WORLD AG EXPO®
TULARE, CA 2027

GUIDE

SPONSORSHIP AND MARKETING

IT HAPPENS HERE



WORLDAGEXPO.COM

4500 S LASPINA ST. | TULARE, CA

WHY ADVERTISE

EXTEND YOUR FOOTPRINT **BEYOND YOUR BOOTH.**

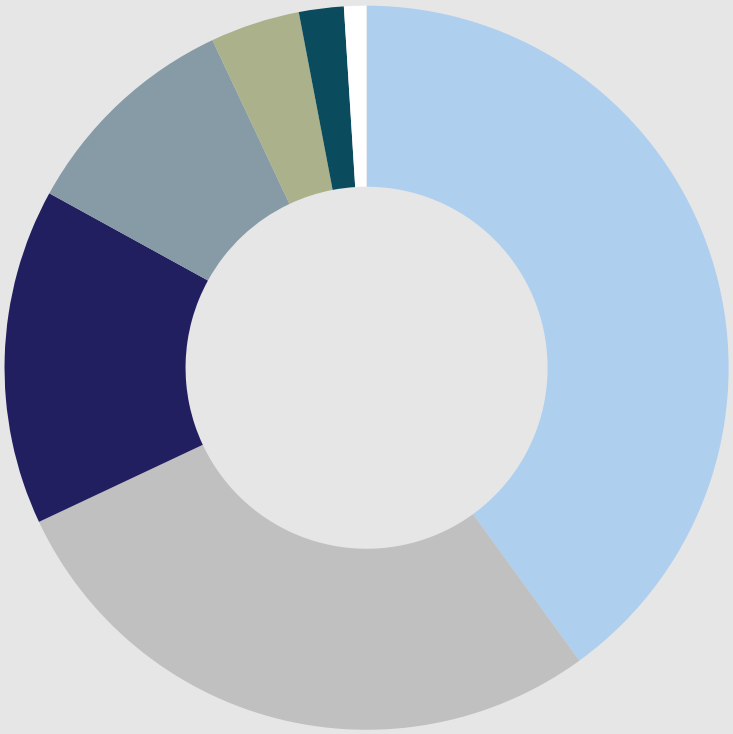
2.6 MILLION

SQUARE FEET OF EXHIBIT SPACE

50 STATES

VISITORS FROM 50 STATES IN 2026

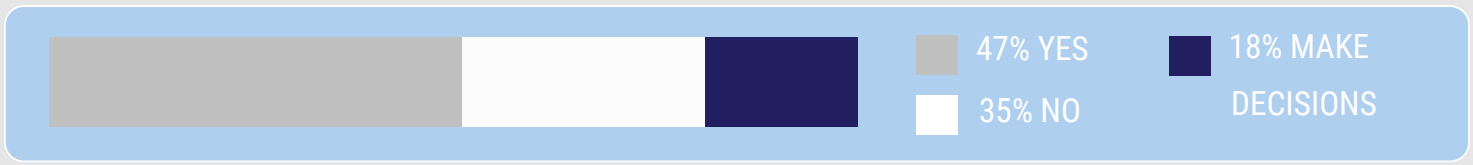
PURPOSE FOR ATTENDING



- 40% Product Research
- 28% Networking
- 15% Business Development
- 10% Purchase Product
- 4% Attend Seminars
- 2% Media & Reporting
- 1% Import/Export

47%

HAVE PURCHASING AUTHORITY



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

CONTACT JENNIFER RUPP
559.467.9677 | SPONSORSHIP@FARMSHOW.ORG

FEBRUARY 9-11, 2027
TULARE, CA

WORLDAGEXPO.COM

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

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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

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ON-SITE SPONSORSHIPS

REACH YOUR AUDIENCE WITH AN ONSITE SPONSORSHIP AT WORLD AG EXPO

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

OFFICIAL VEHICLE SPONSORSHIP

- 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 FOR DETAILS

MEDIAN STREET DIGITAL DISPLAY

- Put your brand in the spotlight on Median Street, one of the busiest and most highly trafficked areas of the World Ag Expo® grounds.
- Showcase your brand with a static image or a video reel up to 15 seconds.
- Capture the attention of attendees as they explore the heart of the show.
- Display Size: 10' W × 6' H
- Artwork Specifications: To be provided.

$2,500

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ON-SITE SPONSORSHIPS

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PROMOTE YOUR BRAND ON SOCIAL MEDIA

- Promote your brand to thousands of agriculture professionals leading up to World Ag Expo®.
- 18K+ social media followers across Facebook and Instagram.
- 2.0M+ annual content views from engaged audiences.
- 1.1M+ accounts reached, expanding brand visibility across social media.
- Each company may receive one social media promotion date to provide as many companies as possible with the opportunity to be featured.

SUBMIT A REQUEST HERE

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

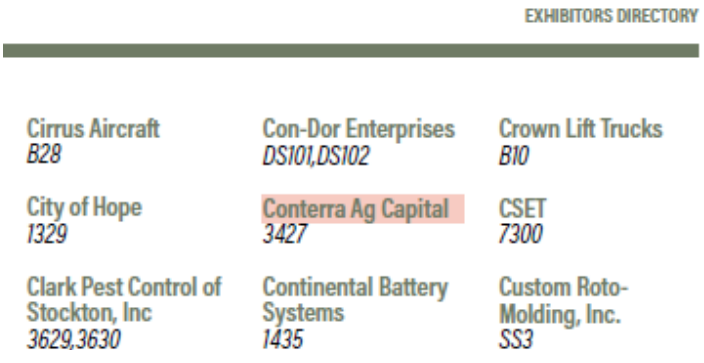
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PRINT - SHOW GUIDE ADVERTISING

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



CONTACT FOR DETAILS

DIGITAL SPONSORSHIPS

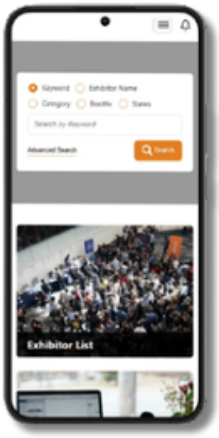
The World Ag Expo® website houses the official exhibitor directory, floor plan, and show planner attendees use to find new products and services while planning their visit to the show. It is the only complete resource for exhibitor information that is updated in real time before, during, and after the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

DIGITAL

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

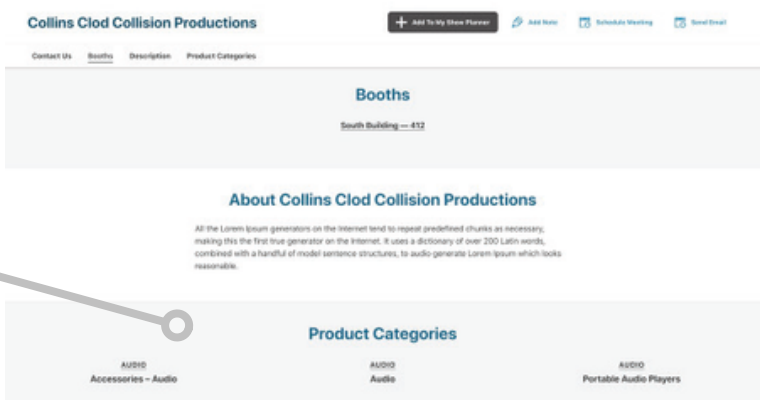
Attendees use the Exhibitor Directory and floor plan to create a list of exhibitors they want to visit at the show. As they add your booth to their show planners, you will receive access to their contact information and you can reach out to this list of leads at any time before, during, and after the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

MORE VISIBILITY + MORE CONTENT = **MORE LEADS.**

DIRECTORY & FLOOR PLAN PROFILES

BASIC: $0

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



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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.

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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

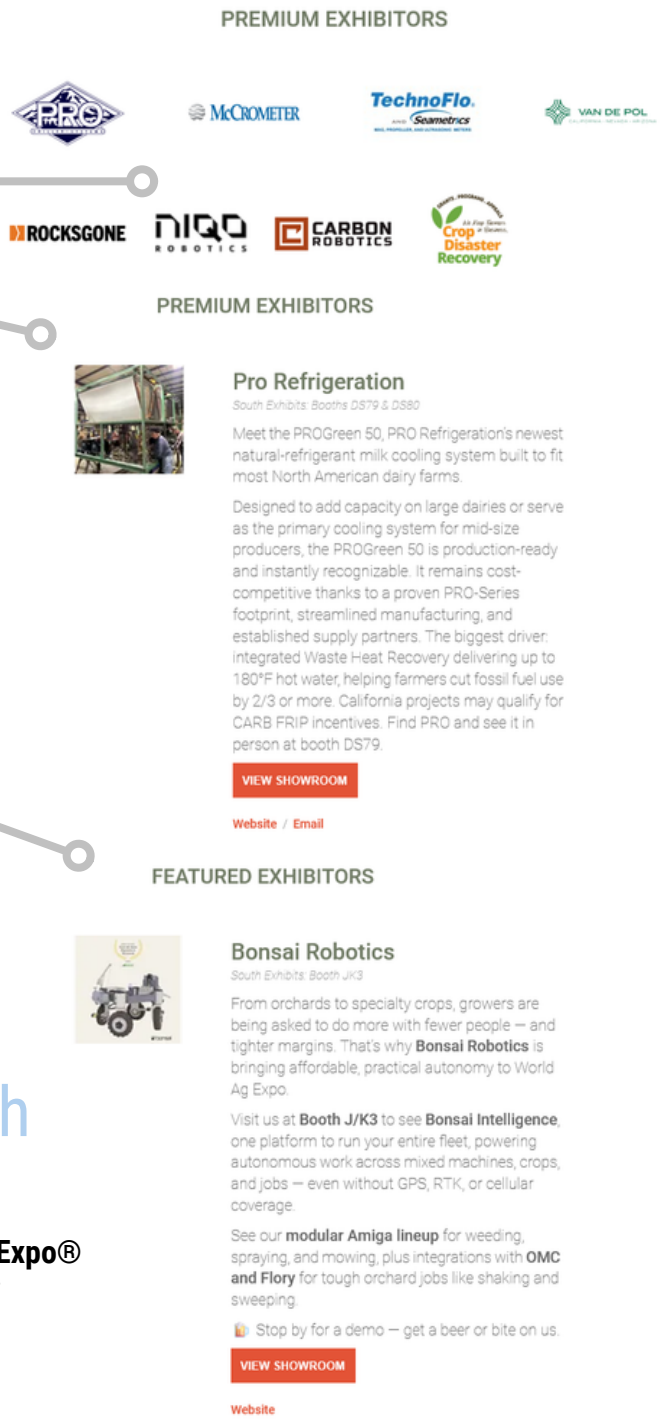
10 SLOTS PER ISSUE AVAILABLE

- **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



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DIGITAL

Official Mobile Show App

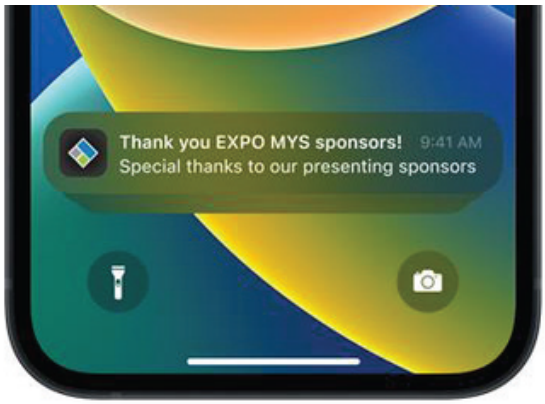
Don't miss the opportunity to feature your company on the official World Ag Expo® mobile app. Put your brand in the hands of attendees as they navigate the show floor onsite with the official mobile app. Feature a product on one of the banners or push a notification out to thousands of attendees.



Mobile Application

Sponsorship | $8,000

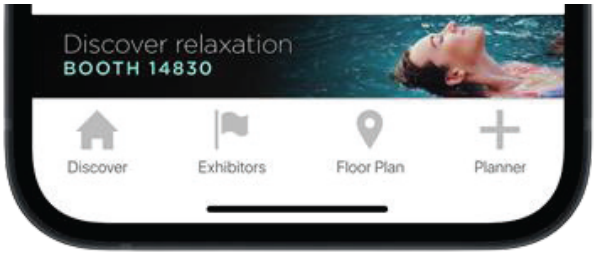
- Exclusive branding on the splash/loading screen (must be jpg or gif files, sized at 2436 x 2436px with 980 x 1870px safe area)
- **Up to 3 rotating banners placed at the bottom of the main content pages**
- Banners link to your mobile listing for lead capture (must be jpg or gif files, sized at 1242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

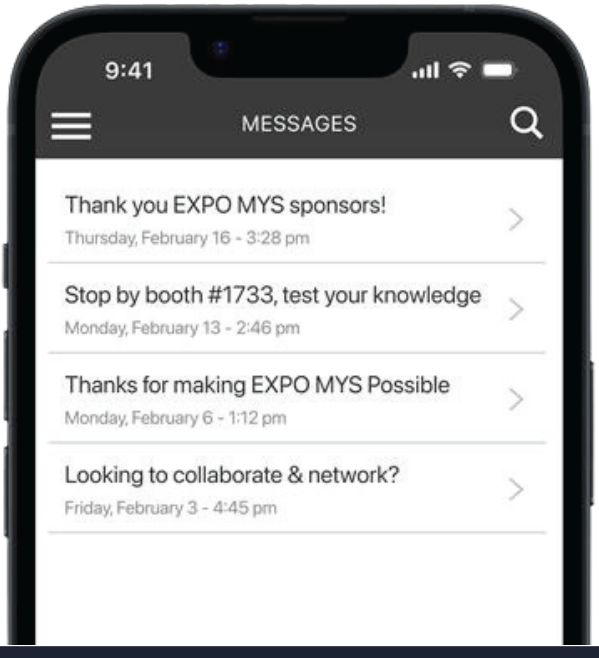


Mobile Push Notification

$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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