



# 2022 Media Kit

UF/IFAS Gulf Coast Research and Education Center  
November 2, 2022



More information, contact us at the Florida Ag Expo show office - 352-671-1909

# Why You Should be a Sponsor.

Florida Ag Expo is the annual event for Florida's vegetable and specialty crop industry, an industry with a very large economic footprint. Florida's vegetable and specialty crops account for over \$1.4 billion!

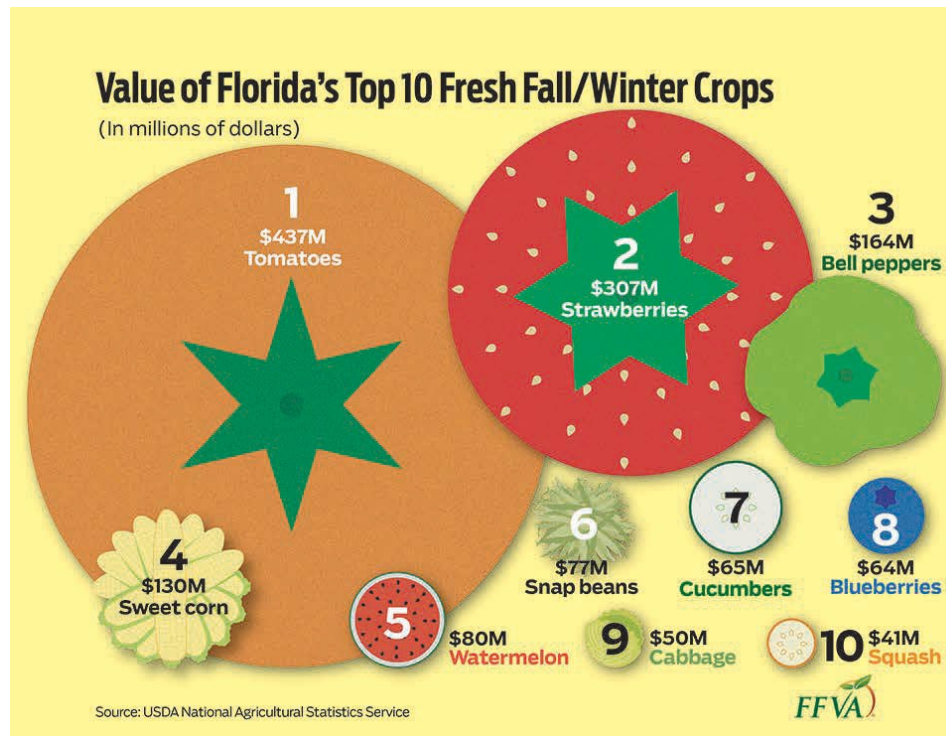
Those crops need inputs if they are going to make it to market. They need seeds, irrigation, fertilizer, crop protection chemicals, tractors, labor and that's just to name a few.

Make sure your business is at the top of growers' minds as they make decisions on where to buy those inputs by becoming a sponsor of the event they look forward to every year. Sponsor the Florida Ag Expo!



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# Seminar Session Sponsor - \$3,500 **Sold**

- Sponsor will have the opportunity to speak for five minutes to the audience before the main session
- Sponsor will have opportunity to provide material in seats for attendees before the main session
- Sponsor recognition on seminar agenda page in Specialty Crop Industry magazine's Florida Ag Expo show guide
- Sponsor recognition in the September, October, November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsor recognition in the Florida Ag Expo weekly eNews. The eNews is sent September through November and delivered to more than 11,000 inboxes
- Sponsor recognition on FloridaAgExpo.net.
- Sponsor will receive four attendee passes (includes access to seminars, tradeshow, breakfast, and lunch)

**EXCLUSIVE!**



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# Tote Bag Logo - \$500

- Sponsor recognition in the September, October, November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsor recognition in the Florida Ag Expo weekly eNews. The eNews is sent September through November and delivered to more than 11,000 inboxes
- Sponsor logo printed in 1-color on show tote
- Sponsor recognition on FloridaAgExpo.net
- Sponsor will receive one attendee pass (includes access to seminars, tradeshow, breakfast, and lunch)

**10 per side**



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# Lunch - \$2,000

- Sponsor recognition in the September, October, November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsor recognition in the Florida Ag Expo weekly eNews. The eNews is sent September through November and delivered to more than 11,000 inboxes
- Sponsor recognition on FloridaAgExpo.net
- Sponsor recognition on lunch tickets
- Sponsor recognition on signage in lunch area
- Marketing materials placed on lunch tables
- Sponsor will receive three attendee passes (includes access to seminars, tradeshow, breakfast, and lunch)

**Only 5 Remaining**

**6 Available**



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# Lanyard - \$2,000 **Sold**

- Sponsor recognition in the September, October, November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsor recognition in the Florida Ag Expo weekly eNews. The eNews is sent September through November and delivered to more than 11,000 inboxes
- Sponsor recognition on FloridaAgExpo.net
- Sponsors logo printed in 4-color on both sides of the Lanyards
- Sponsor will receive four attendee passes (includes access to seminars, tradeshow, breakfast, and lunch)

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# Refreshments Sponsor - \$1,000

- Sponsor recognition in the September, October, November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsor recognition in the Florida Ag Expo weekly eNews. The eNews is sent September through November and delivered to more than 11,000 inboxes
- Sponsor logo on signage at the refreshment stations
- Sponsor recognition on FloridaAgExpo.net
- Sponsor will receive two attendee passes (includes access to seminars, tradeshow, breakfast, and lunch)



The logo features a stylized green and red graphic of a plant or fruit at the top. Below it, the text 'FLORIDA AG EXPO' is written in green, with 'AG' in a larger, bold font. Underneath, '2022 Media Kit' is written in a large, bold, red font.

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**2 Available**

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# Florida Ag Expo eNews Sponsor:

Leaderboard - \$1,500 **Sold**

Medium rectangle (300 x 250) - \$1,000 **Sold**

(all medium rectangle ads will be Run of Site)

- Sponsor recognition in the September, October, November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsors will receive one banner ad weekly in the 12 issues of the Florida Ag Expo weekly eNews
- Sponsor recognition in the Florida Ag Expo weekly eNews. The eNews is sent September through November and delivered to more than 11,000 inboxes
- Sponsor recognition on FloridaAgExpo.net
- Sponsor will receive two attendee passes (includes access to seminars, tradeshow, breakfast, and lunch)

**4 Positions Available!**

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FLORIDA **AGEXPO**  
UF/IFAS GCREC, Balm, FL  
November 21, 2019

*A Fresh New Look... Register Today!* Please, Your Ad Here 352.671.1909

**Final Chance: Preregistration Ends Nov. 18!**



Growers: Preregistration for the 2019 Florida Ag Expo will end this Monday, Nov. 18. All preregistered growers will be eligible for a chance to win a John Deere gun safe courtesy of Everglades Equipment Group. Don't miss your chance to learn some great information and see some of the amazing research being done at the Gulf Coast Research and Education Center! [Click here to preregister.](#)

**What You Need to Know Before Florida Ag Expo**



**OsmoPro**  
Reduce damage caused by osmotic pressure such as flower drop, fruit cracking and tip burn. Improve flower retention and fruit set.  
OMRI Listed  
1-877-866-5773  
[www.jetharvest.com](http://www.jetharvest.com)



**Tour One of Florida's First Hemp Plots**



FLORIDA **AGEXPO**  
UF/IFAS GCREC, Balm, FL  
November 21, 2019

**Register Now!**

**ADMISSION POLICY**

# Water Bottle Sponsor - \$3,000

- Sponsor recognition in the September, October, November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsor logo on custom water bottles distributed throughout the day
- Sponsor recognition on signage at water bottle stations
- Sponsor recognition at water bottle stations on the field tour carts
- Sponsor recognition in the Florida Ag Expo weekly eNews. The eNews is sent September through November and delivered to more than 11,000 inboxes
- Sponsor recognition on FloridaAgExpo.net
- Sponsor will receive four attendee passes (includes access to seminars, tradeshow, breakfast, and lunch)

**EXCLUSIVE!**



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More information, contact Ron or Katie at the Florida Ag Expo show office - 352-671-1909

# Field Tour Sponsor - \$3,000

- Sponsor recognition in the September, October, November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsor recognition on tractor carts transporting attendees to the fields
- Sponsor recognition on Field Tour signs at loading area
- Sponsor recognition on signage at the field stops
- Sponsor representative may distribute marketing materials to field tour participants
- Sponsor recognition in the Florida Ag Expo weekly eNews. The eNews is sent September through November and delivered to more than 11,000 inboxes
- Sponsor recognition on FloridaAgExpo.net
- Sponsor will receive four attendee passes (includes access to seminars, tradeshow, breakfast, and lunch)

**2 Available**



The logo features a stylized red and green circular emblem with leaves at the top. Below it, the text 'FLORIDA AG EXPO' is written in a green, sans-serif font. Underneath that, '2022 Media Kit' is written in a large, bold, red, sans-serif font.

## FLORIDA AG EXPO 2022 Media Kit

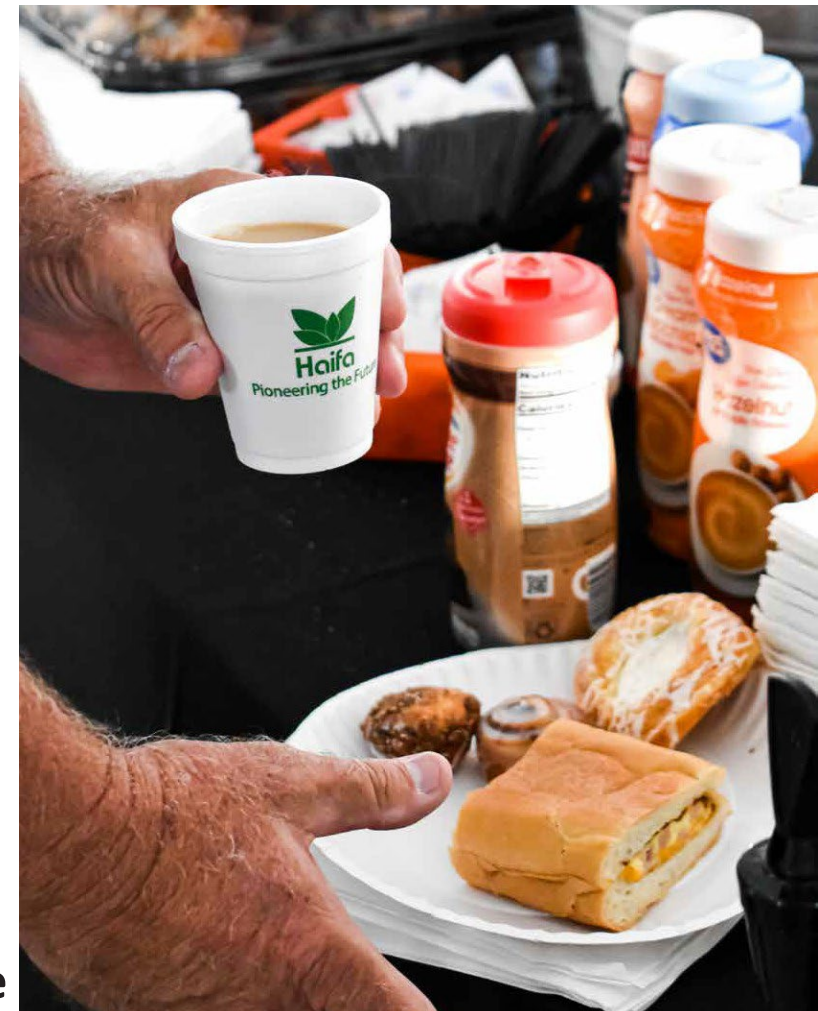
UF/IFAS Gulf Coast Research and Education Center  
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# Breakfast - \$1,000

- Sponsor recognition in the September, October, November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsor recognition in the Florida Ag Expo weekly eNews. The eNews is sent September through November and delivered to more than 11,000 inboxes
- Sponsor recognition on FloridaAgExpo.net
- Sponsor recognition on signage in breakfast area
- Sponsor will receive two attendee passes (includes access to seminars, tradeshow, breakfast, and lunch)



**3 Available**

**More information, contact us at the Florida Ag Expo show office - 352-671-1909**

**Only 1 remaining**

## Seminar Break-out Session Sponsor - \$2,000

- Sponsor will have the opportunity to speak for three minutes to the audience before one of the break-out sessions.
- Sponsor will have opportunity to provide material in seats for attendees before the break-out session
- Sponsor recognition on seminar agenda page in Specialty Crop Industry magazine's Florida Ag Expo show guide
- Sponsor recognition in the September, October, November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsor recognition in the Florida Ag Expo weekly eNews. The eNews is sent September through November and delivered to more than 11,000 inboxes
- Sponsor recognition on FloridaAgExpo.net.
- Sponsor will receive four attendee passes (includes access to seminars, tradeshow, breakfast, and lunch)

**2 Available**



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# Coffee - \$1,000 **Sold**

- Sponsor recognition in the September, October, November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsor recognition in the Florida Ag Expo weekly eNews. The eNews is sent September through November and delivered to more than 11,000 inboxes
- Sponsor recognition on FloridaAgExpo.net
- Sponsor recognition on sign at coffee station in the trade show providing coffee all day
- Sponsor recognition on sign at coffee station in the seminar hall providing coffee all day
- Sponsor logo on coffee cups
- Sponsor will receive two attendee passes (includes access to seminars, tradeshow, breakfast, and lunch)

**EXCLUSIVE!**



**Thank You  
Coffee Sponsor**

The Haifa logo, featuring a green leaf icon above the word "Haifa" in a bold, green, sans-serif font. Below "Haifa" is the tagline "Pioneering the Future" in a smaller, green, sans-serif font.

**Haifa**  
Pioneering the Future

More information, contact us at the Florida Ag Expo show office - 352-671-1909

# Information Kiosk Sponsor - \$3,500

- Sponsor will have an ad on one side of each of the four kiosks.
- Sponsor recognition in the September, October, November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsor recognition on FloridAgExpo.net.
- Sponsor recognition on signs throughout the trade show hall.
- Sponsor recognition on signs throughout the seminar hall.
- Sponsor recognition within Florida Ag Expo This Week eNews. (Circulation 11,000+)
- Four attendee passes.
- The artwork on each side is 4' wide x 5' tall.



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# Beer Tasting Sponsor - \$2,000

Beer tasting will take place at the hop yard at the end of the field tours.

- Sponsor signage by the beer station
- Sponsor recognition in the October, November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsor recognition in the Florida Ag Expo weekly eNews. The eNews is sent September through November and delivered to more than 11,000 inboxes
- Sponsor recognition on FloridaAgExpo.net
- Sponsor will receive four attendee passes (includes access to seminars, tradeshow, breakfast, and lunch)
- Sponsor may give a 2-minute toast during the beer tasting

**EXCLUSIVE!**



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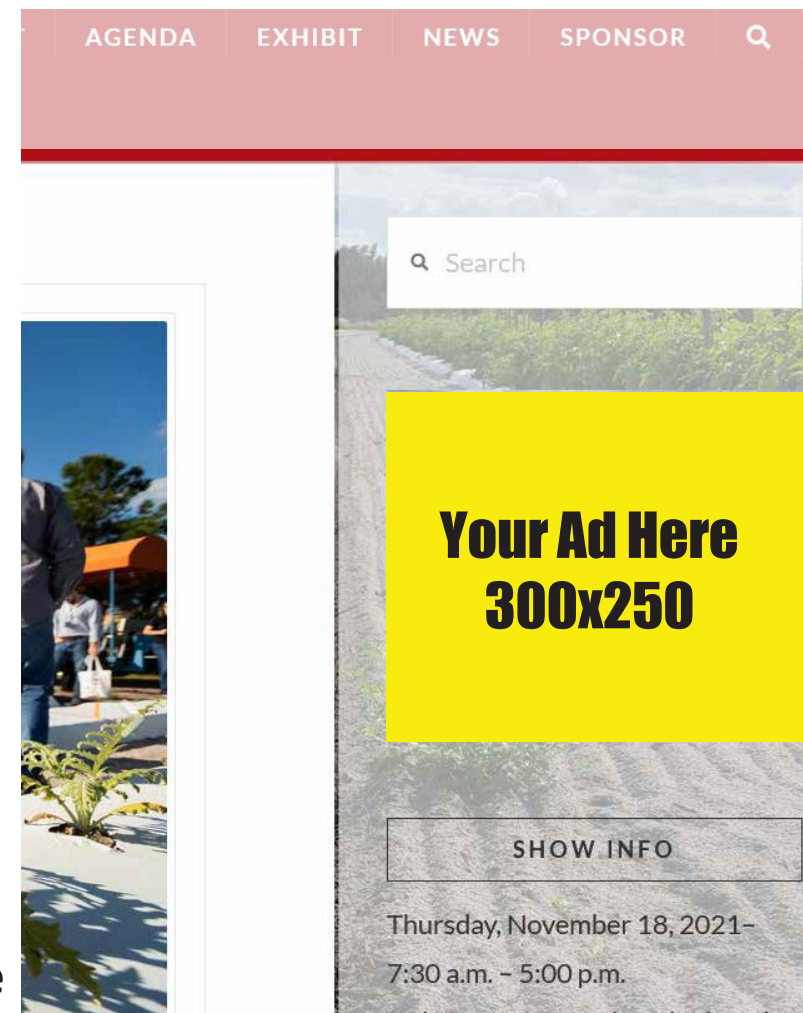
More information, contact us at the Florida Ag Expo show office - 352-671-1909



## Florida Ag Expo Website Sponsor: Medium rectangle (300 x 250) - \$1,500

- Sponsor recognition in the November and December issues of Specialty Crop Industry magazine (circulation 6,100+)
- Sponsors will receive one banner ad on the Florida Ag Expo website through December 31, 2022.
- Sponsor recognition in the Florida Ag Expo weekly eNews. The eNews is sent September through November and delivered to more than 11,000 inboxes
- Sponsor recognition on FloridaAgExpo.net
- Sponsor will receive two attendee passes (includes access to seminars, tradeshow, breakfast, and lunch)

**3 Positions Available**



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## Expo Eblast \$2,500

Reach growers before, during or after the Florida Ag Expo, with a custom e-blast.

### E-blast elements:

- A dedicated e-blast sent to the event promotion list (10,500+ subscribers).
- Three e-blasts per week are available through Friday, October 21, 2022.
- Two e-blasts per week are available the weeks of October 24, 31 and November 7.
- Avails on a first-come, first-serve basis.
- 10% discount for booking two or more e-blast.
- \$2,500 net (payment due within 10-days of booking).
- Production fee for a custom e-blast - \$250 net .
- E-blast file sent as an HTML file or a zip file.

### Due dates for e-blast file:

- One week in advance for e-blasts with scheduled launch dates through Friday, October 21, 2022.
- Three weeks in advance for e-blasts scheduled during the weeks of October 24, 31 and November 7.



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**Come See Us At Booth #45**

BASF is looking forward to the 2021 Florida Ag Expo and so should you!

This year's event promises to be the best one yet and to celebrate we are giving away a \$500 Amazon Gift Card!

Simply come by our booth and talk to one of our expert field reps and they will get you registered to win!

**See You Soon!**



At BASF, we know you do this work because you love it, despite all the challenges you face — unpredictable weather, weeds and diseases,

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# Authorization Form

- Tote Bag Logo - \$500
- Custom Water Bottles-\$3,000
- Registration \$3,500 **Sold**
- Lanyards - \$2,000 **Sold**
- Seminar Session - \$3,500 **Sold**
- Coffee - \$1,000 **Sold**
- Lunch - \$2,000
- Enews Sponsor - \$1,000 **Sold**  
(\$1,500 for 728x90) - **Sold**
- Refreshment Sponsor - \$1,000
- Breakfast Sponsor - \$1,000
- Beer Sponsor - \$2,000
- Breakout Sponsor - \$2,000
- Kiosk Sponsor - \$3,500

AgNet Media, Inc. assumes no responsibility for losses or liabilities arising from sponsorships. Payment is due upon receipt of invoice and/or commitment to the above sponsorship and signature below. A fee of \$35 will be applied for returned checks. All sales are final. In the unlikely event Florida Ag Expo cannot be held as planned due to circumstances beyond its control, Florida Ag Expo, within its complete discretion, may attempt to re-schedule seminars and trade show soon thereafter and, without guarantee, will strive to make partial refunds or rollover arrangements to non-participating exhibitors and sponsors. Cancellations must be received in writing prior to the trade show for consideration of a partial refund. All sponsorships are available to new companies June 1, 2022. All premium positions are non-cancelable. Committed sponsorships must be paid in full by August 1, 2022. By signing below, I acknowledge that I have read the above information, comply and agree to pay for what I have scheduled. Sponsor deliverables subject to commitment date.

**Sponsorship** \_\_\_\_\_ **TOTAL** \_\_\_\_\_

**Company name** \_\_\_\_\_

**Contact** \_\_\_\_\_

**Email** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Title** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_



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