



2021  
**SPONSORSHIP  
+ MARKETING  
GUIDE**

powered by **mis**<sup>SM</sup>  
Map Your Show



# WHY ADVERTISE



**1,200 +**  
VENDORS +  
EXHIBITORS



**4,000 +**  
PRODUCTS  
SHOWCASED



**75,000 +**  
VISITORS



**AG-BASED  
TRADE SHOW**  
FOR FARMS OF ALL SIZES



**600 ACRES +  
1.6 MILLION**  
SQUARE FEET OF EXHIBIT SPACE

## SPONSORS

### PLATINUM

Swisher International, Inc.

### GOLD

Farm Press  
Reinke

### SILVER

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

### BRONZE

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



# ON-SITE SPONSORSHIPS

## 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 visitors 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+**

**RESERVE YOUR SPONSORSHIP SPACE TODAY**

**Becca Turner, VP, Marketing and Public Relations**

**229.985.1968 | [becca@sunbeltexpo.com](mailto:becca@sunbeltexpo.com)**

# ON-SITE SPONSORSHIPS

## SOCIAL MEDIA TEAM

- Company logo on Social Media Team shirts, Deadline Aug 15 for 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 (\$3,000 first year, \$2,000 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 first year, \$250 second year (reprints required after)
- Limited quantity

**\$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 THREE)

- 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
- Limited quantity

**\$250+**



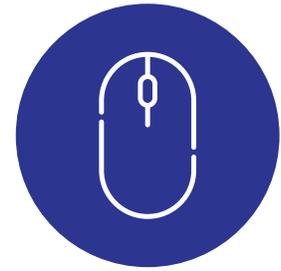
**75,000 +**

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

# DIGITAL SPONSORSHIPS

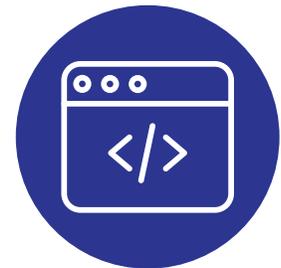


SUNBELTEXPO.COM



300,000

page views per year,  
peak month October



## POPULAR REGIONS:

Georgia, Florida, Alabama,  
North and South Carolina,  
Tennessee, Texas

## WEBSITE ADVERTISING

### BILLBOARD AD - runs August, September, October

- 970 x 250 on home page
- 300 x 250 on all other pages
- images or ad tags accepted - no .swf
- Only one available

**\$10,000**

### LEADERBOARD AD

- 728 x 90, multiple spaces available

**\$1,000/  
MONTH**

### MEDIUM RECTANGLE AD

- 300 x 250, multiple spaces available

**\$500/  
MONTH**

### HALF PAGE AD

- 300 x 600, multiple spaces available

**\$750**



## POPULAR PAGES:

Home, About, Schedule,  
Visitors, Map, Exhibitors,  
Directions

# SOCIAL MEDIA ADVERTISING

## PACKAGE A

- 3 Facebook posts prior to Sunbelt. Photo, web site link, and text included ( 25 words max)
- 1 Facebook video (client provides, 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

- Outside 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 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



**WEBSITE**

[www.sunbeltexpo.com](http://www.sunbeltexpo.com)



**FACEBOOK**

[@sunbeltexpo](https://www.facebook.com/sunbeltexpo)



**INSTAGRAM**

[@sunbeltexpo](https://www.instagram.com/sunbeltexpo)



**YOUTUBE**

[bit.ly/SunbeltAgExpoYouTube](https://bit.ly/SunbeltAgExpoYouTube)

# E-NEWSLETTER/E-BLAST

## 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/  
ENEWS**

## AD WITHIN SUNBELT MONTHLY NEWS

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

**\$500/  
MAILING**



**11,000**

active contacts



**PUBLISHED 1X**

per month on or around  
first of month



**CONTACT LIST**

general Expo visitor  
list and separated  
exhibitor list

**30-50%**  
open rate



# SUNBELT EXPO

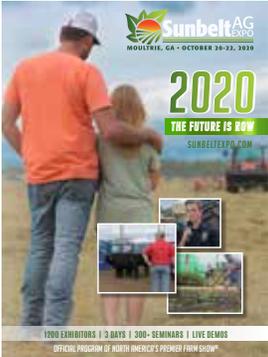
SOUTHEAST  
FarmPress

OFFICIAL PROGRAM 2021

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 19-21, 2021** and reach your key customers in all of these states for one low price!

Space Reservation Deadline: Aug. 6, 2021

Material Deadline: Aug. 27, 2021

### 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
Full Page	\$6,260	\$7,050	\$8,200
Full Spread	\$14,180	\$15,045	\$16,125
2/3 Page	\$3,950	\$4,860	\$6,000
1/2 Page	\$3,840	\$4,720	\$5,600
1/3 Page	\$2,030	\$3,050	\$4,050
1/4 Page	\$1,910	\$2,590	\$3,455
1/6 Page	\$1,100	\$1,650	\$2,200
Business Card	\$800	\$1,200	\$1,600
Exhibitor List Ad			\$395

All rates are gross.

Ad Dimensions	Width	Depth
Full Page	6.5"	9.5"
Full Spread	14"	9.5"
2/3 Page	4.25"	9.25"
1/2 Page Horizontal	6.5"	4.5"
1/2 Page Vertical	3.125"	9.25"
1/3 Page Square	4.25"	4.5"
1/3 Page Vertical	2"	9.25"
1/4 Page	3.125"	4.5"
1/6 Page	2"	4.5"
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 \_\_\_\_\_

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