



Northwest Agricultural Show's VIRTUAL EXHIBITOR BOOTH PACKAGES

The Exhibitor Showcase will be promoted extensively leading up to, during, and after the event. Promote your company with video or images highlighting products, services or special offers. Farmers can schedule a 1 to 1 video or phone call with your company representative or chat live during show hours.

All packages include:

- Ability to upload company logo, description, website, address, social media links and contact information
 - YouTube video links with each product or service
 - Share up to 10 promotional documents
 - Ability to participate in 1-to-1 online video chat with attendees
 - Meeting scheduler to allow attendees to book a meeting with your sales representative
 - Company name included in Northwest Ag Show's exhibitor list
 - Attendee networking powered by artificial intelligence engine for recommendations
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BASIC PACKAGE: \$675

(10 x10 & 10x20)

- Highlight up to three products and three services
 - Promote up to three show specials
 - Contact information for two sales representatives
 - \$675 Advertising credit to be used by 12/31/2021*
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LEVEL 2 PACKAGE: \$1,325

(20x20 & 20x30)

- Highlight up to six products and six services
 - Promote up to six show specials
 - Contact information for four sales representatives
 - \$1,325 Advertising credit to be used by 12/31/2021*
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PREMIUM PACKAGE: \$2,465

(20x80)

- Highlight up to nine products and nine services
- Promote up to nine show specials
- Contact information for six sales representatives
- Listed in featured exhibitor section of the Exhibitor Showcase
- \$2,465 Advertising credit to be used by 12/31/2021*

*Advertising credit can be used for any Capital Press print publication and capitalpress.com with the exception of the 2021 NW Ag Show Guide. Advertising must be scheduled before January 15, 2021 to be used by December 31, 2021. Creative services are available to help you create an effective advertising campaign.



PROGRAMMING PARTNER OPPORTUNITIES

EQUIPMENT or AGRI-BUSINESS SHOWCASE PACKAGE: \$3,650

- Includes Premium Exhibitor Package:
 - Highlight up to nine products and nine services
 - Promote up to nine show specials
 - Contact information for ten sales representatives
 - Listed in featured exhibitor section of the Exhibitor Showcase
 - \$2,465 Advertising credit to be used by 12/31/2021*
- 2 - 3 minute Video Demonstration included in the Equipment or Agri-Business Showcase.
- Promotion of Demonstration through Northwest Ag Show's & Capital Press Ag Media's communication channels:
 - Social media posts on Facebook, Twitter, and Instagram
 - Inclusion in eNewsletters to farmers
- Recognition as a Programming Partner, which includes:
 - Logo on the Northwest Agricultural Show Platform home page and northwestagshow.com with hyperlink to company website.
 - Logo included on print advertising for Northwest Ag Show in Capital Press
 - Logo will appear on a sponsor page in the Northwest Ag Show's Post-Show Guide: 22,000 copies printed and distributed in Capital Press.
 - Logo will be included on eNewsletters that are sent to registered event attendees, where programming is mentioned.

ADDITIONAL SPONSORSHIP OPTIONS: See following pages for details of each.

- **Sponsored Content Session: \$825**
 - Sponsored Speaker Session
 - New Product Launch
 - Individual Demonstration Session
- **Keynote Speaker Session: \$1,825**
- **Roundtable Discussion: \$1,825**
- **Digital Banner Display Ad on Northwest Ag Show Platform \$500 (maximum 6)**

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Sponsorship Opportunity Details:

Sponsored Content Sessions:

There are three types of sponsored content sessions for a sponsor to choose between:

1. Speaker Session:

- a. Company will host/sponsor a speaker session within the Learning Center programming schedule.
- b. Company would select a speaker, with guidance/topic suggestions/approval from Northwest Ag Show.
- c. The speaker session content should not be focused on company promotion but rather on an informational topic relevant to the farmer audience attending and engaging in the session.
- d. The session video would be pre-recorded (by Company or NWAS) but hosted live and would include a simultaneous live chat session.
- e. The demo will be included in the schedule "live" once per day for up to 3 of the show days (if speaker available for live chats) at different times each day; however, attendees can still watch the demo at any time by clicking on the link, but the chat would not be live.

2. New Product Launch:

- a. On the event platform, there will be programming specific to New Product Launches, under the Demos and Programming tab.
- b. Company will host a New Product Launch.
- c. The launch/demo will be a pre-recorded video that is hosted "live" on the Platform; video is recorded by sponsor.
- d. During the launch, there will be the opportunity for attendees to message any questions or comments with the chat function and respond to polls (survey-like questions) created by Company; this will be live and a Company representative must be available to respond and engage in the live chat.
- e. Company would host the demo and the chats; a CDFS/Glacier FarmMedia representative would moderate the chats for appropriate content.
- f. The demo will be included in the schedule 1x per day for 3 of the show days at different times each day however, attendees can still watch the demo at any time by clicking on the link, but the chat would not be live.

3. Individual Demonstration Session

- a. On the event platform, there will be programming specific to Individual Demos, under the Demos and Programming tab.
- b. The Individual Demo Session offers an opportunity for promotion of the demonstration and it will be included in the programming schedule once per day.
- c. The demo will be a pre-recorded video that is hosted "live" on the Platform; video is pre-recorded (by Company or NWAS).

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- d. During the demo, there will be the opportunity for attendees to message any questions or comments with the chat function and respond to polls (survey-like questions) created by Company; this will be live and a Company representative must be available to respond and engage in the live chat.
- e. Company will host the demo and the chats; a NWAS/Glacier FarmMedia representative will moderate the chats for appropriate content.
- f. The demo will be included in the schedule “live” once per day for 3 show days (if Company representative is available) at different times each day; however, attendees can still watch the demo at any time by clicking on the link, but the chat may not be live.

4. Keynote Speaker Session:

- a. The Keynote Speaker Session would be a premium session offered as part of the Learning Center Speaker Series.
- b. The session would be presented by Company.
- c. The Capital Press Editorial team would work with Company to select the most appropriate speaker.
- d. The session video would be pre-recorded (by Company and/or NWAS), but hosted live and would include a simultaneous live chat session.
- e. The Keynote Speaker session would be included in the event schedule and the premium session would be well promoted by Northwest Ag Show / Capital Press.
- f. The demo will be included in the schedule up to once per day (if speaker is available for live chat) for each of the show days at different times each day however, attendees can still watch the demo at any time by clicking on the link, but the chat would not be live.

5. Roundtable

- a. A Roundtable is a public or private discussion/presentation that allows a limited number of people to participate, including the hosts.
- b. A Roundtable is a live session that offers a unique opportunity for attendees to learn, engage and ask questions in a controlled and intimate format; presentations can be included and the host or panel can share their screen to play videos, show images, etc.
- c. Zoom Webinar platform will be used and only a limited number of guests are seen on video – this could be limited to the hosts only.
- d. Attendees must be invited to the session if the Roundtable is private; otherwise, participation closes at 100 people (can extend up to 500 with Zoom).
- e. Roundtable sessions are one hour each; more than one topic could be covered within the one-hour timeslot.

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