

2020 SPONSORSHIP AND MARKETING GUIDE

October, 20-22, 2020
Moultrie, Georgia

2020



Sunbelt AG EXPO

MOULTRIE, GA • OCTOBER 20-22, 2020

THE FUTURE IS NOW

229.985.1968

Sunbeltexpo.com • info@sunbeltexpo.com

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NORTH AMERICA'S PREMIER FARM SHOW®



1200+
VENDORS & EXHIBITORS



AG-BASED TRADE SHOW
FOR FARMS OF ALL SIZES



600 ACRES
AND

1.6 MILLION
SQUARE FEET OF EXHIBIT SPACE



75,000+
VISITORS



MORE THAN
4,000
PRODUCTS SHOWCASED

PLATINUM SPONSOR

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



<p>GOLF CART FLEET SPONSOR</p> <ul style="list-style-type: none"> • 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 	<p>\$8,000</p>
<p>YOUTH EDUCATIONAL CHALLENGES</p> <ul style="list-style-type: none"> • Naming rights for one company - \$6,000 3-year commitment • Sponsorships of individual contests - \$1,000 	<p>\$6,000</p>
<p>KIOSK SPONSORSHIP</p> <ul style="list-style-type: none"> • One company • Seven kiosks • 3 year minimum commitment • <i>Only one available!</i> 	<p>\$5,000</p>
<p>SUNBELT SHUTTLE</p> <ul style="list-style-type: none"> • 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 • <i>Only one available</i> 	<p>\$5,000</p>
<p>CONVENIENCE CARTS</p> <ul style="list-style-type: none"> • Golf carts, driven by UGA students, assisting visitors with transport and directions • One travels north/south and the other east/west • Signage on carts • <i>Only two available</i> 	<p>\$2,500</p>
<p>PARKING LOT FLAGS (3 YEAR MIN. COMMITMENT)</p> <ul style="list-style-type: none"> • 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 	<p>\$2,000+</p>

<p>SOCIAL MEDIA TEAM</p> <ul style="list-style-type: none"> • 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) • <i>Only one available!</i> 	<p>\$1,500</p>
<p>TRAM SPONSOR</p> <ul style="list-style-type: none"> • 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. 	<p>\$500+</p>
<p>FENCE BANNER</p> <ul style="list-style-type: none"> • 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> 	<p>\$500</p>
<p>EXHIBITOR REGISTRATION</p> <ul style="list-style-type: none"> • 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 • <i>Only five available!</i> 	<p>\$500</p>
<p>FACEBOOK, INSTAGRAM AND TWITTER POSTS (EACH GOES ON ALL 3)</p> <ul style="list-style-type: none"> • 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> 	<p>\$250+</p>



75,000+

Visitors will see **YOUR COMPANY NAME** in the show program and on the signage throughout the event.

2020 • 2020 • 2020 • 2020



NATIONWIDE VISITS

MOST POPULAR REGIONS:
 GEORGIA, FLORIDA, ALABAMA, NORTH AND SOUTH CAROLINA, TENNESSEE, TEXAS



MOST POPULAR PAGES:
 HOME, ABOUT, SCHEDULE, VISITORS, MAP, EXHIBITORS, DIRECTIONS

SUNBELTEXPO.COM



250,000
 PAGE VIEWS PER YEAR
 (PEAK MONTH OCTOBER)

WEBSITE ADVERTISING	
<p>BILLBOARD AD runs August, September, October</p> <ul style="list-style-type: none"> • 970x250 on home page • 300x250 on all other pages • images or ad tags accepted- no .swf • Only one available 	\$10,000
<p>LEADERBOARD AD</p> <ul style="list-style-type: none"> • 728 x 90, multiple spaces available 	\$1,000/ MONTH
<p>MEDIUM RECTANGLE AD</p> <ul style="list-style-type: none"> • 300 x 250, multiple spaces available 	\$500/ MONTH
<p>HALF PAGE AD</p> <ul style="list-style-type: none"> • 300 x 600, multiple spaces available 	\$750

#SUNBELTAGEXPO

<p>PACKAGE A</p> <ul style="list-style-type: none"> • 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 	<p>\$2,800</p>
<p>PACKAGE B</p> <ul style="list-style-type: none"> • 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) 	<p>\$1,000</p>
<p>PACKAGE C</p> <ul style="list-style-type: none"> • <i>Onsite promotion provided by Sunbelt Social Media Team</i> • 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 	<p>\$2,500</p>
<p>A' LA CARTE</p> <ul style="list-style-type: none"> • 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) 	<p>\$250+</p>
<p>SUNBELT MARKETING TEAM <i>Onsite to promote Sunbelt Ag Expo and Exhibitors!</i></p> <ul style="list-style-type: none"> • 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. 	<p>\$250+</p>

@SUNBELTAGEXPO



2020 • 2020 • 2020 • 2020

2020

30-50%
OPEN RATE



13,000
ACTIVE CONTACTS



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

\$500/
ENEWS

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

\$1,000/
MAILING



GENERAL EXPO VISITOR LIST
AND SEPARATED
EXHIBITOR LIST



PUBLISHED **1X** MONTH ON
OR AROUND 1ST OF MONTH



Sunbelt Ag Expo 2020 Mobile App

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



Platinum	Gold	Silver
\$8000	\$4200	\$1800
<ul style="list-style-type: none">• 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. <p>*Custom full-screen splash page featuring your product or business. (Displays immediately after opening page)</p>	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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.

SUNBELT EXPO

SOUTHEAST OFFICIAL PROGRAM 2020
FarmPress 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 BY STATE

Alabama	4,630	Florida	2,597	Louisiana	4,702	Missouri	5,179	Tennessee	5,910
Arkansas	8,418	Georgia	6,964	Maryland	830	North Carolina	8,832	Virginia	3,715
Delaware	234	Kentucky	7,307	Mississippi	5,925	South Carolina	3,110	West Virginia	390

Ad Sizes	B/W	2/C (Std)	4/C	Ad Dimensions	Width	Depth
Full Page	\$6,260	\$7,050	\$8,200	Full Page	6.5"	9.5"
Full Spread	\$14,180	\$15,045	\$16,125	Full Spread	14"	9.5"
2/3 Page	\$3,950	\$4,860	\$6,000	2/3 Page	4.25"	9.25"
1/2 Page	\$3,840	\$4,720	\$5,600	1/2 Page Horizontal	6.5"	4.5"
1/3 Page	\$2,030	\$3,050	\$4,050	1/2 Page Vertical	3.125"	9.25"
1/4 Page	\$1,910	\$2,590	\$3,455	1/3 Page Square	4.25"	4.5"
1/6 Page	\$1,100	\$1,650	\$2,200	1/3 Page Vertical	2"	9.25"
Business Card	\$800	\$1,200	\$1,600	1/4 Page	3.125"	4.5"
Exhibitor List Ad			\$395	1/6 Page	2"	4.5"
All rates are gross.				Business Card	3.125"	2"
				Exhibitor List Ad	2.125"	1"

Full Page w/Bleed	Trim Size 7.5" x 10.5"	with Bleed 7.75" x 10.75"	Live area 6.5" x 9.5"
Full Page Spread w/Bleed	Trim Size 15" x 10.5"	with Bleed 15.25" x 10.75"	Live area 14" x 9.5"

Contract:

Contact _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Email _____

Place your order today.

CONTACT: Contact your sales representative

800-253-3160

Ad Info

Ad Size _____ Shape _____

Color _____ Rate _____

Signature _____

Date _____