

**WORLD
AG EXPO®**
TULARE, CA 2027

GUIDE

SPONSORSHIP AND MARKETING

IT HAPPENS HERE



WORLDAGEXPO.COM

 International
AGRI-CENTER
4500 S LASPINA ST. | TULARE, CA

WHY ADVERTISE

EXTEND YOUR FOOTPRINT **BEYOND YOUR BOOTH.**



2.6 MILLION

SQUARE FEET OF EXHIBIT SPACE

50 STATES

VISITORS FROM 50
STATES IN 2026

PURPOSE FOR ATTENDING



47%

HAVE PURCHASING AUTHORITY



47% YES

35% NO

18% MAKE
DECISIONS

ON-SITE SPONSORSHIPS

REACH YOUR AUDIENCE WITH AN ONSITE SPONSORSHIP AT WORLD AG EXPO

SHIRT AND HAT SPONSOR

- Prominent logo placement on all official World Ag Expo shirts and hats worn by staff and volunteers
- Exclusive branded statistic advertisement displayed on the Jumbotron during World Ag Expo
- Exhibit Space
- Recognition across official World Ag Expo event materials

\$25,000

LANYARD SPONSOR

- Exclusive sponsorship of the official World Ag Expo lanyard
- Company name and logo printed on 30,000 event lanyards
- Lanyards worn by exhibitors, staff, and volunteers throughout the three-day show

\$25,000

ATTENDEE TICKET SPONSOR

- Company logo prominently featured on all printed and digital attendee tickets
- Recognition on the World Ag Expo website
- Recognition on the online ticketing website

\$20,000

CUSTOMER ADMISSION TICKET SPONSOR

- Company logo prominently featured on all printed customer admission tickets
- Tickets distributed to exhibitors and their guests

\$25,000

TRASH RECEPTACLE SPONSOR

- Company advertising displayed on approximately 200 trash receptacles throughout the World Ag Expo grounds
- Custom plastic sleeve advertisements produced and installed on each receptacle
- Company logo featured alongside the World Ag Expo logo, providing year-round visibility on the grounds

\$25,000

ON-SITE SPONSORSHIPS

REACH YOUR AUDIENCE WITH AN ONSITE SPONSORSHIP AT WORLD AG EXPO

PARK & RIDE SPONSOR

- Exclusive sponsorship of the World Ag Expo Park & Ride program
- Company logo featured on Park & Ride signage and promotional materials
- Brand exposure to attendees utilizing shuttle transportation to and from the showgrounds
- Recognition on the World Ag Expo website and map
- **Sponsor commitment deadline: December 1**

\$15,000

TOP-10 NEW PRODUCTS COMPETITION SPONSOR

- Premier recognition as the exclusive sponsor of the Top-10 New Products Awards at World Ag Expo
- Recognized as the Official Top-10 New Products Awards Sponsor in media coverage and promotional materials
- Company logo featured on the World Ag Expo website, official Show Guide, and event communications
- **Sponsor commitment deadline: October 1**

\$25,000

PAVILION SPONSOR

- Exclusive sponsorship of a designated World Ag Expo pavilion
- Prominent recognition onsite, online, and in official event materials
- Company logo featured in the official Show Guide, event map, and on the pavilion's exterior glass entrance
- Private event space included with VIP Tent, Wine & Cheese, and Women's Conference Pavilion sponsorships
- **Limited availability – 7 pavilions available**

\$15,000

TRAM SPONSOR

- Custom-branded tram professionally vinyl wrapped with your company branding
- Continuous visibility as trams circulate along high-traffic routes throughout the showgrounds
- Engage attendees throughout the day as they travel between exhibit areas

\$10,000

CONTACT JENNIFER RUPP AT SPONSORSHIP@FARMSHOW.ORG

ON-SITE SPONSORSHIPS

REACH YOUR AUDIENCE WITH AN ONSITE SPONSORSHIP AT WORLD AG EXPO

RESTROOM SPONSOR

- Custom signage opportunities on selected permanent restroom facilities (exterior or interior placement available)

\$10,000

AG TOURS SPONSOR

- Official sponsor of Ag Tours at World Ag Expo
- Signage opportunity in the Ag Tour pick-up and drop-off area
- Verbal recognition during announcements at the start of each tour
- Opportunity to provide promotional materials for distribution to participants
- Direct engagement with a targeted agricultural audience (approximately five tours with up to 50 attendees per tour)

\$10,000

EXHIBITOR BAG SPONSOR

- Put your brand directly into the hands of every exhibitor at World Ag Expo
- Custom cinch bags featuring your company logo provided to all exhibitors upon check-in
- High-visibility item used throughout the event and beyond

\$6,000

TRAM STOP SPONSOR

- Designated tram stop featuring a traffic-style metal sign with your company branding prominently displayed
- Recognition on the official World Ag Expo event map and Show Guide
- Limited availability – 12 sponsorships available

\$5,000

COFFEE SPONSOR

- Exclusive coffee sponsorship located in the Women's Conference Pavilion
- Custom signage prominently displayed outside the pavilion and near the coffee station
- Recognition on the official World Ag Expo event map and mobile app

\$5,000

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ON-SITE SPONSORSHIPS

REACH YOUR AUDIENCE WITH AN ONSITE SPONSORSHIP AT WORLD AG EXPO

FREEWAY SIGN AD

- One-month advertising placement on the World Ag Expo electronic freeway sign
- Exposure to approximately 100,000 motorists daily
- **Specs: 300px (H) x 840px (W), 72 DPI (PNG or MP4 preferred)**

\$2,500

NATIONAL ANTHEM SPONSOR

- Official sponsor of the National Anthem presentation at World Ag Expo
- Prominent recognition onsite, online, and in official event materials
- Company logo featured in the Show Guide and on the event map
- **Sponsor commitment deadline: December 1**

\$2,000

BUILDING C LED WALL AD

- Prominent digital advertising displayed on the Building C LED wall, reaching exhibitors and attendees throughout the showgrounds
- Ad runs all three days of World Ag Expo
- High-impact visibility in a high-traffic building location
- **Ad specifications: 432 px W x 144 px H (high-resolution JPG or similar format recommended)**

\$1,500

FENCE BANNER

- Prominent placement of your custom banner along the World Ag Expo fence line
- High-visibility exposure to thousands of event attendees throughout the showgrounds
- **Maximum size: 8' W x 4' H**
- **Minimum of 4 grommets required (corners)**

\$500

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ON-SITE SPONSORSHIPS

REACH YOUR AUDIENCE WITH AN ONSITE SPONSORSHIP AT WORLD AG EXPO

BUILDING C DOOR SPONSORSHIP

- Exclusive branding displayed on all 10 sets of double doors in Building C
- Full-color decal-style graphics prominently placed on each door
- Year-round visibility during World Ag Expo and all events held in Building C
- Multi-year sponsorship opportunity; initial production and installation included

\$30,000

BUILDING C ROW SIGN SPONSORSHIP

- Advertise on (#) overhead row signs throughout Building C during World Ag Expo
- Company logo integrated into official row-number signage for prominent brand visibility
- Exposure in one of the Expo's highest-traffic buildings, reaching thousands of attendees
- Available through a multi-year sponsorship agreement; initial production costs included

\$30,000

FARM CREDIT DAIRY & LIVESTOCK CENTER BILLBOARD

- Year-round billboard placement on the Farm Credit Dairy & Livestock Center
- Sign installed on the north side of the building above the restroom area
- Long-term visibility beyond World Ag Expo, viewed by visitors throughout the year

\$10,000

BUILDING NAMING RIGHTS

- Exclusive naming rights sponsorship for Building C
- Prominent exterior building signage with year-round visibility
- Brand integrated into official references, including event maps, signage, mobile app, and print materials
- Recognition across all International Agri-Center events, including World Ag Expo

**CONTACT
FOR DETAILS**

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ON-SITE SPONSORSHIPS

REACH YOUR AUDIENCE WITH AN ONSITE SPONSORSHIP AT WORLD AG EXPO

OFFICIAL VEHICLE SPONSOR

- Drive your brand forward as the Official Vehicle Sponsor of World Ag Expo
- Official vehicles used by staff and show officials throughout the event
- Prominent recognition across event platforms, including the Show Guide, event maps, mobile app, website, and social media
- Additional visibility on the digital freeway sign and Building C LED wall
- Exclusive partnership opportunity in the World Ag Expo vehicle giveaway in collaboration with Valley Children's Healthcare

CONTACT
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EXHIBITOR MEDIA GALLERY CAPTURE

- Scheduled on-site media capture at your exhibit booth
- 10–15 professionally edited, high-resolution photos
- 2–3 edited social media videos (15–20 seconds each)
- Content includes booth displays, team photos, products, and attendee interactions
- Same-day delivery via private digital gallery for real-time marketing during the show

\$1500

CUSTOM PACKAGES

- In addition to our featured packages, a variety of additional sponsorship opportunities are available
- Custom sponsorship packages can be tailored to meet your company's goals and budget
- Let us help you build the perfect sponsorship package for your brand

CONTACT
FOR DETAILS

MOBILE APPLICATION SPONSOR

- See *Digital Advertising Section* for details

SEE DIGITAL
ADVERTISING

CONTACT JENNIFER RUPP AT SPONSORSHIP@FARMSHOW.ORG

PRINT - SHOW GUIDE ADVERTISING

PUT YOUR BRAND DIRECTLY IN THE HANDS OF THOUSANDS OF ATTENDEES

HIGHLIGHTED LISTING IN SHOW GUIDE

- Stand out from the crowd with a Highlighted Listing in the Official World Ag Expo Show Guide
- Distributed to thousands of attendees at World Ag Expo®
- Helps your company gain visibility among 1,200+ exhibitors
- Features enhanced formatting and callout elements to draw attention to your booth listing
- **Limited availability**

EXHIBITORS DIRECTORY

Cirrus Aircraft
B28

Con-Dor Enterprises
DS101, DS102

Crown Lift Trucks
B10

City of Hope
1329

Conterra Ag Capital
3427

CSET
7300

Clark Pest Control of
Stockton, Inc
3629, 3630

Continental Battery
Systems
1435

Custom Roto-
Molding, Inc.
SS3

\$500

PREMIUM AD POSITIONS

- Limited number of additional sponsorship and premium advertising opportunities available
- Featured in the Official World Ag Expo Show Guide
- Contact us to learn more and secure availability



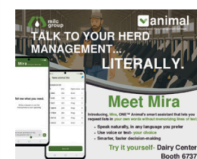
WORLD AG EXPO® 2019



Learn more at rbauction.com
or contact us to sell:
1-866-901-2104

rb RITCHIE BROS.

WORLD AG EXPO® 2019



WORLD AG EXPO® 2019

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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.

28,800

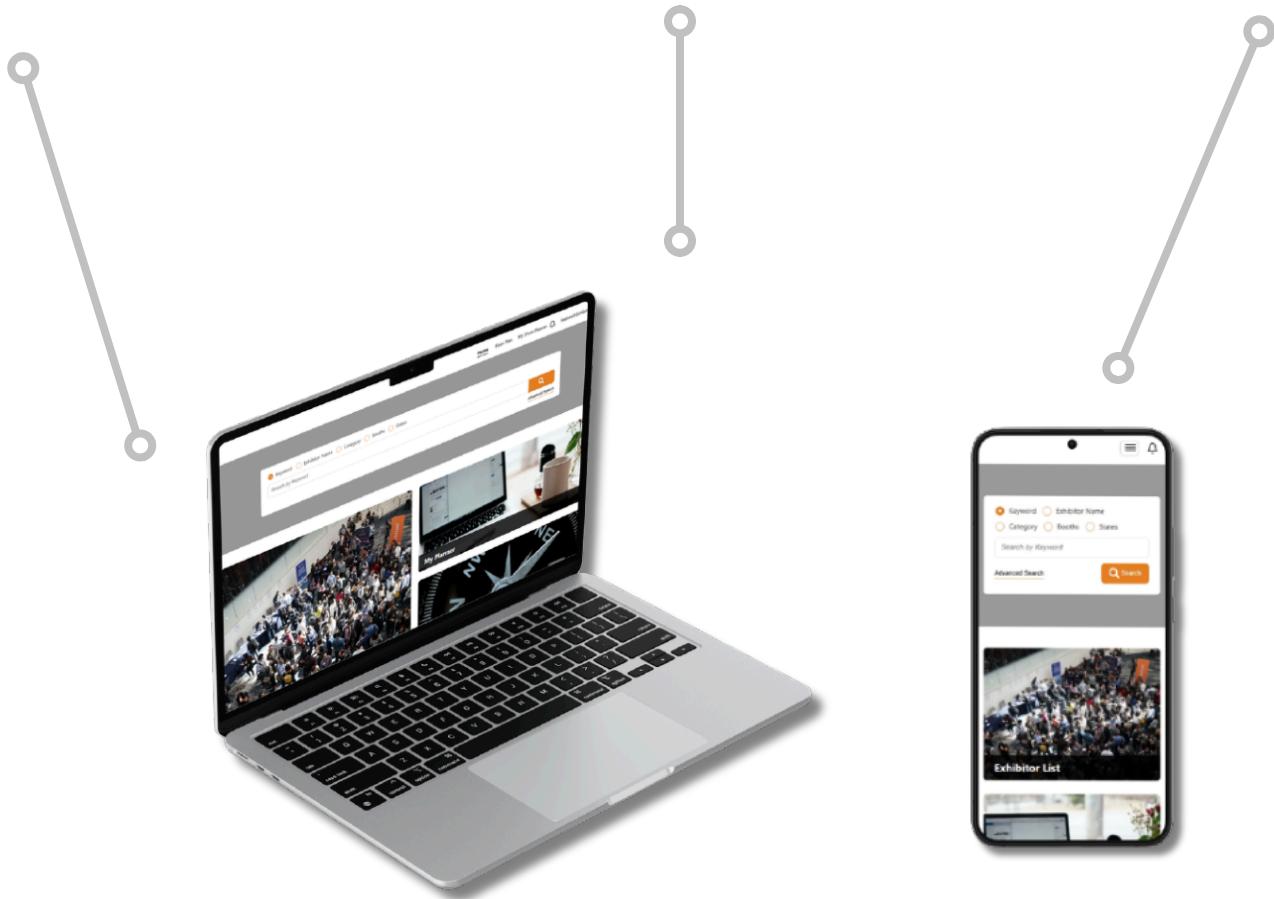
E-MAIL ADDRESSES

97,000

VISITS

110,000

SHOWROOM VISITS



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.

TO PURCHASE, CONTACT MICHAEL CUTTER - EXHIBITOR ENGAGEMENT MANAGER
513.338.2202 | MCutter@mapyourshow.com

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

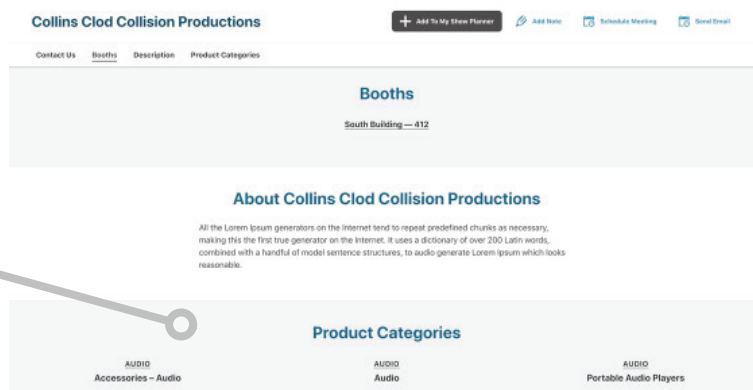
Attendees use the Exhibitor Directory and floor plan to create a list of exhibitors they want to visit at the show. As they add your booth to their show planners, you will receive access to their contact information and you can reach out to this list of leads at any time before, during, and after the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

MORE VISIBILITY + MORE CONTENT = MORE LEADS.

DIRECTORY & FLOOR PLAN PROFILES

BASIC: \$0

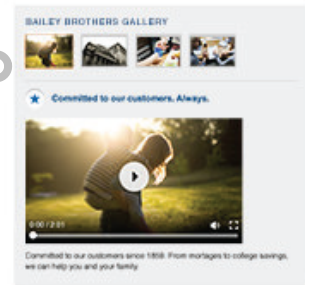
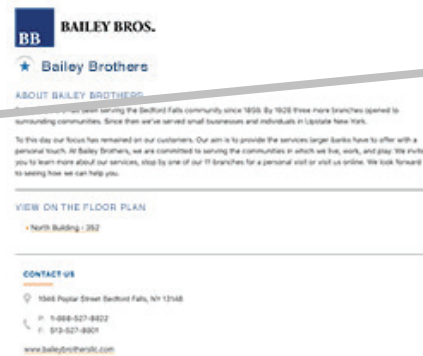
- Company Description
- Company Contact Information
- Booth Number
- **2 Product Categories**



TO PURCHASE, CONTACT MICHAEL CUTTER - EXHIBITOR ENGAGEMENT MANAGER
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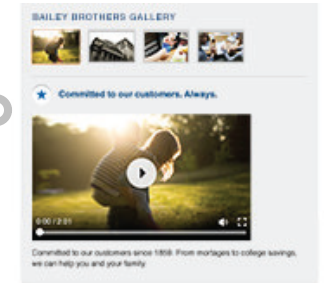
LEVEL 1: \$750

- 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 homepage 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

FLOOR PLAN BANNER SPONSORSHIP

- A banner ad anchored to the bottom of the interactive floor plan on the official directory and mobile apps that links directly to the exhibitor's listing 1456x180

+\$2,500

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

+\$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

PREMIUM EXHIBITORS



PREMIUM EXHIBITORS



Pro Refrigeration

South Exhibits: Booths DS79 & DS80

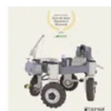
Meet the PROGreen 50, PRO Refrigeration's newest natural-refrigerant milk cooling system built to fit most North American dairy farms.

Designed to add capacity on large dairies or serve as the primary cooling system for mid-size producers, the PROGreen 50 is production-ready and instantly recognizable. It remains cost-competitive thanks to a proven PRO-Series footprint, streamlined manufacturing, and established supply partners. The biggest driver: integrated Waste Heat Recovery delivering up to 180°F hot water, helping farmers cut fossil fuel use by 2/3 or more. California projects may qualify for CARB FRIP incentives. Find PRO and see it in person at booth DS79.

[VIEW SHOWROOM](#)

[Website](#) / [Email](#)

FEATURED EXHIBITORS



Bonsai Robotics

South Exhibits: Booth JK3

From orchards to specialty crops, growers are being asked to do more with fewer people — and tighter margins. That's why **Bonsai Robotics** is bringing affordable, practical autonomy to World Ag Expo.

Visit us at **Booth J/K3** to see **Bonsai Intelligence**, one platform to run your entire fleet, powering autonomous work across mixed machines, crops, and jobs — even without GPS, RTK, or cellular coverage.

See our **modular Amiga lineup** for weeding, spraying, and mowing, plus integrations with **OMC and Flory** for tough orchard jobs like shaking and sweeping.

🍷 Stop by for a demo — get a beer or bite on us.

[VIEW SHOWROOM](#)

[Website](#)

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

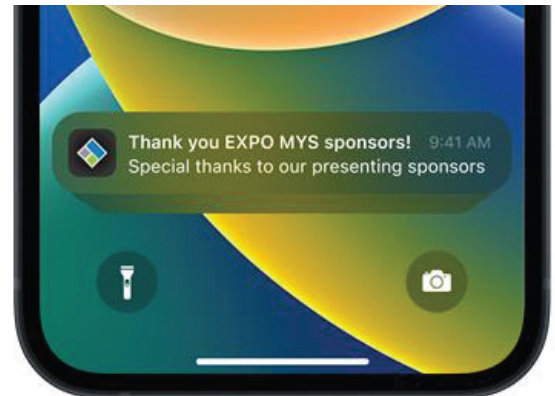
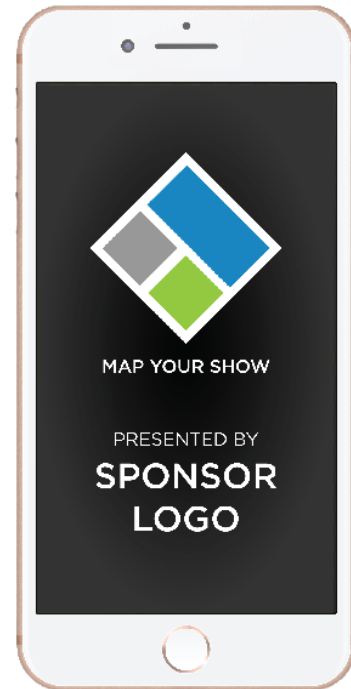
Official Mobile Show App

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

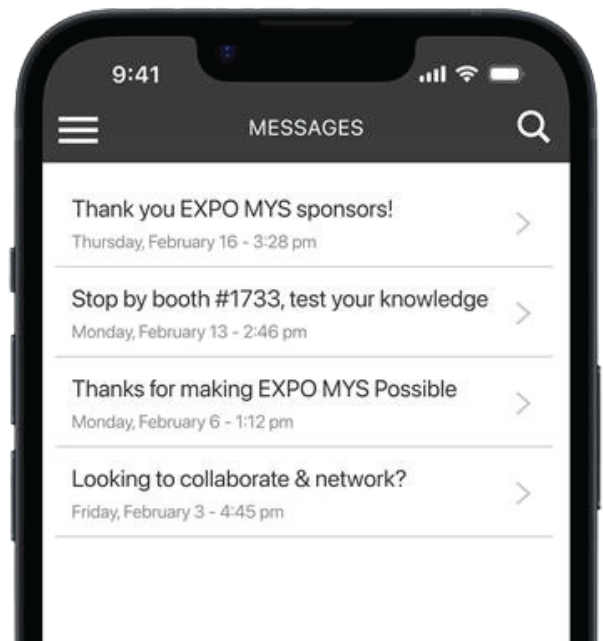
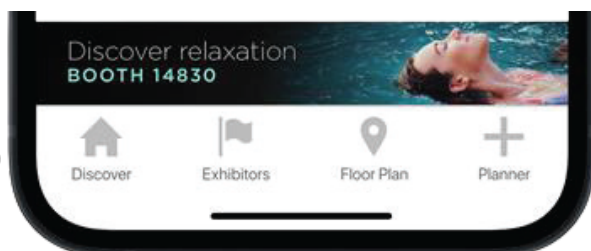
- Exclusive branding on the splash/loading screen (must be jpg or gif files, sized at 2436 x 2436px with 980 x 1870px safe area)
- **Up to 3 rotating banners placed at the bottom of the main content pages**
- Banners link to your mobile listing for lead capture (must be jpg or gif files, sized at 1242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



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SPONSORSHIP AND MARKETING

IT HAPPENS HERE



FACEBOOK
@worldagexpo



INSTAGRAM
@worldagexpo



X
@WorldAgExpo



YOUTUBE
youtube.com/worldagexpo

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559.467.9677 | SPONSORSHIP@FARMSHOW.ORG

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