



INNOVATION • EDUCATION • EXPERTISE • NETWORKING

# AG CONNECT

2013 EXPO An AEM Trade Show

January 29-31, 2013 • Kansas City, Missouri USA • Preview Day: January 29

## DON'T MISS OUT ON THESE BRANDING OPPORTUNITIES

Reap the benefits of AG CONNECT Expo; the agriculture's premier event. This is your best strategy for brand building, connecting with quality buyers, and growing sales.

### Contact Your Sales Representative:

Kathy Arnold  
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karnold@aem.org

Paul Flemming  
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pflemming@aem.org

Jessica Peterson  
414-298-4160  
jpeterson@aem.org

## PRE-SHOW ONLINE OPPORTUNITIES



### VIRTUAL OUTREACH CARDS

**Premium: \$2,000**  
**Standard: \$1,500**

Featured exhibitor emails sent out by Show Management five times to registered attendees. There are two types of Virtual Outreach Cards. The Premium Card (\$2,000 each) is positioned on the top row on the Virtual Outreach Card site. Standard Cards (\$1,500 each) are below the premium cards vertically. These Virtual Outreach Cards will also be "live" on the home page of the show website under the Featured Exhibitors tab.

*A limited number of premium (5) and standard (20) cards available.*



EMAIL BLAST NUMBER:	TO:
1st Email Blast	2011 Registration List
2nd Email Blast	Current Registration List
3rd Email Blast	Current Registration List
During the Show	Current Registration List
Post Show	2013 Final Registration List

**WEB ADS**

**\$125 - \$2,250**

AG CONNECT Expo offers online advertising options. Each online advertisement will be placed in three month increments. Your company will also be listed in the Show Directory and on the Show Sponsor webpage.

**Specifications:**

- Media accepted: Video (.flv), GIF, JPEG, Animated GIF, Flash (.swf)
- Videos will not auto play or continuously loop
- Rich media maximum file size 50K
- All banners must be sized at 72 DPI resolution

**HOME PAGE AD LOCATIONS**



**Location:**

This advertisement would be located on the home page.

**Dimensions:**

Location 1 (right): 284 x 284

Location 2 (left): 184 x 184

**Costs:**

	JAN. 1 - MAR. 31, 2012	APR. 1 - JULY 31, 2012	AUGUST 1 - OCT. 31, 2012	NOV. 1, 2012 - JAN. 31, 2013	FEB. 1 - APR. 30, 2013
<b>HOME PAGE</b>	<b>PRICE</b>	<b>PRICE</b>	<b>PRICE</b>	<b>PRICE</b>	<b>PRICE</b>
<b>Home Page Video 284 x 284</b>	\$560.00	\$560.00	\$1,125.00	\$2,250.00	\$1,125.00
<b>Home Page Static (right) 284 x 284</b>	\$375.00	\$375.00	\$750.00	\$1,500.00	\$750.00
<b>Home Page Static (left) 184 x 184</b>	\$375.00	\$375.00	\$750.00	\$1,500.00	\$750.00

Your ad here!

**LEVEL 2 AD LOCATIONS**



**Location:**

This advertisement would be located on main level two pages and can only go on the right side. There are a total of seven level two advertising opportunities.

**Dimensions:**

Location 3 (right): 284 x 284

**Costs:**

	JAN. 1 - MAR. 31, 2012	APR. 1 - JULY 31, 2012	AUGUST 1 - OCT. 31, 2012	NOV. 1, 2012 - JAN. 31, 2013	FEB. 1 - APR. 30, 2013
<b>LEVEL 2 (284 X 284)</b>	<b>PRICE</b>	<b>PRICE</b>	<b>PRICE</b>	<b>PRICE</b>	<b>PRICE</b>
<b>Level 2 Video</b>	\$500.00	\$500.00	\$1,000.00	\$1,500.00	\$1,000.00
<b>About the 2011 Show</b>	\$125.00	\$125.00	\$250.00	\$500.00	\$250.00
<b>Attendees</b>	\$125.00	\$125.00	\$250.00	\$500.00	\$250.00
<b>Hotel and Travel</b>	\$125.00	\$125.00	\$250.00	\$500.00	\$250.00
<b>Exhibitors</b>	\$125.00	\$125.00	\$250.00	\$500.00	\$250.00
<b>Education</b>	\$125.00	\$125.00	\$250.00	\$500.00	\$250.00
<b>Media Services</b>	\$125.00	\$125.00	\$250.00	\$500.00	\$250.00
<b>Show Archives</b>	\$125.00	\$125.00	\$250.00	\$500.00	\$250.00

Your ad here!

## SHOW SITE OPPORTUNITIES



### LANYARDS

#### \$15,000 Exclusive Opportunity

AG CONNECT Expo had over 10,000 attendees in 2011; make them **YOUR** walking billboard, carrying your brand and company to every corner of the convention center. Lanyards are distributed in the registration area. Your company will also be listed in the Show Directory and on the Show Sponsor webpage.

*Production costs included.*



### SHOW BAGS

#### \$8,000 Exclusive Opportunity

Official show bags are the perfect way to brand your company while providing a means for attendees to carry their goodies. Co-brand yourself with the show. Bags are provided at registration and in the publication distribution bin area. Your company will also be listed in the Show Directory and on the Show Sponsor webpage.

*Production costs included.*

*Your logo here!*



### CYBER CAFÉ

#### \$12,000 Exclusive Opportunity

Assist attendees by keeping them connected and market your presence at the show by branding the Cyber Café. Place your company's website as the home page and brand your company message on panels below the internet kiosks. Your company will also be listed in the Show Directory and on the Show Sponsor webpage.

*Production costs included.*



### CHARGING STATION

**\$6,000 Exclusive Opportunity (2 available)**

With all of the personal electronics attendees carry, the charging station gives them an opportunity to relax and recharge! The Charging Station offers a place to charge cell phones, laptops and other electronic devices. Brand your company message and booth number on the panels. Your company will also be listed in the Show Directory and on the Show Sponsor webpage.

*Production costs included.*



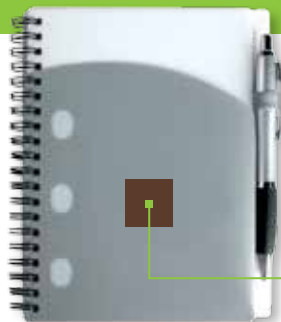
### SHOW BANNERS

**\$27.00 per square foot – Vinyl**

**\$36.00 per square foot – Magnetic**

Enhance your show visibility with a Show Banner. Various sizes and locations are available throughout the show. Banner sizes can be altered to fit your budget. Your company will also be listed in the Show Directory and on the Show Sponsor webpage.

*Production costs included.*



### NOTE PAD/PEN COMBO

**\$10,000 Exclusive Opportunity**

One of the many reasons attendees visit AG CONNECT Expo is for the first-class education program. Brand your company on note pads and pens that will be available to all the education program attendees. Your company will also be listed in the Show Directory and on the Show Sponsor webpage.

*Production costs included.*

*Your logo here!*



### HAND SANITIZER STATIONS

**\$2,500 (5 available)**

With all the handshaking and deals that are completed at AG CONNECT Expo make sure you're seen! Brand one or all of the hand sanitizer stations available throughout the show floor!

*Production costs included.*

*Your logo here!*



## INTERNATIONAL TRADE CENTER

### \$12,000 Exclusive Opportunity

Connect with international producers and brand this area as your own. Place your company logo and booth number on signage to and in this area.

*Production costs included.*



## HOSPITALITY

### EXHIBITOR HOSPITALITY

#### Multiple Opportunities Available

Whether you are a supplier selling to ag manufacturers or a manufacturer looking to get your brand in front of producers, you will be interested in these opportunities to offer hospitality on the show floor. Offer coffee and pastries to exhibitor personnel before the show opens or dessert and snacks for attendees in the exhibit hall in the afternoon. Discuss your branding objectives with your sales representative for hospitality options to custom fit to your needs.

*Contact Show Management for pricing details.*

## NETWORKING BREAKFAST

### \$5,000 (2 available)

Get your brand in front of those early risers by sponsoring a pre-show session for producers featuring breakfast, networking and an educational speaker.

*Production costs included.*

## ADDITIONAL OPPORTUNITIES AVAILABLE THROUGH:

### Show Directory Advertising

Farm Journal Media  
Contact: Dan Morris  
Tel: (847) 268-3292  
Email: dmorris@farmjournal.com

### Innovations Theater Education Sessions

Successful Farming Magazine  
Contact: Curt Blades  
Tel: (800) 678-2895  
Email: curt.blades@meredith.com

### "Countdown to the Show" Attendee Email Messages

IndustryConnect  
Contact: Dave Einzig  
Tel: 1-800-288-1440 ext.702  
Email: sales@industryconnect.com