



2023

SPONSORSHIP + MARKETING GUIDE

powered by  **mis**
Map Your Show



WHY ADVERTISE



1,200 +
VENDORS +
EXHIBITORS



4,000 +
PRODUCTS
SHOWCASED



50,000 +
VISITORS



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



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

SPONSORS

PLATINUM

Swisher International, Inc.

GOLD

Farm Press
John Deere
KMC
Kubota
Reinke

SILVER

Agri Supply Company
AgroLiquid
Chevrolet
Cool Tech Coatings
Georgia Metals, Inc.
LMC Ag
Massey Ferguson
RW Griffin Industries, LLC
Vantage Southeast

BRONZE

Bayer
Bekaert
Brown Manufacturing Corp.
Coca-Cola
Flint River Fresh
Georgia Farm Bureau
Georgia Grown
Hays LTI
Newton Crouch
Nichino



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

- 1 company
- 7 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

RESERVE YOUR SPONSORSHIP SPACE TODAY

Becca Turner, Marketing and Public Relations Consultant
229.985.1968 | becca@owcreatives.co

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

\$2,000

TRAM SPONSOR

- Trams run to popular field demo areas, seen by thousands of visitors
- Tram sign, 22 available (\$750 first year, \$450 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.

\$750

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, \$750 first year, \$450 second year (reprints required after)
- Limited quantity

\$750

EXHIBITOR REGISTRATION

- Over 1,200 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



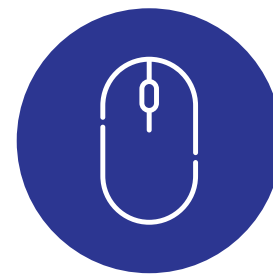
50,000 +

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

DIGITAL SPONSORSHIPS

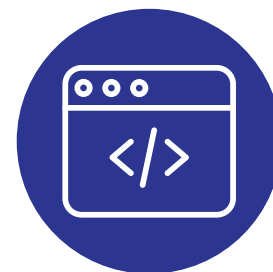


SUNBELTEXPO.COM



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**



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

- 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

PACKAGE C

- 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

A' LA CARTE

- Post on Instagram, Facebook, and Twitter before August 1 - \$300 or after August 1 - \$500
- Facebook Live during Expo - \$500
- 4 posts plus 1/4 page advertorial in show program - \$1,000
- Pre-Expo post on Facebook only - \$200
- Pre-Expo Instagram post on Instagram only - \$200

\$200+

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



FACEBOOK

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



INSTAGRAM

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



YOUTUBE

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
- Email Becca for more info

**\$1,000/
ENEWS**

AD WITHIN SUNBELT MONTHLY NEWS

- Ad withing the Sunbelt Enewsletter with link from ad
- Ad size 600 x 200
- Email Becca for more info

**\$500/
MAILING**



11,000+

active contacts



PUBLISHED 1X

per month on or around
first of month



CONTACT LIST

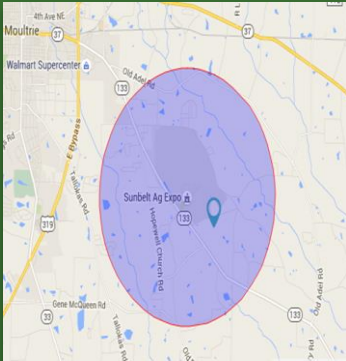
general Expo visitor
list and separated
exhibitor list

30-50%
open rate



WALB is the #1 news leader in South Georgia & the media partner of the Sunbelt Ag Expo.
WALB is dedicated to helping exhibitors reach potential customers

Reach Ag Expo Attendees before or after the Expo with your message



- Option 1
 - Pre-Target your potential customers before they attend the Sunbelt Ag Expo to encourage them to visit your exhibit
- Option 2
 - Target your potential customers during and after the expo to promote your products



Choose Option 1 or 2 -185,000 Targeted Digital Ad Impressions
Total Investment: \$1,850

Reach Your Customers Before &
After The Expo **\$300 discount!!**

400,000 Targeted Digital Ad Impressions
Total Investment: \$3,400

Additional Ways WALB Can Help Reach Your Potential Customers

Television-Maximize your reach on through our NBC, ABC, CW, Bounce, and Valdosta-Thomasville NBC(cable) channels

OTT Streaming Video-Targeted in-stream video commercials on the most popular streaming apps.

Station Platforms-Market your business on South Georgia's #1 news station, WALB, website and apps. Including Native advertising, where it emulates the appearance and functionality of a headline news story on WALB.com

YouTube Advertising-Extend your audience reach on the world's #1 streaming platform

Targeted Display & Video consumer targeting on virtually any website

Social Media Marketing-Targeted advertising on Facebook and Instagram

E-Mail Marketing-Highly targeted marketing messages delivered straight to consumers' inboxes

Search Engine Marketing-Improve search rankings with SEO and PPC with optional Call Tracking

SUNBELT EXPO

SOUTHEAST
FarmPress

OFFICIAL PROGRAM 2023
AD RATES AND ORDER FORM



BRING FARMERS TO YOUR BOOTH



REACH OVER

76,000 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 17-19, 2023** and reach your key customers in all of these states for one low price!

The Official Show Program will polybag with the Southeast Farm Press, October 4 and Delta Farm Press, October 6 issues

Space Reservation Deadline: Aug. 8, 2023

Material Deadline: Aug. 29, 2023

CIRCULATION BY STATE

Alabama	2,890	Florida	1,769	Louisiana	3,912	Missouri	2,012	Tennessee	3,240
Arkansas	6,751	Georgia	5,390	Maryland	603	North Carolina	6,328	Virginia	2,853
Delaware	152	Kentucky	4,868	Mississippi	4,735	South Carolina	2,233	West Virginia	275

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
662-457-0330

Ad Info

Ad Size _____ Shape _____

Color _____ Rate _____

Signature _____

Date _____



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