

WORLD
AG EXPO®
TULARE, CA 2026

GUIDE

SPONSORSHIP & MARKETING

GROUNDS FOR INNOVATION



WORLDAGEXPO.COM

4500 S. LASPINA ST. | TULARE, CA

WHY ADVERTISE?

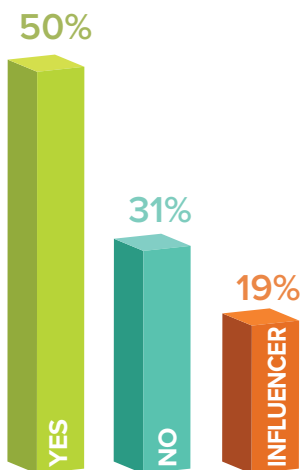
1,200+
Exhibitors.

2.6 million
sq. ft. of exhibit space.



Extend your footprint **beyond your booth.**

ATTENDEES WITH PURCHASING AUTHORITY



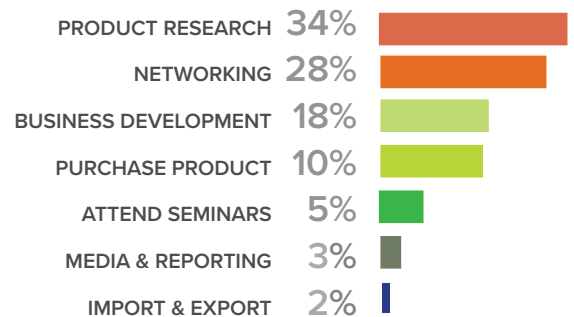
PEOPLE

100,000 +
ATTENDEES

49
STATES

80
COUNTRIES

PURPOSE FOR ATTENDING



To purchase, contact: **Jennifer Rupp** – Sponsorship Manager

C: 559.467.9677 | 559.688.1030 ext.2005 | JenniferR@FarmShow.org

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 or jenniferr@farmshow.org

| SPONSORSHIP OPPORTUNITIES | |
|---|-----------------|
| Shirt and Hat Sponsor Your company's logo featured on all official World Ag Expo® shirts and hats, worn by staff and volunteers. Includes an exclusive static advertisement on the Jumbotron, running continuously throughout the event, exhibit space, and recognition across event materials. | SOLD OUT |
| Lanyard Sponsor The exclusive lanyard sponsor receives their company name and logo printed on 30,000 official event lanyards worn by exhibitors, staff, and volunteers throughout the three-day show. | \$25,000 |
| Attendee Ticket Sponsor Your company logo will be prominently featured on all printed and digital attendee tickets. This sponsorship also includes recognition on the event website and ticket website. | \$20,000 |
| Customer Admission Ticket Sponsor Your company logo will be prominently featured on all printed tickets provided to exhibitors and their guests. | SOLD OUT |
| Trash Receptacle Sponsor Your company's advertising featured on approximately 800 trash receptacles located throughout the entire show grounds. Sponsors will receive custom plastic sleeve advertisements for each receptacle. | SOLD OUT |
| Park & Ride Sponsor Gain exposure beyond the show grounds. includes sponsor-branded signage at Park & Ride locations. Sponsors will have the option to advertise on the exterior of applicable shuttle buses and to provide promotional materials—such as flyers, coupons, or branded giveaways—for distribution to Park & Ride participants. | \$15,000 |

SPONSORSHIP OPPORTUNITIES

| | |
|---|--|
| <p>Top-10 New Products Contest Sponsors Gain premier recognition as the exclusive sponsor of the Top-10 New Products Awards at World Ag Expo®. This sponsorship positions your brand as a leader in innovation and excellence. recognized as the Official Top-10 Awards Sponsor in all media coverage, on the World Ag Expo® website, in the official Show Guide, and across official communications.</p> | <p>\$15,000</p> |
| <p>Pavilion Sponsor As the official sponsor of a designated pavilion, your company will receive prominent recognition onsite, online, and in print. Your logo will appear in the official Show Guide, on the event map, and in the mobile app. Your branding will be featured on the exterior glass doors of the pavilion.</p> <p>Private event within the pavilion, perfect for hosting meetings, receptions, or networking events, is included with the VIP Tent, Wine and Cheese, and Women's Conference Pavilion Sponsorships.</p> | <p>\$10,000 to \$25,000 Contact for Details</p> |
| <p>Tram Sponsor Each sponsored tram will be professionally vinyl-wrapped with your custom branding that circulates continuously along high-traffic routes throughout the show grounds. Wherever they go, your brand goes too! 12 available</p> | <p>\$10,000</p> |
| <p>Restroom Sponsor Includes recognition on all event maps and within the official mobile app, making your brand visible to attendees. Your company will also receive custom signage on all seven permanent restroom locations throughout the event</p> | <p>\$10,000</p> |
| <p>Ag Tours Sponsor Official sponsor of the Ag Tours at World Ag Expo®. Sponsorship includes the opportunity to display your signage in the Ag Tour pick-up and drop-off area, verbal recognition in announcements at the start of each tour, and the option to provide promotional materials for distribution to participants. With approximately five tours and up to 50 attendees per tour, this sponsorship offers direct engagement with a targeted agricultural audience.</p> | <p>\$10,000</p> |
| <p>Pavilion Lounge Sponsor This exclusive sponsorship offers your business premium visibility within the Farm Credit Dairy & Livestock Center, a high-traffic pavilion. Your brand will be featured throughout a thoughtfully designed space equipped with comfortable seating, conversation tables, and chairs. Signage and brand displays to be provided by sponsor.</p> | <p>\$6,000</p> |

To purchase, contact: **Jennifer Rupp** – Sponsorship Manager

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SPONSORSHIP OPPORTUNITIES

| | |
|---|-----------------|
| Exhibitor Bag Sponsor Put your brand directly into the hands of every exhibitor. Cinch bag with your logo provided to all exhibitors upon check-in | SOLD OUT |
| Tram Stop Sponsor Designated tram stop, featuring a traffic-type metal sign with your company displayed prominently. Your company will also receive recognition on the official event map and in the show guide. 12 available | \$5,000 |
| Coffee Sponsor Located in the Women's Conference Pavilion, this sponsorship includes custom signage prominently displayed outside the pavilion and near the coffee station. Your company will also receive recognition on the official event map and in the mobile app. | \$5,000 |
| Pen Sponsor Custom logo pens to be included in every exhibitor package and made available at Exhibitor Services | \$3,000 |
| Freeway Sign Ad One month of advertising on our electronic freeway sign. Display your message in front of 100,000 motorists daily <i>Specs: 300px H x 840px W; 72 dpi (PNG or mp4 preferred)</i> | \$2,500 |
| National Anthem Sponsor The official sponsor of the National Anthem contest will receive prominent recognition across all contest materials and online promotion, including social media and the World Ag Expo website. Sponsor will be acknowledged live each day before the national anthem is performed. | \$2,000 |
| Building C LED Wall Ad Display your digital ad prominently on our LED display, capturing the attention of exhibitors and attendees. Your ad will run all three days of the show. <i>Specs: 432 px w x 144 px h; high resolution JPG; screen resolution 16:9</i> | \$1,500 |

SPONSORSHIP OPPORTUNITIES

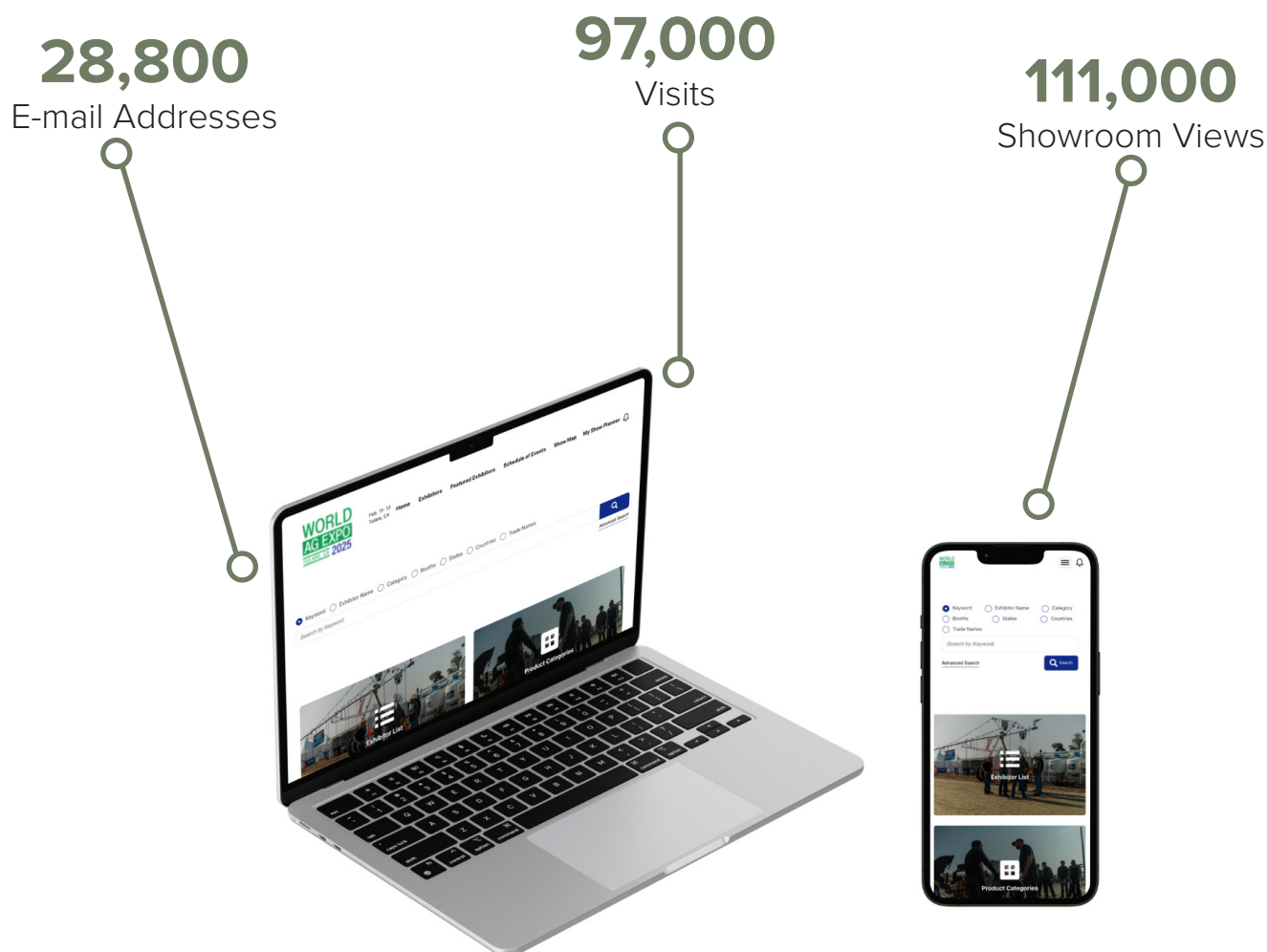
| | |
|--|--|
| Fence Banner Prominent placement of your custom banner along our fence line, offering high-visibility exposure to event attendees. <i>Maximum size: 8' w x 4' h; 8 grommets minimum in corners</i> | \$500 |
| Building Naming Rights This sponsorship extends beyond World Ag Expo. The naming sponsor will be prominently displayed on the exterior of building C, visible to hundreds of thousands of people throughout the year. Your brand will also be integrated into all official references to the building—on event maps, signage, the mobile app, printed materials, and more for all International Agri-Center events including World Ag Expo. Contact for details. | Contact for Details |
| Official Vehicle Sponsor Drive your brand forward as the Official Vehicle Sponsor of World Ag Expo®. Official vehicles will be used by staff and show officials. Sponsorship includes recognition on event maps, the mobile app, and advertisement in the official show guide, digital freeway sign, Building C LED Wall, website and social media. As part of this sponsorship, your company also becomes an official partner in the highly anticipated vehicle giveaway in collaboration with Valley Children's Healthcare—gaining recognition as a key contributor to one of the show's most exciting and meaningful initiatives. | Contact for Details |
| Custom Packages In addition to our featured packages, a variety of other sponsorship opportunities are available. We also offer custom sponsorships tailored to meet your company's goals and budget, allowing you to create a personalized presence at World Ag Expo. Let us help you build the perfect package for YOU! Contact for details | Contact for Details |
| Mobile Application Sponsor | See Digital Advertising Section |

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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

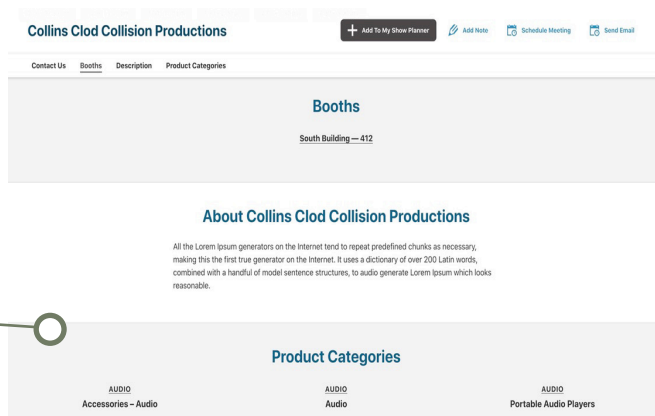
Attendees use the Exhibitor Directory and floor plan to create a list of exhibitors they want to visit at the show. As they add your booth to their show planners, you will receive access to their contact information and you can reach out to this list of leads at any time before, during, and after the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

More Visibility + More Content = **More Leads.**

DIRECTORY & FLOOR PLAN PROFILES

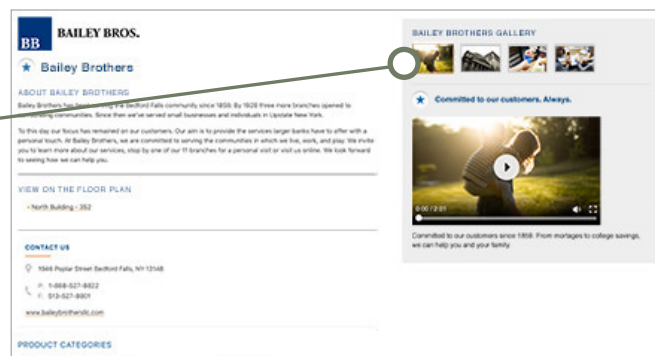
Basic : \$0

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



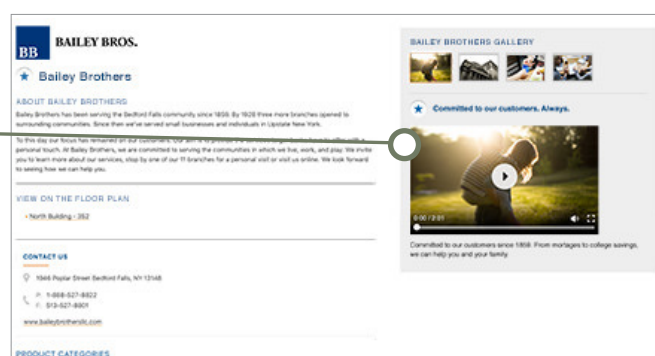
Level 1 : \$750

- 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 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 | +\$1,500 |
| 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.

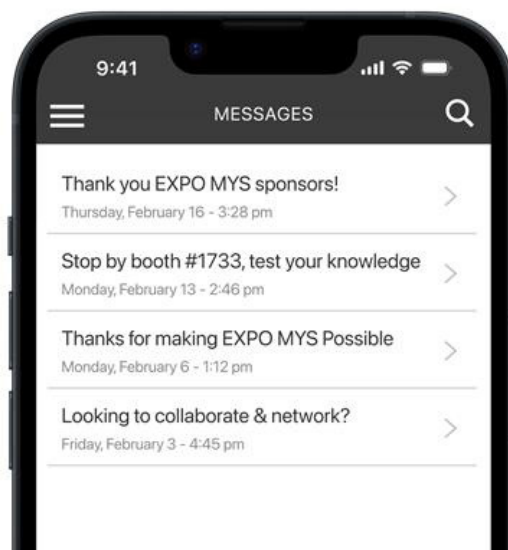
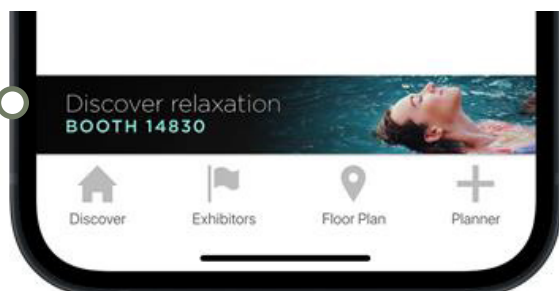
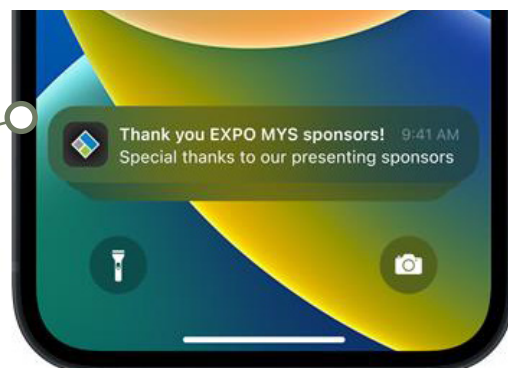
Mobile Application Sponsorship | \$8,000

- 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)



Order Form

1. ONSITE SPONSORSHIPS

- Shirt and Hat Sponsorship

☐ SOLD OUT

Lanyard Sponsorship

☐ \$25,000

Attendee Ticket Sponsorship

☐ \$20,000

Customer Admission Ticket Sponsorship

☐ SOLD OUT

Trash Receptacle Sponsorship

☐ \$17,500

Park & Ride Sponsorship

☐ \$15,000

Top-10 New Products Contest Sponsorship

☐ \$15,000

Pavilion Sponsorship

☐ \$10,000-\$25,000

Tram Sponsorship

☐ \$10,000

Restroom Sponsorship

☐ \$10,000

Ag Tour Sponsorship

☐ \$10,000
- Pavilion Lounge Sponsor

☐ \$6,000

Exhibitor Bag Sponsor

☐ SOLD OUT

Tram Stop Sponsorship

☐ \$5,000

Coffee Center Sponsorship

☐ \$5,000

Official Pen Sponsorship

☐ \$3,000

Freeway Sign Ad

☐ \$2,500

National Anthem Sponsorship

☐ \$2,000

Building C LED Wall Ad

☐ \$1,500

Fence Banner

☐ \$500

Building Naming Rights- Building C

☐ Contact for Details

Official Vehicle of the World Ag Expo

☐ Contact for Details

Custom Packages

☐ Contact for Details

| PRINT - SHOW GUIDE ADVERTISING | |
|---|---------------------|
| <div><div>Highlighted List in Show Guide</div><div>Stand out from the crowd with a Highlighted Listing in the Official Show Guide, distributed to thousands of attendees at World Ag Expo®. With over 1,200 total exhibitors, this upgrade ensures your company is easily noticed with special formatting or callout features that draw attention to your booth. Limited available.</div></div> | \$500 |
| <div><div>Map Sponsor</div><div>Your company logo will appear on the event site map displayed and available throughout the show grounds, as well as in the official printed show guide. Limited to 10.</div></div> | \$5,000 |
| <div><div>Premium Ad Positions</div><div>A limited number of additional sponsorship and advertising options are available in the official show guide. Contact us today to learn more!</div></div> | Contact for Details |

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 | 1/7/26 | 1/2/26 | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | 1/14/26 | 1/9/26 | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | 1/21/26 | 1/16/26 | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | 1/28/26 | 1/23/26 | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | 2/4/26 | 1/30/26 | <input type="checkbox"/> | <input type="checkbox"/> |
| Opening Show Issue | 2/10/26 | 2/6/26 | <input type="checkbox"/> | <input type="checkbox"/> |
| Post-Show | 2/25/26 | 2/20/26 | <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

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