000 |
| Tram Sponsorship <input type="checkbox"/> \$10,000 | Customer Admission Ticket Sponsorship <input type="checkbox"/> \$25,000 |
| Farm Credit Dairy Center Billboard <input type="checkbox"/> \$10,000 | |

2. DIGITAL SPONSORSHIPS

DIRECTORY & FLOORPLAN PROFILES

☐ Level 1: \$500

☐ Level 2: \$1,200

☐ Level 2 plus

Product Spotlight Sponsorship ☐ +\$1,300

Product Category Sponsorship ☐ +\$1,300

Overall Online Directory Sponsor ☐ +\$5,800

eNEWSLETTER

eNewsletter Issue	Publish Date	Content Due Date	Premium eNews \$750 each	Featured eNews \$400 each
1	1/7/22	1/2/22	<input type="checkbox"/>	<input type="checkbox"/>
2	1/14/22	1/8/22	<input type="checkbox"/>	<input type="checkbox"/>
3	1/21/22	1/15/22	<input type="checkbox"/>	<input type="checkbox"/>
4	1/28/22	1/22/22	<input type="checkbox"/>	<input type="checkbox"/>
5	2/4/22	1/29/22	<input type="checkbox"/>	<input type="checkbox"/>
Opening Show Issue	2/11/22	2/5/22	<input type="checkbox"/>	<input type="checkbox"/>
Post-Show	2/25/22	2/19/22	<input type="checkbox"/>	<input type="checkbox"/>

DEDICATED EMAIL BLAST ☐ \$4,000/each

Please email completed forms to:

SFolkert@mapyourshow.com, sponsorship@farmshow.org.

ORDER

MOBILE APP

Mobile Application Sponsorship ☐ \$8,000

Mobile Push Notification ☐ \$1,500

Day 1: ☐ Morning ☐ Afternoon

Day 2: ☐ Morning ☐ Afternoon

Day 3: ☐ Morning ☐ Afternoon

3. PRINT - SHOW GUIDE ADS

Premium Positions:

Back Cover Ad ☐ \$8,000

Inside Front Cover Ad ☐ \$7,000

Inside Back Cover Ad ☐ \$6,000

Pages 3, 5, 6, 9, 11 ☐ \$5,000

Full Page Ad ☐ \$4,000

1/2 Horizontal Ad ☐ \$3,000

1/3 Square Ad ☐ \$2,000

1/3 Vertical Ad ☐ \$2,000

1/6 Vertical Ad ☐ \$1,000

NOTES _____

SUBTOTAL	
BUNDLE DISCOUNT	
ORDER TOTAL	

Confirmation (including remittance information) will be sent upon receipt of Order Form.

All opportunities are subject to change and pending availability.

All signed agreements will be considered firm, and no cancellations are accepted.

For Payment

For PCI Compliance reasons, credit card numbers may only be accepted by phone. Upon receipt of this order, our sales team will contact you directly for credit card specifics. Please indicate your card of choice: ☐ VISA ☐ MasterCard ☐ AMEX

Contact Name _____

Company _____ Booth Number(s) _____

Address _____ City _____

State _____ Zip _____ Country _____

Phone _____ Email _____

Authorized Signature _____ Date _____

Please email completed forms to:

SFolkert@mapyourshow.com, sponsorship@farmshow.org