

WORLD
AG EXPO®
TULARE, CA 2026

GUIDE

SPONSORSHIP & MARKETING

GROUNDS FOR INNOVATION

WORLDAGEXPO.COM

 International
AGRI-CENTER

4500 S. LASPINA ST. | TULARE, CA

WHY ADVERTISE?

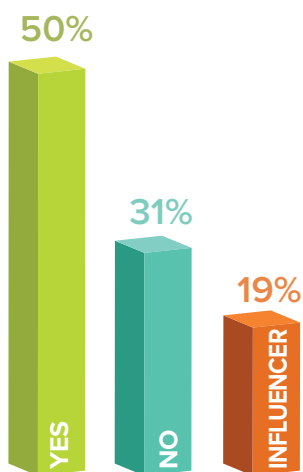
1,200+
Exhibitors.

2.6 million
sq. ft. of exhibit space.



Extend your footprint **beyond your booth.**

ATTENDEES WITH PURCHASING AUTHORITY



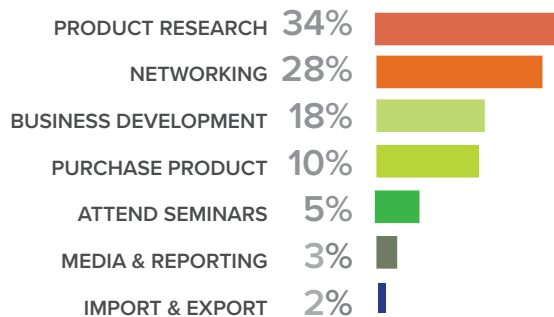
PEOPLE

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.	SOLD OUT
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

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.

\$15,000

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.

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.

**\$10,000 to
\$25,000**

Contact for Details

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

\$10,000

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

\$10,000

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.

\$10,000

Pavilion Lounge Sponsor

This exclusive sponsorship offers your business premium visibility. Your brand will be featured throughout a thoughtfully designed space equipped with comfort-able seating, conversation tables, and chairs. Signage and brand displays to be provided by sponsor.

SOLD OUT

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

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.	SOLD OUT
Pen Sponsor Custom logo pens to be included in every exhibitor package and made available at Exhibitor Services	SOLD OUT
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

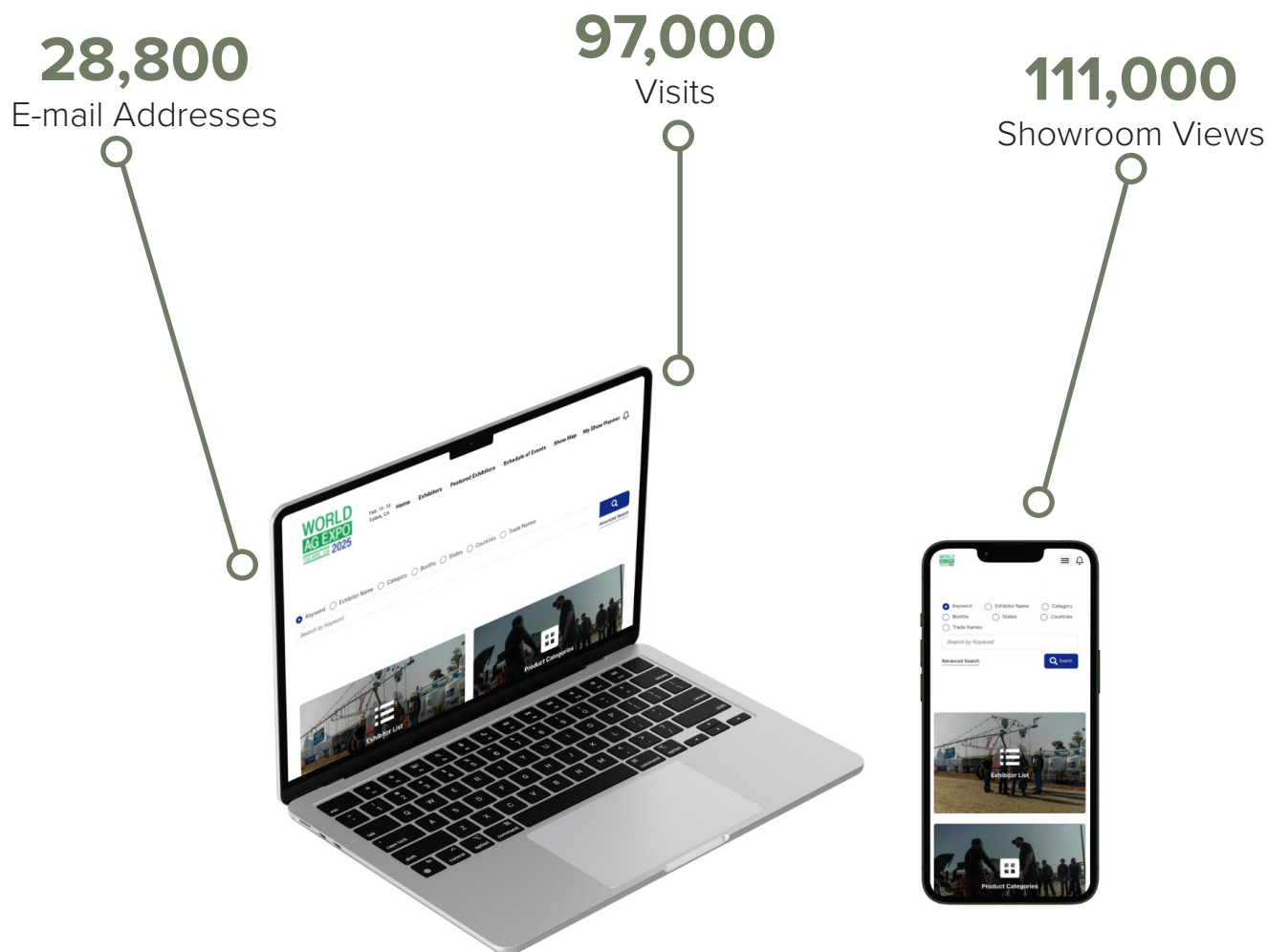
Fence Banner Prominent placement of your custom banner along our fence line, offering high-visibility exposure to event attendees. <i>Maximum size: 8' w x 4' h; 8 grommets minimum in corners</i>	\$500
Building Naming Rights This sponsorship extends beyond World Ag Expo. The naming sponsor will be prominently 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

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

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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

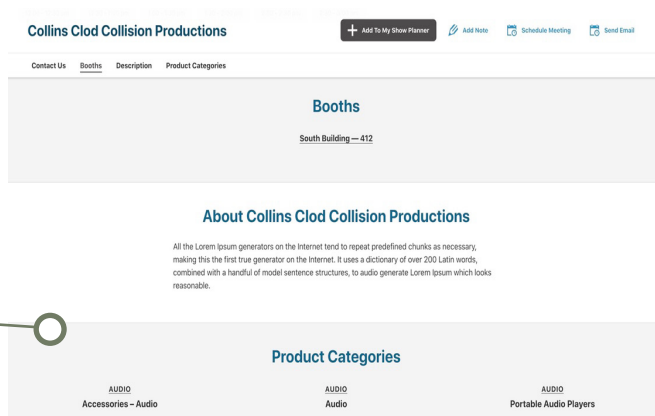
Attendees use the Exhibitor Directory and floor plan to create a list of exhibitors they want to visit at the show. As they add your booth to their show planners, you will receive access to their contact information and you can reach out to this list of leads at any time before, during, and after the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

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

DIRECTORY & FLOOR PLAN PROFILES

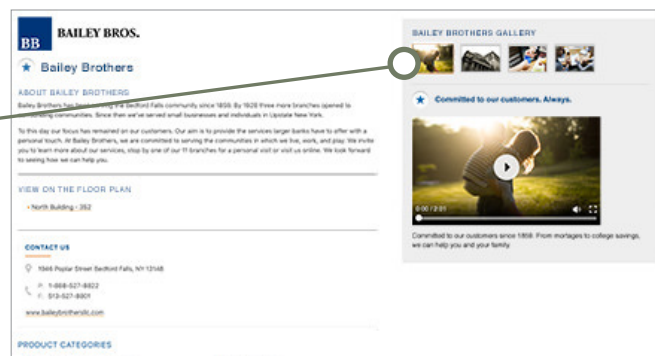
Basic : \$0

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



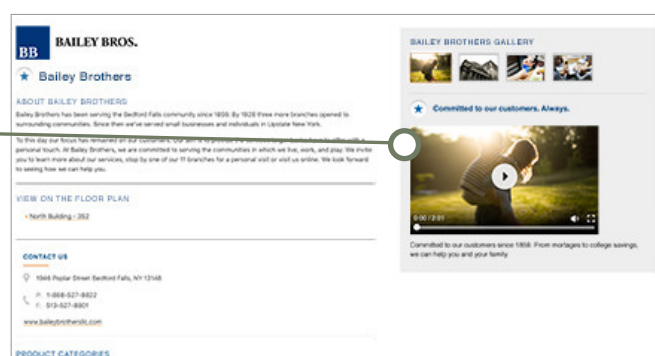
Level 1 : \$750

- 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 ▪ 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 ▪ 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 ▪ 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

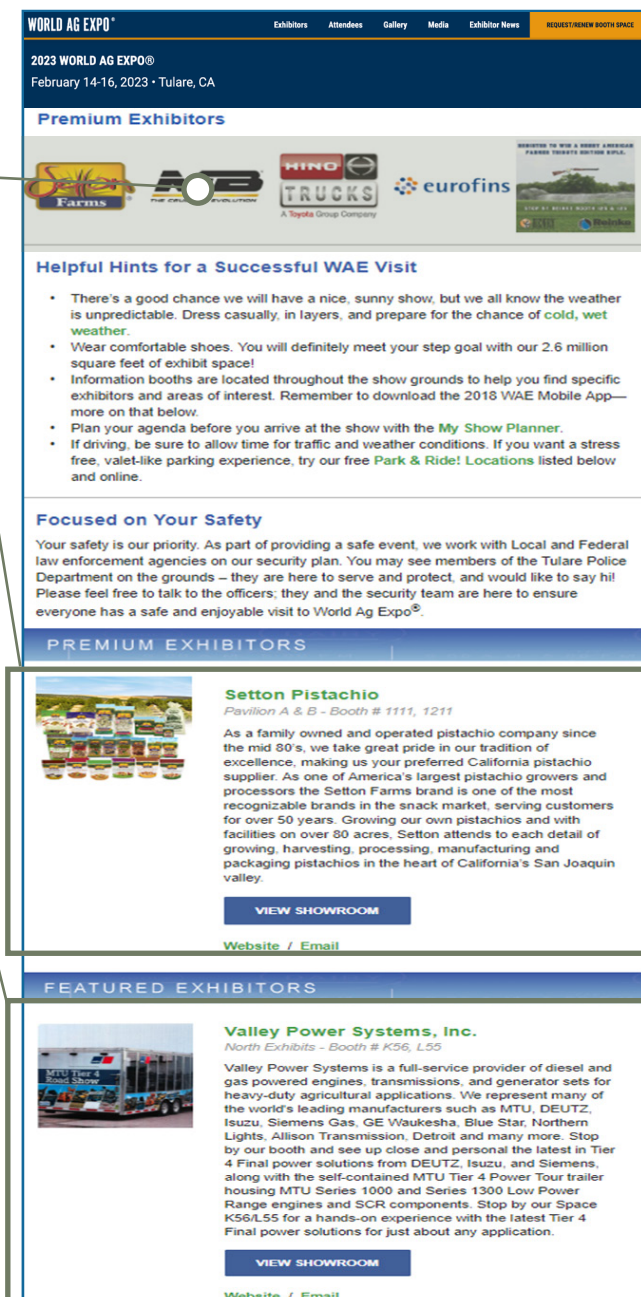
10 SLOTS PER ISSUE AVAILABLE

- **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

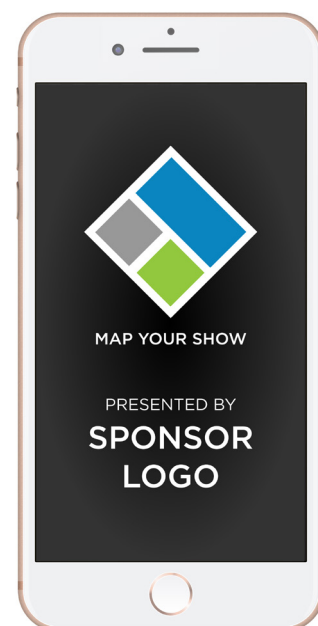
513.338.2202 | MCutter@mapyourshow.com

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.

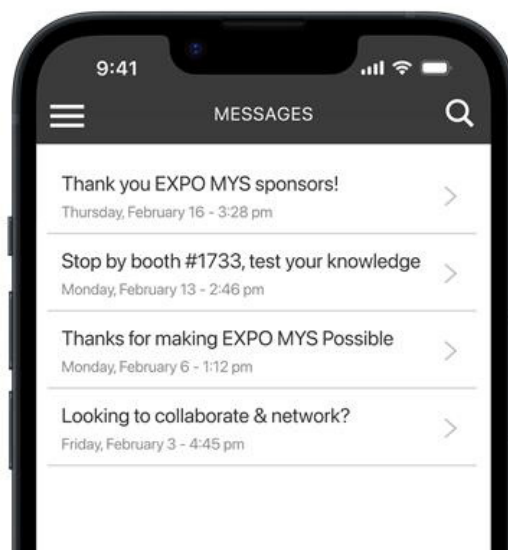
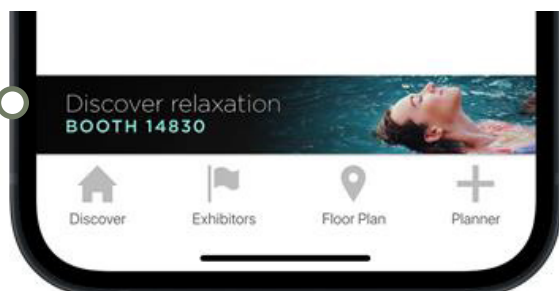
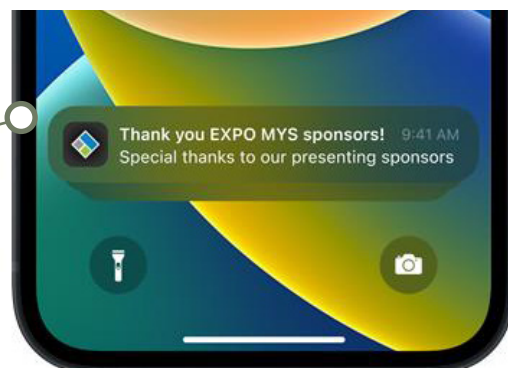
Mobile Application Sponsorship | \$8,000

- 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	Pavilion Lounge Sponsor	☐	\$6,000
Lanyard Sponsorship	☐	\$25,000	Exhibitor Bag Sponsor	☐	SOLD OUT
Attendee Ticket Sponsorship	☐	\$20,000	Tram Stop Sponsorship	☐	\$5,000
Customer Admission Ticket Sponsorship	☐	SOLD OUT	Coffee Center Sponsorship	☐	\$5,000
Trash Receptacle Sponsorship	☐	\$17,500	Official Pen Sponsorship	☐	\$3,000
Park & Ride Sponsorship	☐	\$15,000	Freeway Sign Ad	☐	\$2,500
Top-10 New Products Contest Sponsorship	☐	\$15,000	National Anthem Sponsorship	☐	\$2,000
Pavilion Sponsorship	☐	\$10,000-\$25,000	Building C LED Wall Ad	☐	\$1,500
Tram Sponsorship	☐	\$10,000	Fence Banner	☐	\$500
Restroom Sponsorship	☐	\$10,000	Building Naming Rights- Building C	☐	Contact for Details
Ag Tour Sponsorship	☐	\$10,000	Official Vehicle of the World Ag Expo	☐	Contact for Details
			Custom Packages	☐	Contact for Details

PRINT - SHOW GUIDE ADVERTISING

Highlighted List in Show Guide

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.

\$500

Map Sponsor

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.

\$5,000

Premium Ad Positions

A limited number of additional sponsorship and advertising options are available in the official show guide. Contact us today to learn more!

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	☐	☐
2	1/14/26	1/9/26	☐	☐
3	1/21/26	1/16/26	☐	☐
4	1/28/26	1/23/26	☐	☐
5	2/4/26	1/30/26	☐	☐
Opening Show Issue	2/10/26	2/6/26	☐	☐
Post-Show	2/25/26	2/20/26	☐	☐

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