SPONSORSHIP AND MARKETING GUIDE

October, 20-22, 2020 Moultrie, Georgia



THE FUTURE IS <u>NOW</u>

229.985.1968 Sunbeltexpo.com • info@sunbeltexpo.com



2020

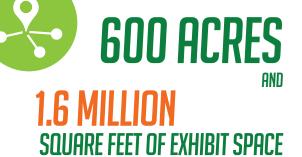


@sunbeltagexpo

NORTH AMERICA'S PREMIER FARM SHOW®









PLATINUM SPONSOR

2121

Swisher International, Inc.

GOLD SPONSORS

Farm Press

Reinke

SILVER SPONSORS

- Agri Supply Company
- Chevy
- Cool Tech Coatings
- Georgia Metals, Inc.,
- John Deere
- KMC
- Kubota
- Massey Ferguson
- RW Griffin Industries, LLC
- Trimble
- Vantage Southeast

BRONZE SPONSORS

- Bekaert
- Brown Manufacturing Corp.
- Coca-Cola
- Conger LP Gas
- Flint River Fresh
- Georgia Department of
- Agriculture Farm Safety
- Georgia Grown
- Newton Crouch
- Salford
- Sukup
- Valley

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 GOLF CART FLEET SPONSOR Over 80 carts used on the grounds by staff and media Includes one comp golf cart for use Advertise with a full color logo provided by sponsor, dimensions 16 X 7.5 inches Individual cart sponsorships available after August 15, if Fleet Sponsorship not sold \$250 	\$8,000
 YOUTH EDUCATIONAL CHALLENGES Naming rights for one company - \$6,000 3-year commitment Sponsorships of individual contests - \$1,000 	\$6,000
 KIOSK SPONSORSHIP One company Seven kiosks 3 year minimum commitment Only one available! 	\$5,000
 SUNBELT SHUTTLE Named shuttle service (XYZ Company Sunbelt Shuttle) with highly visible signage on shuttle Shuttles travel the entire grounds, offering complete coverage Additional sponsor signage will be posted at each pick-up and drop-off location Only one available 	\$ 5,000
 CONVENIENCE CARTS Golf carts, driven by UGA students, assisting vistors with transport and directions One travels north/south and the other east/west Signage on carts Only two available 	^{\$} 2,500
 PARKING LOT FLAGS (3 YEAR MIN. COMMITMENT) One company per lot One lot with 4 flags - \$2,000 year 1; \$1,250 years 2 and 3 Two lots with 4 flags each - \$3,600 year 1; \$2,500 years 2 and 3 Three lots with 4 flags each - \$4,800 year 1; \$3,000 years 2 and 3 	^{\$} 2,000+



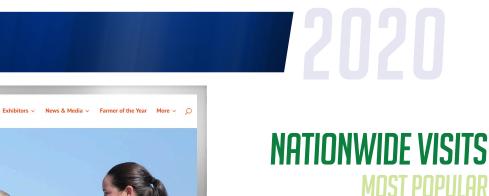
 SOCIAL MEDIA TEAM Company logo on Social Media Team t-shirts, Deadline Aug 15 for t-shirt order Banner ad on the website from time of confirmed sponsorship through Expo 3 Facebook Live posts (one for each day of Expo) Only one available! 	^{\$} 1,500
 TRAM SPONSOR Trams run to popular field demo areas, seen by thousands of visitors Tram Sign, 22 available (\$500 first year, \$250 subsequent years) Exclusive Tram Naming Rights - All 6 sign positions and company name/website on top tarp cover. (\$3000 first year, \$2000 subsequent years) Minimum 3 year commitment. 	\$500+
 FENCE BANNER Messaging along the highly popular Darrell Williams Research Farm Road Over 80,000 visitors travel the field road between the July Field Day and October Expo 10 X 4 mesh banner, May-October, \$500 1st year, \$250 2nd year (reprints required after) <i>Limited quantity!</i> 	\$500
 EXHIBITOR REGISTRATION Over 1200 companies will send multiple staffers through Expo exhibitor registration Run an ad on the two large TV's that are available Ad provided by sponsor, dimensions 1440 X 1080 pixels Only five available! 	\$500
 FACEBOOK, INSTAGRAM AND TWITTER POSTS [EACH GOES ON ALL 3] 1 post - \$300 4 posts plus 1/4 page advertorial in show program \$1,000 1 repost/share from company's site - \$250 4 reposts/shares from company's site - \$250 <i>Limited quantity!</i> 	^{\$} 250+



2020 • 2020 • 2020 • 2020

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Sunbelt^{AG}







Youth Educational Opportunities

MOST POPULAR PAGES:

GEORGIA, FLO

TENNESSEE, TEXAS

ALABAN

HOME, ABOUT, SCHEDULE, VISITORS, MAP, EXHIBITORS, DIRECTIONS

 BILLBOARD AD runs August, September, October 970x250 on home page 300x250 on all other pages images or ad tags accepted- no .swf Only one available 	\$10,00
LEADERBOARD AD • 728 x 90, multiple spaces available	\$ 1,000 , Month
 MEDIUM RECTANGLE AD 300 x 250, multiple spaces available 	\$ 500/ Month

SOCIAL MEDIA ADVERTISING



#SUNBELTAGEXPO

 PACKAGE A 3 Facebook posts prior to Sunbelt. Photo, web site link, and text included (25 words max) 1 Facebook video (client provides video, 2 minutes max) 2 Instagram posts 3 Tweets 1 Snapchat (photo or video provided by client) 1 Facebook Live segment during Expo - created by our Social Media Team 	^{\$} 2,800
 PACKAGE B 2 Facebook posts prior to Sunbelt. Photo, web site link, and text included (25 words max) 1 Instagram post 2 Tweets 1 Snapchat (photo or video provided by client) 	^{\$} 1,000
 PACKAGE C Onsite promotion provided by Sunbelt Social Media Team 2 Facebook Live Videos at your booth or demonstration area. Video can be interview or demonstration. Facebook Story addition Snapchat Story post Instagram Feed Post and Instagram Story 	\$2,500
 A' LA CARTE Pre Expo post on Facebook - \$500 Facebook Live post during Expo - \$500 Instagram post prior to Expo - \$250 Instagram post at Expo - \$250 Pinterest and Vimeo options available upon request (Call Becca at 229-985-1968 for more info) 	\$250+
 SUNBELT MARKETING TEAM Onsite to promote Sunbelt Ag Expo and Exhibitors! The Sunbelt Marketing Team will help you create custom ads or you can provide your own curated content. We can also share your posts or previously posted content. 	^{\$} 250+

@SUNBELTAGEXPO

6 RESERVE YOUR SPONSORSHIP SPACE TODAY Becca Turner – Marketing Director – 229.985.1968 | becca@sunbeltexpo.com

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E-NEWSLETTER/E-BLAST



E-NEWSLETTER ADVERTISING OPPORTUNITIES

AD WITHIN SUNBELT MONTHLY ENEWS

- Ad within the Sunbelt Enewsletter with link from ad
- Ad size 600 x 200
- Call or email Erin for info: cell is 813-478-1735 or erin@tmpstyle.com

EXCLUSIVE CUSTOM EMAIL

- Sent to Sunbelt distribution list
- Must be sent under Sunbelt header
- Sunbelt does not share distribution list
- Analytics on the mail campaign will be provided
- Custom artwork to be provided by client
- Call or email Erin for info: 813-478-1735 or erin@tmpstyle.com



nbe

\$1,000/ Mailing



-50%

OPEN RATE



Sunbelt Ag Expo 2020 Mobile App

Additional sponsorship add-on and customizations are available. baker.patton@informa.com 662-627-0144



Platinum

\$8000

- Banner ad rotating across all pages.
- Logo included in marketing promotions.
- Custom push alerts pushed through app. (Mix of pre and during show) – **6 push alerts**
- Listed in Featured Exhibitors.
- Post PDF's to exhibitor profile.
- Detailed post-show metrics.

*Custom full-screen splash page featuring your product or business. (Displays immediately after opening page)

Gold

^{\$}4200

- Banner ad rotating across all pages.
- Logo included in marketing promotions.
- Custom push alerts pushed through app. (Mix of pre and during show) – 4 push alerts
- Listed in Featured Exhibitors.
- Post PDF's to exhibitor profile.
- Detailed post-show metrics.

Silver

^{\$}1800

- Custom push alerts pushed through app. (Mix of pre and during show) – **2 push alerts**
- Listed in Featured Exhibitors.
- Post PDF's to exhibitor profile.
- Detailed post-show metrics.

Features for All Plans Include

- PDF's for your exhibitor profile.
- Detailed metrics on how users interact with your content.



Farm Press | 14920 North Street, PO Box 1420, Clarksdale, MS 38614 | 1-800-253-3160 | westernfarmpress.com southwestfarmpress.com | deltafarmpress.com | southeastfarmpress.com

SOUTHEAST FarmPress. OFFICIAL PROGRAM 2020 AD RATES AND ORDER FORM



BRING FARMERS TO YOUR BOOTH



REACH OVER

95,000 Readers with your ad message in the expo's official show program!

The Official Show Program will deliver your message to buyers and decision makers at North America's Premier Farm Show in **Moultrie, Georgia, October 20-22, 2020** and reach your key customers in all of these states for one low price!

Space Reservation Deadline: Aug. 7, 2020

Material Deadline: Aug. 28, 2020

				CIRCULATION	N BY STAT	E			
Alabama	4,630	Florida	2,597	Louisiana	4,702	Missouri	5,179	Tennessee	5,910
Arkansas	8,418	Georgia	6,964	Maryland	830	North Caroli	na 8,832	Virginia	3,715
Delaware	234	Kentucky	7,307	Mississippi	5,925	South Carol	ina 3,110	West Virginia	390
Ad Sizes	E	B/W 2	2/C (Std)	4/C	А	d Dimensi	ons	Width D	Depth
Full Page	\$6	5,260	\$7,050	\$8,200	Fu	ıll Page		6.5″	9.5″
Full Spread	\$14	1,180 5	\$15,045	\$16,125		III Spread		14″	9.5″
2/3 Page	\$3	3,950	\$4,860	\$6,000		'3 Page		4.25″	9.25″
1/2 Page	\$3	3,840	\$4,720	\$5,600		2 Page Horizon		6.5″	4.5″
1/3 Page	\$2	2,030	\$3,050	\$4,050		2 Page Vertical		3.125″	9.25
1/4 Page	\$	1,910	\$2,590	\$3,455		3 Page Square 3 Page Vertical		4.25″ 2″	4.5″ 9.25
1/6 Page	\$	1,100	\$1,650	\$2,200		4 Page		3.125″	4.5″
Business Car	d S	\$800	\$1,200	\$1,600		5 Page		2″	4.5″
Exhibitor Lis	t Ad			\$395	В	usiness Card		3.125″	2″
All rates are gr	oss.				Ex	hibitor List Ad		2.125"	1″
Full Page w/E Full Page Spr	ead w/Blee		e 7.5" x 10.5" e 15" x 10.5" 	with Bleed 7.7 with Bleed 15 	.25" x 10.75 	" Live area	14" x 9.5" — —		— –
Contra	act:				-	our order	-		
Contact					CONTACT:	Contact you	ur sales	representative	
Title						800-253-31	60		
Compan	/				Ad Info)			
Address					Ad Size		Shi	аре	
City State Zip			p	Color Rate					
Telephone					Signature				
Email					Date				