

40th Annual



The
IndianaFarm
EQUIPMENT & TECHNOLOGY EXPO

DECEMBER 11-13, 2018

West Pavilion, Indiana State Fairgrounds, Indianapolis

***The Showcase of Indiana Agricultural
Production and Innovation***

www.indianafarmexpo.com

A New Look for an Old Tradition

A lot has changed in agriculture in the past 39 years, and the 2018 Indiana Farm Equipment and Technology Expo will reflect that. New ownership, a new focus, and a new name for the December farm show formerly known as the Indiana-Illinois Farm Equipment and Outdoor Power Show. The redesigned event will showcase your products and services and will draw top producers from across the Midwest. An exhibitor-focused management will make your experience pleasant and profitable.

What's New

- **New Focus:** Farm equipment has always been the focus of the show and that will continue but, in addition, new technology and innovation will be featured. Drones, robots, cover crops, soil sensors, Satellite imaging, variable rate seeding, artificial intelligence, data analysis, and more will be on display at the show.
- **Attendee Registration:** all show attendees will be registered so you will know who attended the show. A database of all attendees will be provided to each exhibitor at the end of the show for further contact and follow-up.
- **Grand Prize Giveaway:** all attendees will be eligible for a grand prize drawing. This will help boost interest in and attendance at the show.
- **Expanded Seminar Program:** Several informative and engaging seminar seminars will be held on the show floor each day featuring topics of practical interest to farmers by leading experts.
- **Live Demonstrations:** A special area of the show will feature live demonstrations of new and innovative technology. Exhibitors will also be encouraged to demonstrate new products in this area.
- **Free Coffee:** Free coffee will be available for all exhibitors during the first hour of the show each day.
- **Free Lunch:** On the third day of the show, a free lunch will be provided to all attendees.

What Hasn't Changed

- **Great Dates:** The December 11 - 13 date is after harvest and just ahead of the major indoor farm show season. It does not conflict with other shows or events and gives farmers a great head start on the 1019 season.
- **Great Location:** Indiana is the Crossroads of America with easy access to all of the Eastern Corn Belt. Seven interstates and six U.S. highways lead to the show location. A large number of nearby hotels provide affordable housing options.
- **Great Facility:** 170,000 square feet of modern exhibit space, large doors for easy access, low cost utilities and services, unlimited parking, on-site security, exhibitor hospitality area, professional decorator and show services.
- **Free Admission:** As it has always been, the show is free to the farmer with only a small fee charged for parking. A limited number of free parking passes is available to all exhibitors.
- **Great Crowd:** This show attracts serious producers. Farmers come to this show to shop, to learn, and to engage with exhibitors. There will be no school fieldtrips or large consumer crowds.

Extensive Advertising and Promotion

The show is owned by two of Indiana's largest farm media organizations. Extensive advertising and promotion of the show will take place using print, broadcast, digital, and social media outlets. Farm World newspaper has one of the largest farmer circulations in Indiana and Ohio. Hoosier Ag Today farm radio programs are heard on 65 stations across the state and reach over 40% of all farmers daily. The Farm World and HAT e-newsletters reach over 12,000 top Midwest producers daily. Social media platforms will extend this reach before and during the show. An official show guide with exhibitor list and a map of the show floor will be provided to each show visitor. A show web site will provide timely and detailed information for both attendees and exhibitors.

It is Easy to Participate in this Amazing Show

Locking in your premium spot at the Indiana Farm Equipment and Technology Expo is quick and easy. A contract can be obtained on the website www.indianafarmexpo.com. A preliminary deposit is due by July 1, 2018, with final payment due by November 1, 2018. Once your contract is received, your company will be listed on the exhibitor list on the show web site and you will receive an exhibitor manual with all the details you need to make the show a success. If at any time you have questions or concerns, contact show manager Toni Hodson at 1-800-876-5133, ext. 280 or thodson@farmworldonline.com

Special Sponsorship Packages Available (see back page)

Advertising – including an Increase in our Radio, Print and Social Media Campaign

FARM WORLD and HOOSIER AG TODAY will be increasing its promotion of the show by TEN TIMES. In addition to our normal Farm Media print buy that include FARM WORLD, PRAIRIE FARMER, INDIANA AGRI NEWS, ILLINOIS AGRI NEWS, THE FARMERS ADVANCE, and THE FARMERS EXCHANGE, we will be up on multiple BILLBOARDS beginning November 15 to show time in the major farm areas of Indiana. A large radio campaign that includes Hoosier Ag Today (65 radio stations statewide), and individual buys on Indianapolis area radio stations. In addition stations covering parts of Illinois and Ohio will be used.

Digital advertising will be placed in daily e-newsletters from Hoosier Ag Today, Farm World, and Morning Ag Clips. Social media advertising will be placed with Facebook, Twitter, Google.

Direct All Inquiries To:

INDIANA FARM EQUIPMENT & TECHNOLOGY EXPO

PO Box 90, Knightstown, IN 46148

1-800-876-5133, x280 or fax 1-800-318-1055

Email: thodson@farmworldonline.com

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
- Sponsor credit on ad promoting free coffee in official show program 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



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For more information, call 1-800-876-5133 or E-mail: thodson@farmworldonline.com