

SPECIAL SPONSORSHIP PACKAGES

TITLE SPONSOR

- Sponsor and name will appear on ALL publicity and marketing materials involving the show. This will include print, radio, video, web, social, and signage
- Banner ad on cover of official show program
- Banner ad at bottom of Farm World newspaper the week of the show
- Banner on Hoosier Ag Today website, November 1 - December 13
- Banner in Hoosier Ag Today and Farm World e-newsletter, November 1 - December 13
- Thirty, on-air, sponsor mentions between November 5 and December 13 on all 65 Hoosier Ag Today radio stations
- Sponsor logo will appear on all name badges issued to attendees
- Sponsorship signage both inside and outside of the show building
- Inclusion in a promotional video about the show and distributed online
- Free 10x10 exhibit space, or credit for larger space of \$480
- Promotional materials available to each attendee at door
- Highlighted listing in official show program
- A database of contact information of all registered attendees of the show

Package price \$12,000
+ donation of a grand prize for show giveaway

REGISTRATION SPONSORSHIP

- Sponsorship credit on sign above registration area
- Name and logo on bags provided to each attendee
- Promotional material placed in bag
- Free full-page color ad in official show program and official show website
- Free 10x10 exhibit space, or credit for larger space of \$480
- Highlighted listing in official show program
- A database of contact information of all registered attendees of the show

Package price \$10,000

FREE ATTENDEE LUNCH ON THURSDAY SPONSOR

- Sponsorship of free lunch to be provided from 12:30 pm - 2:00 pm on Thursday (last day of show)
- Logo on free lunch tickets given to attendees on Thursday
- Signage at lunch area
- Sponsor credit on PA announcements during the first hour of the show
- Sponsor credit on ad promoting free lunch on Thursday in official show program and official show website
- Twenty on-air mentions in Hoosier Ag Today radio programs on 65 radio stations statewide
- Free 10x10 exhibit space, or credit for larger space of \$480
- Highlighted listing in official show program
- A free half-page color ad in official show program

Package price \$8,000

SEMINAR SPONSORSHIP

- Sponsor and name will appear on ALL publicity and marketing materials involving the seminars. This will include print, radio, video, web, social, and signage.
- Free junior page color ad in official show program
- Sponsor signage within the seminar area
- Sponsor will have the right to participate in at least one seminar during the show
- Sponsor will receive sponsor credit at the beginning of all seminars (2 seminars per day)
- Sponsor will receive credit on all PA announcements made about the seminars
- Promotional materials available to all show attendees
- Free 10x10 exhibit space, or credit for larger space of \$480
- Highlighted listing in official show program

Package price \$5,000

FREE COFFEE SPONSOR

- Sponsorship of free coffee to be provided during the first hour of the show each day
- Sponsor logo on coffee cups
- Signage at coffee station
- Sponsor credit on PA announcements during the first hour of the show and official show website
- Ten, on-air mentions on Hoosier Ag Today radio broadcasts on 65 radio stations statewide
- Free 10x10 exhibit space, or credit for larger space of \$480
- Free 1/4-page color ad in official show program

Package price \$3,000

END OF EXHIBIT BANNER

- Sign or banner at both ends of exhibit hall
- Free 10x10 exhibit space, or credit for larger space of \$480
- One-quarter page color ad in official show program
- Highlighted listing in official show program

Package price \$3,000

OUTSIDE DISPLAY

- Placement of equipment in front of West Pavilion with signage

Package price \$1,500



40th Annual



The Indiana Farm

EQUIPMENT & TECHNOLOGY EXPO

DECEMBER 11-13, 2018

West Pavilion, Indiana State Fairgrounds, Indianapolis

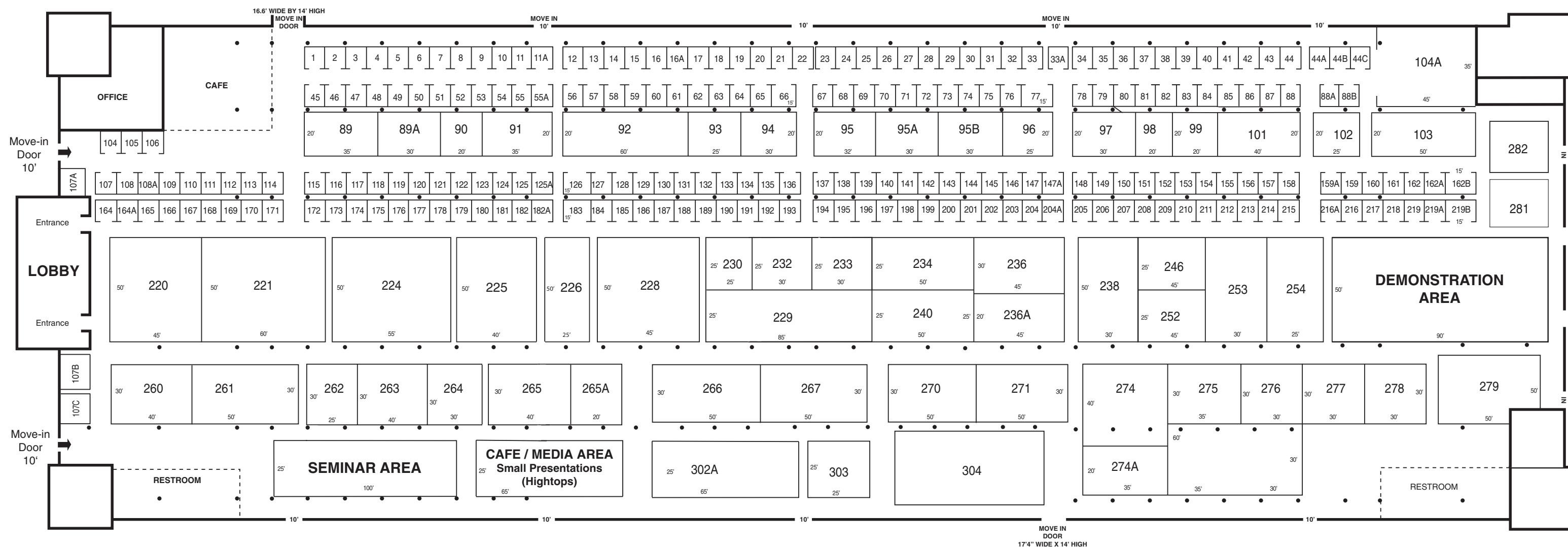
FLOOR PLAN

*The Showcase of Indiana Agricultural
Production and Innovation*



The Indiana Farm EQUIPMENT & TECHNOLOGY EXPO

INDIANA STATE FAIRGROUNDS WEST PAVILION, INDIANAPOLIS, INDIANA DECEMBER 11-13, 2018



10'x10' . . . \$480.00	30'x10' . . . \$1080.00
15'x10' . . . \$680.00	40'x10' . . . \$1180.00
20'x10' . . . \$880.00	50'x10' . . . \$1280.00
25'x10' . . . \$980.00	60'x10' . . . \$1380.00

Each additional 100 sq. ft. - \$100 additional.
NOTE: All exhibit booths are 10' deep x 10' wide, unless otherwise indicated.

SHOW HOURS

TUESDAY	December 11 – 9:00 AM to 4:00 PM
WEDNESDAY	December 12 – 9:00 AM to 4:00 PM
THURSDAY	December 13 – 9:00 AM to 3:00 PM

Free to the Farmer

Direct All Inquiries To:
INDIANA FARM EQUIPMENT & TECHNOLOGY EXPO
 PO Box 90, Knightstown, IN 46148
 1-800-875-5133, x280 or fax 1-800-318-1055
 E-mail: thodson@farmworldonline.com