



2021 AGRO EXPO

connect. discover. innovate.

AUGUST 17 & 18, 2021

5605 N FINDLAY ROAD, ST. JOHNS, MI 48879

THEAGROEXPO.COM

AgroExpo Sponsorship Opportunities

<input type="checkbox"/>	FENCE BANNER	\$400.00
	<ul style="list-style-type: none">• Three banners, 9 by 3 ft., displayed throughout show (banner provided by AgroExpo)• With your company logo <p><i>*Logo graphic due by 6/1/21</i></p>	
<input type="checkbox"/>	TABLE TOP SPONSOR IN FOOD TENT* (2 AVAILABLE)	\$500.00
	<ul style="list-style-type: none">• Twenty-four table top displays <p><i>*Logo graphic due by 6/1/21</i></p>	
<input type="checkbox"/>	TRAM SPONSOR	\$500.00
	<ul style="list-style-type: none">• One 60 by 27 in. banner on rear of tram	
<input type="checkbox"/>	MAIN TENT SPEAKER SPONSORSHIP* (2 AVAILABLE)	\$750.00
	<ul style="list-style-type: none">• Banner stand on stage (sponsor responsibility)• Logo on podium if provided (sponsor responsibility)• Promotion in AgroExpo show guide, website and social media <p><i>*Presentation must be educational; topic submitted for approval by 5/25 to info@theAgroExpo.com *Logo graphic due by 6/1/21</i></p>	
<input type="checkbox"/>	45 MINUTE TENT SPEAKER* (4 AVAILABLE, 2 PER DAY)	\$500.00
	<ul style="list-style-type: none">• Promotion in AgroExpo show guide, website and social media <p><i>*Presentation must be educational; topic submitted for approval by 5/25 to info@theAgroExpo.com</i></p>	

GOLD SPONSOR

\$ 8,000.00

- Two complimentary booths - 50 by 50 ft. outdoor **OR** 10 by 10 ft. indoor **OR** two complimentary booths - 15 by 20 ft. with 30 by 70 ft. plot
- Recognized as a sponsor in show guide, website and social media
- 18 by 24 in. foam core sign for booth at AgroExpo recognizing you as a Gold Sponsor

Onsite Video production + social media share

- Basic 30 second video, share on AgroExpo social sites & Michigan Farm Bureau social site

Feature Article in Show Guide

- 1 page feature advertorial with one image. Submit 500-800 words, article can be submitted by sponsor or created by an AgroExpo communications consultant.

Print Advertising

- Full page 4-color ad in the AgroExpo show guide inserted in the *Michigan Farm News* July issue reaching 30,000 Michigan Farmers. Official show guide will also be distributed at the show entrance and at various locations around the state prior to the show.

Digital Advertising

- 728x90 px digital ad featured on the AgroExpo Website
- 610x122 px digital ad for 2 weeks prior to show in the Michigan Farm News e-newsletter reaching 15,000 Michigan Farmers

Onsite Advertising

- One 3 by 9 ft. mesh roadside banner with your company logo

SILVER SPONSOR

\$ 5,500.00

- One complimentary booth - 50 by 50 ft. outdoor **OR** 10 by 10 ft. indoor **OR** one complimentary booth - 15 by 20 ft. with 30 by 70 ft. plot
- Recognized as a sponsor in show guide, website and social media
- 18 by 24 in. foam core sign for booth at AgroExpo recognizing you as a Silver Sponsor

Print Advertising

- 1/2 page 4-color ad in the AgroExpo show guide inserted in the *Michigan Farm News* July issue reaching 30,000 Michigan Farmers. Official show guide will also be distributed at the show entrance and at various locations around the state prior to the show.

Digital Advertising

- 728x90 px digital ad featured on the AgroExpo Website
- 610x122 px digital ad featured in Michigan Farm News e-newsletter (2 weeks prior to show)

Onsite Advertising

- One 3 by 9 ft. mesh roadside banner with your company logo

BRONZE SPONSOR

\$ 3,500.00

- One complimentary booth - 50 by 50 ft. outdoor **OR** 10 by 10 ft. indoor **OR** one complimentary booth - 15 by 20 ft. with 30 by 70 ft. plot
- Recognized as a sponsor in show guide, website and social media.
- 18 by 24 in. corrugated sign for booth at AgroExpo recognizing you as a Bronze Sponsor

Print Advertising

- 1/3 page 4-color ad in the AgroExpo show guide inserted in the *Michigan Farm News* July issue reaching 30,000 Michigan Farmers. Official show guide will also be distributed at the show entrance and at various locations around the state prior to the show.

Onsite Advertising

- One 3 by 9 ft. mesh roadside banner with your company logo

SUPPORTING SPONSOR

\$ 1,500.00

- One complimentary booth - 50 by 50 ft. outdoor **OR** 10 by 10 ft. indoor **OR** one complimentary booth - 15 by 20 ft. with 30 by 70 ft. plot
- Recognized as a sponsor on AgroExpo website and social media
- 18 by 24 in. foam core sign for booth at AgroExpo recognizing you as a Supporting Sponsor

Digital Advertising

- 728x90 px digital ad featured on the AgroExpo website

Onsite Advertising

- One 3 by 9 ft. mesh roadside banner with your company logo

FFA Crop Management Contest Sponsorship Opportunities

PLATINUM SPONSOR

\$1,000.00

- Recognized as a sponsor in AgroExpo show guide, on website and social media.
- Signage for booth at AgroExpo recognizing you as a Platinum Sponsor.
- Recognized as a sponsor at the State FFA Convention in March 2022.
- Organization will get one designee on judging team.
- Recognized as a Platinum Sponsor sponsor on plot area signage.
- Logo included on all forms and documents related to the FFA CMC contest.

GOLD SPONSOR

\$750.00

- Recognized as a sponsor in AgroExpo show guide, on website and social media.
- Signage for booth at AgroExpo recognizing you as a Gold Sponsor.
- Recognized as a sponsor at the State FFA Convention in March 2022.
- Organization will get one designee on judging team.
- Recognized as a Gold Sponsor on plot area signage.

SILVER SPONSOR

\$500.00

- Recognized as a sponsor in AgroExpo show guide, website and social media.
- Signage for booth at AgroExpo recognizing you as a Silver Sponsor.
- Recognition as a sponsor during awards presentation at State FFA Convention in March 2022.
- Recognized as a Silver Sponsor on plot area signage.

BRONZE SPONSOR

\$250.00

- Signage for booth at AgroExpo recognizing you as a Bronze Sponsor.
- Recognized as a sponsor at the State FFA Convention in March 2022.

SEED SPONSOR

\$750.00

- Recognized as a sponsor in AgroExpo show guide, on website and social media.
- Signage for booth at AgroExpo recognizing you as a Seed Sponsor.
- Recognized as a sponsor at the State FFA Convention in March 2022.
- Recognized as a Seed Sponsor on plot area signage.
- Seed of sponsors choosing will be provided by sponsor and used in plots.
- Signage identifying the seed and variety used will be placed at plots (sponsor responsibility).

CROP PROTECTION SPONSOR (2 AVAILABLE)

\$750.00

- Recognized as a sponsor in AgroExpo show guide, on website and social media.
- Signage for booth at AgroExpo recognizing you as a Crop Protection Sponsor.
- Recognized as a sponsor at the State FFA Convention in March 2022.
- Recognized as a sponsor on plot area signage.
- Crop Protection products of sponsors' choosing will be provided by sponsor and used in plots.
- Signage identifying the crop protection products used will be placed at plots (sponsor responsibility).

AgroExpo Show Guide Advertising Opportunities

STANDARD ADVERTISING RATES

Ad Sizes	Vertical Dimensions	Horizontal Dimensions	Gross BW Rate	Gross Full Color Rate
<input type="checkbox"/> Full Page	7 1/4" x 9 3/4"	N/A	\$1200	\$1600
<input type="checkbox"/> 2/3 Page	4 3/4" x 9 3/4"	7 1/4" x 6 1/2"	\$900	\$1300
<input type="checkbox"/> 1/2 Page		7 1/4" x 4 3/4"	\$700	\$1100
<input type="checkbox"/> 1/3 Page	2 1/4" x 9 3/4"	4 3/4" x 4 3/4"	\$490	\$890
<input type="checkbox"/> 1/6 Page	2 1/4" x 4 3/4"	4 3/4" x 2 1/4"	\$245	\$645

PREMIUM POSITION COVER ADVERTISING RATES*

Ad Sizes	Bleed Dimensions	Gross Full Color Rate
<input type="checkbox"/> Inside Front Cover	8 1/2" x 11"	\$2700
<input type="checkbox"/> Inside Back Cover	8 1/2" x 11"	\$2700
<input type="checkbox"/> Back Cover	8 1/2" x 11"	\$3200

Advertising Space Deadline: June 2, 2021

Advertising Copy Due: June 4, 2021

Show Guide will be distributed at the AgroExpo show, as well as inserted into the July 15 issue of *Michigan Farm News*.

FARM
NEWS
MEDIA

FOR PRINT AND DIGITAL ADVERTISING PLEASE CONTACT:

Marnie Swartzendruber, Farm News Media, at
(517) 679-5749 or by email at mswartz@michfb.com

Printing & Mailing | Video | Social Media-Digital | Graphic Design
Visit www.michfb.com/mi/mfbprint/ & www.michfb.com/MI/VideoServices



AUGUST 17 & 18, 2021

ST. JOHNS, MICHIGAN

TheAgroExpo.com

SPONSORSHIP & ADVERTISING ORDER FORM

Contact Information

Company: _____ Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

Billing Information (if different than above)

Company: _____ Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

File and Order Form Submission Information

CONTACT:

info@theAgroExpo.com
3055 W. M-21, St. Johns, MI 48879
Phone: 989.227.3829
Fax: 989.224.3940

FILE AND FORM INFO:

- Logos and graphics: EPS or high-resolution PDF
- Booth order form
- Sponsorship and advertising form