

AMARILLO[®]

FARM & RANCH SHOW

DECEMBER 3-5, 2024 | AMARILLO, TX

THE PREMIER FARM SHOW FOR

*High Plains
Ag*





DIGITAL SPONSORSHIPS

Build awareness of your company at the Amarillo Farm & Ranch Show and drive digital traffic to your online properties prior to and during the show with our digital sponsorship options. Combine options below to create a custom digital campaign or with other brand-building sponsorships to elevate your company's presence before and during the Amarillo Farm & Ranch Show. Find one you like? If so, you can easily let us know by clicking on the sponsorship title that links to more information and an order form. Or contact us today at **800.827.8007** or **Amarillofarmshow.com!**

EXCLUSIVE! Show App Sponsor	Receive recognition as the exclusive Amarillo Farm & Ranch Show App Sponsor anywhere we promote the show app on signage, show program, pre-show marketing and the website.	\$1,000
Welcome Ad 970 x 250 px	Place a 970 x 250 px clickable banner ad rotating at the top of every page on Amarillofarmshow.com. Ad placed after it's received from exhibitor, and runs 90 days after event close. Limit 4 sponsors	\$750
Skyscraper Ad 300 x 600 px	Place a 300 x 600 px clickable banner ad rotating on most interior pages on Amarillofarmshow.com. Ad placed after it's received from exhibitor, and runs 90 days after event close. Limit 7 sponsors	\$250
Box Ad 300 x 250 px	Place a 300 x 250 px clickable banner ad rotating on most interior pages on Amarillofarmshow.com. Ad placed after it's received from exhibitor, and runs 90 days after event close. Limit 7 sponsors	\$100

Welcome ad
970 x 250

Box ad
300 x 250

Skyscraper ad
300 x 600

DEADLINE TO ORDER: OCTOBER 25, 2024

COMPANY LISTING PACKAGES

Online & Show Program Company Listing Packages

Help attendees find you at the Amarillo Farm & Ranch Show! Your company's details are listed on Amarillofarmshow.com's digital floor plan, on the show app, and in the company and category listings sections of the show program. Find out how to log in and update your information here. Or contact us today at **800.827.8007** or **Amarillofarmshow.com!**

Basic Listing	To enter your company details	FREE
Upgraded Exhibitor Listing	To receive additional benefits as listed below	\$199
Add Upgraded Exhibitor Listing	Add the Upgraded Exhibitor Listing to any other sponsorship item and pay only \$99!	\$99

Basic Booth Listing

No additional cost

In digital booth profile:

- Logo
- Social media links—Facebook, LinkedIn, X
- 50-word company description
- 2 booth contacts
- 2 document uploads
- 1 product upload that includes
- 2 product photos
- 50-word product description
- Access to visitor analytics
- Industry/product category selections

In show program:

- Listed alphabetically
- Listed by industry/product category

Upgraded Booth Listing

\$199 or \$99 when added on to one other sponsorship

In digital booth profile:

- Logo
- Wallpaper logo—shows up on the website floorplan
- Custom banner
- Social media links—Facebook, LinkedIn, X +2 additional
- 100-word company description
- 4 booth contacts with photos
- 10 document uploads
- 5 product uploads that include:
 - Up to 5 photos per product
 - 100-word product description
 - Access to visitor analytics
 - Industry/product category selections
 - Company pinned to top of online exhibitor list

In show program:

- Listed alphabetically
- Listed by industry/product category
- Company profile printed in show program

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SHOW PROGRAM ADVERTISING

Thousands of attendees will walk the halls of Amarillo Farm & Ranch Show this year, and all of them will be carrying the Amarillo Farm & Ranch Show Program containing all exhibitors, events, demonstrations, and activities. Set yourself apart from other exhibitors by showcasing your company in a program ad. Contact us today at **800.827.8007** or **Amarillofarmshow.com!**

ORDERS DUE: OCTOBER 18 / ART DUE: OCTOBER 25

Placement	Dimensions (Width x Height)	Rate
Back Cover*	Page size = 7.875" x 10.75" Add bleed = 8.125" x 11"	\$3,900
Inside Front Cover*	Page size = 7.875" x 10.75" Add bleed = 8.125" x 11"	\$3,350
Inside Back Cover*	Page size = 7.875" x 10.75" Add bleed = 8.125" x 11"	\$3,350
Full Page*	Page size = 7.875" x 10.75" Add bleed = 8.125" x 11"	\$2,375
1/2 Page Horizontal	7" x 4.625"	\$1,625
1/2 Page Vertical	4.625" x 7"	\$1,625
1/3 Page Horizontal	7" x 3"	\$1,290
1/3 Page Vertical	2.250" x 9.375"	\$1,290
1/3 Page Square	4.625" x 4.625"	\$1,290
1/4 Page	3.5" x 4.625"	\$900
1/6 Page	4.625" x 2.250"	\$700

***For full page ads:**

- Use .25" margin for all edges as clear space—keep text and logos .25" from edges.
- Add .25" to page size for bleeds—pull color and photos past edges.
- File type = PDF
- Resolution = 300 dpi
- Save your pdf with bleeds and crop marks.

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1/2 page horizontal
7" x 4.625"

1/4 page
3.5" x 4.625"

1/3 page square
4.625" x 4.625"

1/3 page horizontal
7" x 3"

1/2 page vertical
4.625" x 7"

1/3 page
vertical
2.25" x
9.375"

1/6 page
4.625" x 2.25"



ATTENTION GRABBING SPONSORSHIPS

We offer sponsorship opportunities to expand your reach and drive booth traffic for every budget. Purchase sponsorships a la carte, or contact us to create a custom-fit package tailored to your company's needs and goals. Increase visibility with attendees before, during, and after the show. Find one you like? If so, you can easily let us know by clicking on the sponsorship title that links to more information and an order form. Or contact us today at **800.827.8007** or **Amarillofarmshow.com!**

Booth Giveaway Promotion	Promotional giveaways are an excellent way to promote your brand and generate leads. Allow us to help promote your in-booth giveaway on our website, app, social media sites, in our show program, and with a 22" x 28" sign outside your booth. Giveaway supplied by exhibitor.	\$300
Show Special Promotion	If you are running a special discount on products for Amarillo Farm & Ranch Show attendees, let us help you promote it. Call out your special on our website, app, show program, social media sites, and on a 22" x 28" sign outside your booth.	\$300
Product Spotlight	Grab attendees' attention with a Product Spotlight sponsorship. With a 50-word description and accompanying photo, your company and product will be highlighted on our website, app, social media sites, and in our printed show program.	\$250
Hall Banners	Hang banners throughout the Amarillo Civic Center to promote your company or drive traffic to your booth. Attendees will be sure to see your message as they walk through the show. Banner supplied by exhibitor. Sponsor will work with IDEAg on banner size details. Limit 5 sponsors	\$1,500 each
EXCLUSIVE! Show Bags	By sponsoring the show bags, you are getting your company name and message in the hands of every attendee. Bags can include your company logo, booth number, and a promotional message. You'll also be included on our sponsor thank you pages as the Official Show Bag Sponsor. Add a show bag insert for even more exposure. 3,500 bags and inserts supplied by sponsor.	\$1,000
Show Bag Insert/Door Handout	Put your information in the hands of all attendees. A small flyer or promotional item is a great way to catch attendees' attention and drive traffic to your booth. 3,500 inserts supplied by exhibitor.	\$300
Floor Decal Sponsor	Lead potential buyers directly to your booth by placing floor decals throughout the Amarillo Civic Center. Decals are 24" x 36" and can feature your logo, booth number, and/or marketing message. You provide the artwork, we'll print and place the decals for you (not allowed in carpeted areas).	\$300 each \$900 for 4

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ATTENTION GRABBING SPONSORSHIPS

New Exhibitor Sponsor Package

Are you new to the Amarillo Farm & Ranch Show or do you have a new product to debut? Make sure attendees know! With your sponsorship investment you receive:

- Upgraded mention on the "New Exhibitors & Products" page in the show program (company name, logo, slogan, booth number)
- Recognition on the "New Exhibitors & Products" page on the website
- An 8.5" x 11" sign with stand (or easelback sign) for your booth
- 1 push notification from show app
- Company name mentioned on show signage

\$199

Window Clings

Greet attendees with your brand and messaging with branded window clings as they arrive at the Amarillo Civic Center. Clings can feature your logo, booth number, and/or marketing message. You provide the artwork (18" x 24" or 24" x 24" based on window locations), we'll print and place the clings for you. Window availability is first come, first served.

\$300 each
\$900 for 4

The Official Partner Sponsorship

Be named an Official Partner of the Amarillo Farm & Ranch Show and gain exclusivity and exposure throughout the show in your brand category. Customized sponsorships can include the title of Official Partner of the show, a full page ad in the show program, recognition on the website and mobile app, additional booth signage, as well as mentions in radio and print advertising. Let us tailor an Official Partner package for you today.

Call for pricing

Register to Win Sponsorship

Donate one register-to-win prize (valued at \$2,500) for the show. Attendees will register to win your prize as they walk the halls. You'll receive prime display location of your product or image of your product at the show. You will also have access to the attendee list for a two-time use following the show. List process managed by the Amarillo Farm & Ranch Show team. Promotion included in show program, website, live broadcast media, social media, and in a pre-show press release.

Limit 1 per day

Prize Value
(valued at \$2,500)

Cotton Conference Sponsor

Place your company branding in the room with cotton producers from across the panhandle and get an opportunity to speak with them as a group or one-on-one at the Amarillo Farm & Ranch Show Cotton Conference. Your sponsorship includes:

- Up to five minutes to bring greetings and/or thanks to attendees and provide a company introduction
- 6' tabletop display during the meeting.
- Space to hang a company banner, no larger than 8' w x 2' h, in the meeting room.
- In-room recognition as sponsor of the coffee and donuts provided for the morning session and break.
- Logo placement and sponsor mentions on the Cotton Conference Signage, in the show program, on the website, and show app.
- One website box ad (300x250 px) placed on Amarillofarmshow.com.

\$2,500



FREE PROMOTIONAL ITEMS

Give yourself a competitive edge and drive booth traffic with these FREE promotional materials! Order online with the ability to customize your postcards with a company name and booth number.

Show Postcards

Order 8.5" x 5.5" customized postcards to distribute to your customers before the event to let them know you'll be exhibiting. Postcards will include Amarillo Farm & Ranch Show branding along with your company name and booth number.

Show Poster

Our Amarillo Farm & Ranch Show Posters (11" x 17") are perfect to hang in high-traffic areas of your business or in local businesses around your community.

Three Ways to Order Postcards and Posters

1. Fill out the order form on Ideagroup.com/Amarillo/Promotion-Sponsorship.
2. Fill out the enclosed form, and return it to the IDEAg Marketing Department.
3. Talk to a representative, 800.827.8007.

Last day to order is October 25. Fulfillment takes approximately 10–15 business days so plan accordingly.

DEADLINE TO ORDER: Friday, October 25, 2024

CONTACT YOUR SALES REP TODAY!

Have an idea you don't see listed? We want to help you reach your goals for this year's Amarillo Farm & Ranch Show. Let us customize a sponsorship package just for you! Contact our sales staff or find our Contact Us page on Amarillofarmshow.com.

Mark Gold, Director, Event Sales

651-384-1160

Mark.Gold@ideaggroup.com

Scott Odin, Event Sales

651-316-4369

Scott.Odin@ideaggroup.com

Neil Southworth, Event Sales

651-316-4371

Neil.Southworth@ideaggroup.com

Reilly Neeson, Associate Event Sales

651-316-4374

ReillyN@ideaggroup.com