



**WORLD
AG EXPO[®]**
TULARE, CA 2024

**THE BEST.
FARM SHOW.
ON DIRT.**

FEBRUARY 13-15, 2024

**SPONSORSHIP &
MARKETING GUIDE**



4500 S. LASPINA ST | TULARE, CA
800.999.9186 | WORLDAGEXPO.COM

WHY ADVERTISE?

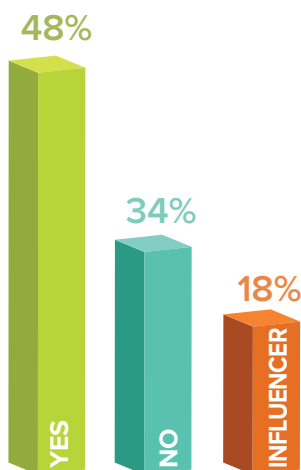
1,225
Exhibitors.

2.6 million
sq. ft. of exhibit space.



Extend your footprint **beyond your booth.**

ATTENDEES WITH PURCHASING AUTHORITY



PEOPLE

108,233
ATTENDEES

49
STATES

56
COUNTRIES

PURPOSE FOR ATTENDING



To purchase, contact:

559.688.1030 | sponsorship@farmshow.org

513.338.2202 | MCutter@mapyourshow.com

Onsite Sponsorships

Reach your audience with an onsite sponsorship at World Ag Expo®. Your resources are valuable, so we make sure our sponsorship packages are designed to earn you the best return on your investment. Contact: sponsorship@farmshow.org

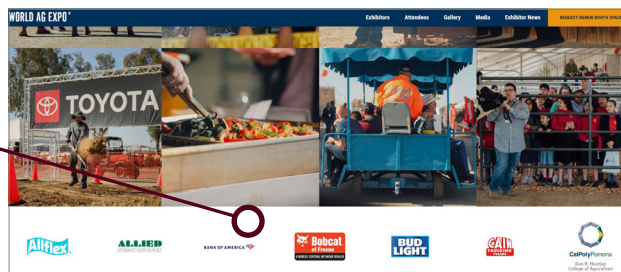
SPONSORSHIP OPPORTUNITIES	
Fence Banner <ul style="list-style-type: none"> One banner displayed on the fence line during World Ag Expo® (banner provided by the sponsor) Maximum size: 8' w x 4' h; Minimum of 4 grommets (corners) 	\$500
Corteva Agriscience Center LED Wall Ad <ul style="list-style-type: none"> Advertising on the LED wall, located in Corteva Agriscience Center, for all three days of the show 432 px w x 144 px h; 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+ vehicles 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 7 available</i> Custom signage option available based on the restroom(s) chosen (ex: mirrors, doors, walls, paper towel dispensers, etc.) 	\$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 in Ag Tours pick-up/drop-off area (banners provided by the sponsor) Approximately 5 tours; 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 <u>December 15th</u> 	\$7,500
Tram Sponsorship <ul style="list-style-type: none"> <i>Only 4 available</i> Professionally designed and standing 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 2023 - Dec 2023) Specs to be sent separately 	\$10,000

SPONSORSHIP OPPORTUNITIES

Pavilion Sponsorships <ul style="list-style-type: none"> ▪ 3 Available ▪ Recognition as official pavilion sponsor onsite, online and in print ▪ Exterior gross floor space included with exhibitor's logo (art provided by sponsor) ▪ 1456 x 180 pixel logo on the online program ▪ 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 the main Park & Ride pick-up and drop-off locations (banners provided by the sponsor) ▪ 15 total buses running from 6:00 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>Deadline: January 15th</i> ▪ <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 and Approximately 10,000 online tickets sold 	\$20,000
Customer Admission Ticket Sponsorship <ul style="list-style-type: none"> ▪ <i>Deadline: September 1</i> ▪ <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
Top-10 New Products Contest Sponsorship <ul style="list-style-type: none"> ▪ <i>EXCLUSIVE – limited to one company</i> ▪ <i>Recognized as official sponsor in media, on website, in Show Guide, etc.</i> ▪ Logo on Top-10 Winner flags ▪ One push notification through WAE app during the event ▪ Recognition and speaker at Top-10 awards presentation ▪ Logo in Top-10 winner seal 	\$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)



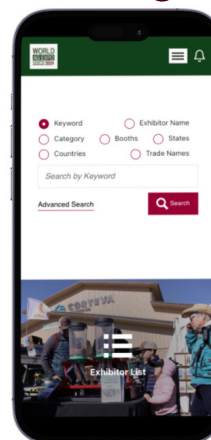
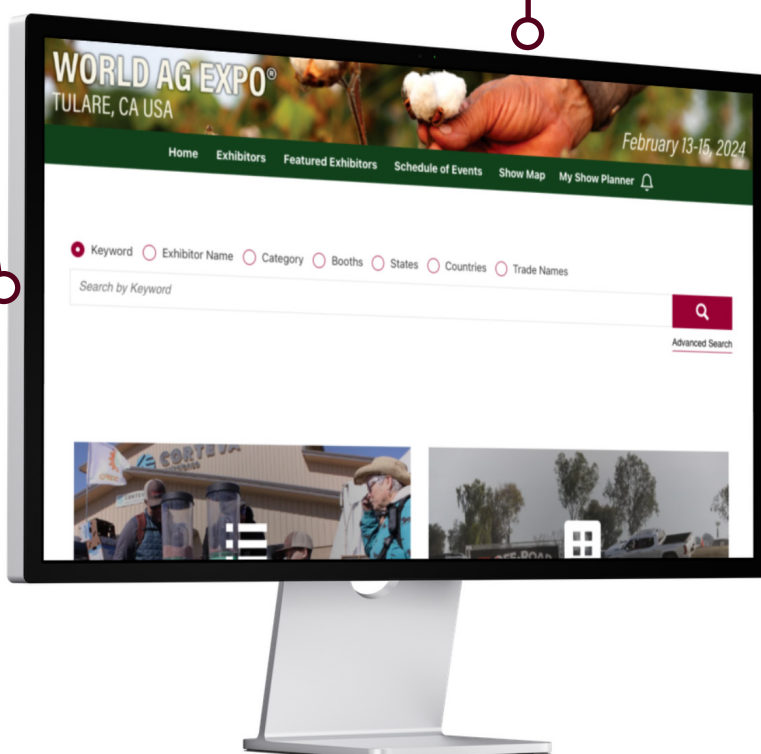
Digital Sponsorships

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.

28,800
E-mail Addresses

97,000
Visits

111,000
Showroom Views



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

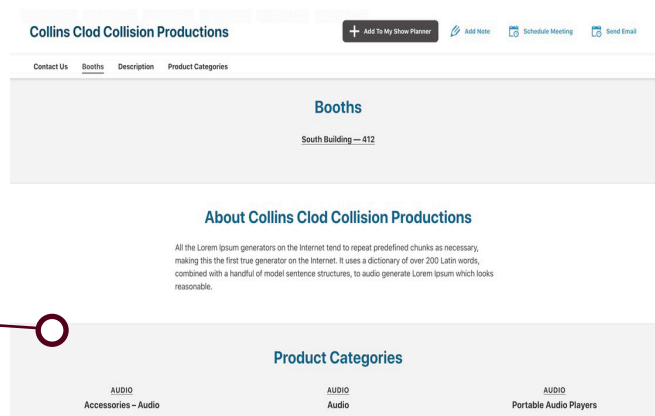
Attendees use the Exhibitor Directory and floor plan to create a list of exhibitors they want to visit at the show. As they add your booth to their show planners, you will receive access to their contact information and you can reach out to this list of leads at any time before, during, and after the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

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

DIRECTORY & FLOOR PLAN PROFILES

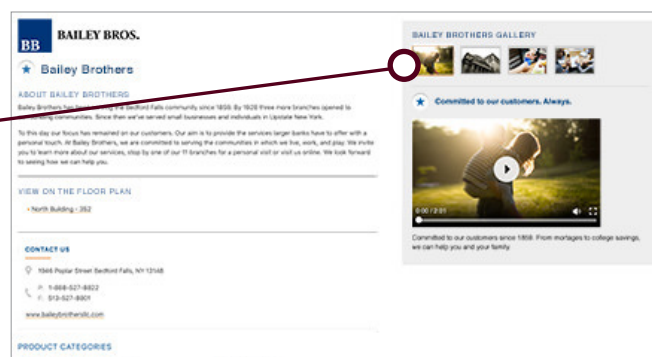
Basic : \$0

- Company Description
- Company Contact Information
- Booth Number
- **2 Product Categories**



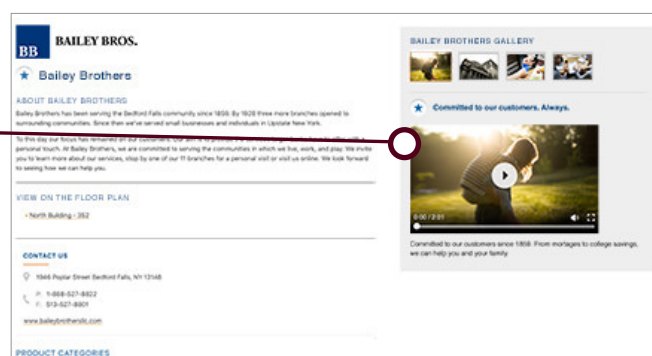
Level 1: \$750

- Includes the Basic Package
- **4 Product Gallery Images with Description**
- Company Logo
- **Access to Leads**
- Press Releases



Level 2: \$1,500

- Includes the Level 1 Package
- **4 Product Gallery Videos with Description**
- 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 3 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 	+\$1,500
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 	+\$1,500
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® 	+\$3,500

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

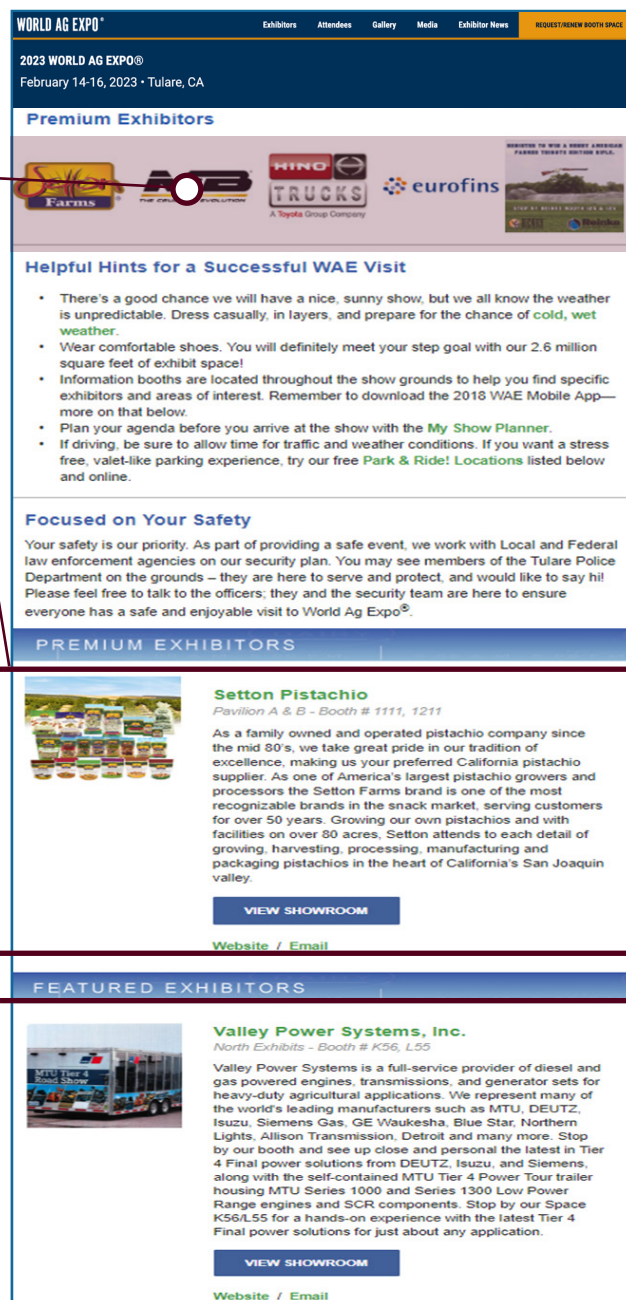
ONLY 5 SLOTS PER ISSUE AVAILABLE

- **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

To purchase, contact: **Michael Cutter** – Exhibitor Engagement Manager

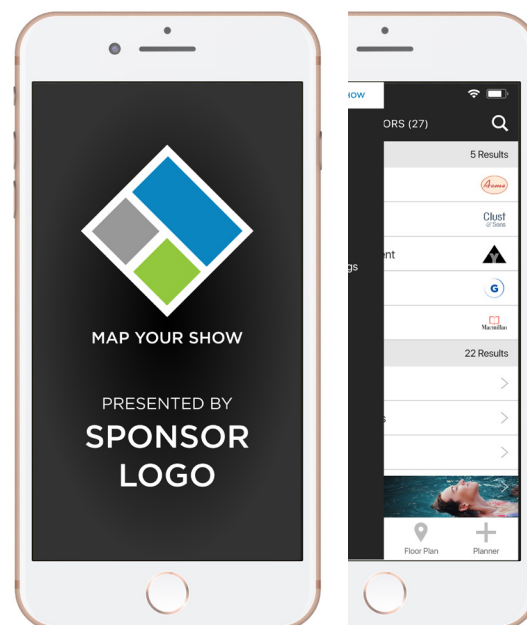
513.338.2202 | MCutter@mapyourshow.com

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.

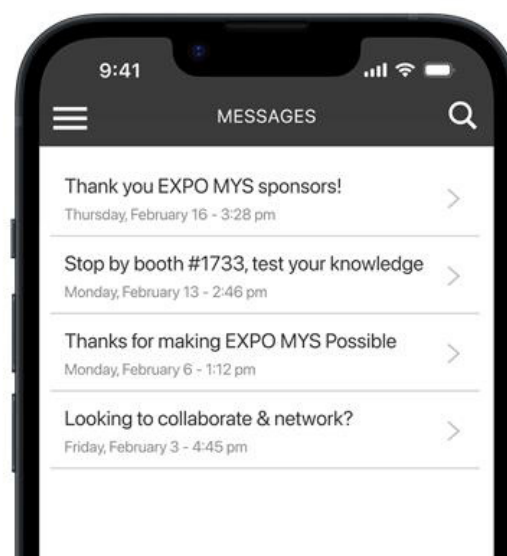
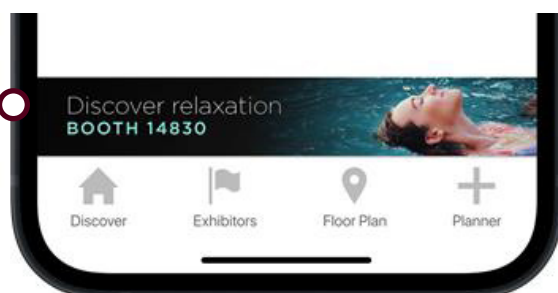
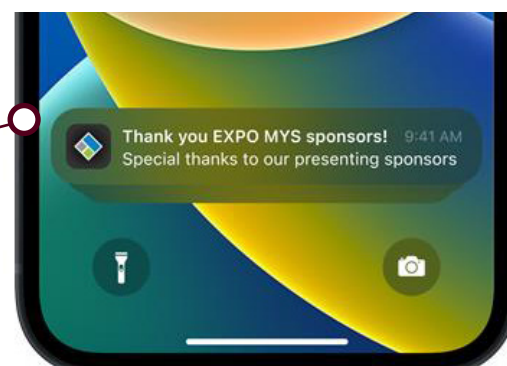
Mobile Application Sponsorship | \$8,000

- Exclusive branding on the splash/loading screen (must be jpg or gif files, sized at 2436 x 2436px with 980 x 1870px safe area)
- **Up to 3 rotating banners placed at the bottom of the main content pages**
- Banners link to your mobile listing for lead capture (must be jpg or gif files, sized at 1242 x 195px, displays at 414 x 65px; we will shrink to fit various screen sizes)



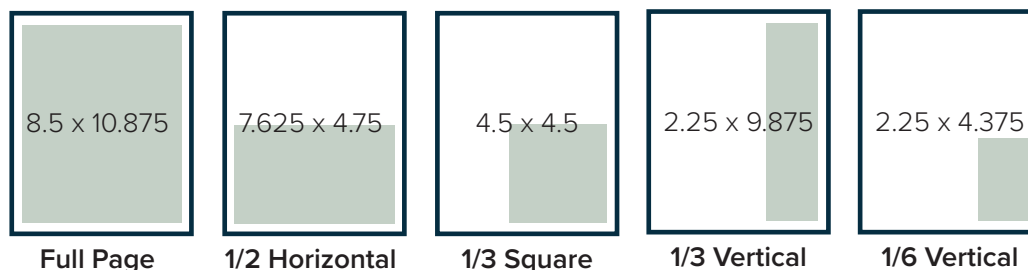
Mobile Push Notification | \$1,500 each

- **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

35,000 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>8.5 x 10.875 with 1/4 in. bleed on all 4 sides / Limited to 1 spot</i>	\$8,000
Inside Front Cover Ad <i>8.5 x 10.875 with 1/4 in. bleed on all 4 sides / Limited to 1 spot</i>	\$7,000
Inside Back Cover Ad <i>8.5 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>8.5 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>8.5 x 10.875 with 1/4 in. bleed on all 4 sides</i>	\$4,000
1/2 Horizontal Ad <i>7.625 x 4.75 / Limit: 3</i>	\$3,000
1/3 Square Ad <i>4.5 x 4.5</i>	\$2,000
1/3 Vertical Ad <i>2.25 x 9.875</i>	\$2,000
1/6 Vertical Ad <i>2.25 x 4.375</i>	\$1,000

To purchase, contact:

559.688.1030 | sponsorship@farmshow.org

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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

☐ \$500
- Corteva Agriscience Center LED Wall Ad

☐ \$1,500
- Freeway Sign Ad

☐ \$2,500
- Restroom Sponsorship

☐ \$5,000
- Trash Receptacle Sponsorship

☐ \$7,500
- Tram Sponsorship

☐ \$10,000
- Farm Credit Dairy Center Billboard

☐ \$10,000
- Ag Tours Sponsorship

☐ \$5,000
- Pavilion Sponsorships

☐ \$15,000
- Park & Ride Sponsorship

☐ \$15,000
- Gate Ticket Sponsorship

☐ \$20,000
- Customer Admission Ticket Sponsorship

☐ \$25,000
- Top-10 New Products Contest Sponsorship

☐ \$25,000

2. DIGITAL SPONSORSHIPS

- DIRECTORY & FLOORPLAN PROFILES

☐ Basic: \$0

☐ Level 1: \$750

☐ Level 2: \$1,500

Product Spotlight Sponsorship

☐ +\$1,500

Product Category Sponsorship

☐ +\$1,500

Overall Online Directory Sponsor

☐ +\$3,500

eNEWSLETTER

eNewsletter Issue	Publish Date	Content Due Date	Premium eNews \$750 each	Featured eNews \$400 each
1	1/10/24	1/5/24	<input type="checkbox"/>	<input type="checkbox"/>
2	1/17/24	1/12/24	<input type="checkbox"/>	<input type="checkbox"/>
3	1/24/24	1/19/24	<input type="checkbox"/>	<input type="checkbox"/>
4	1/31/24	1/26/24	<input type="checkbox"/>	<input type="checkbox"/>
5	2/7/24	2/2/24	<input type="checkbox"/>	<input type="checkbox"/>
Opening Show Issue	2/14/24	2/9/24	<input type="checkbox"/>	<input type="checkbox"/>
Post-Show	2/28/24	2/23/24	<input type="checkbox"/>	<input type="checkbox"/>

DEDICATED EMAIL BLAST ☐ \$4,000/each

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:

MCutter@mapyourshow.com, sponsorship@farmshow.org