



Sponsorship & Expo Prospectus

TABLE OF CONTENTS

Sponsorship Levels	4
Sponsorship Benefits.....	5
Other Opportunities	8
The Sky's the Limit Invitational	12
Expo Details	13
Expo Benefits & Pricing.....	14
2019 Exhibitor List.....	15

CONTACT INFORMATION

Sponsorship

Donnie Taylor
ARA Vice President of Membership &
Corporate Relations
1156 15th Street NW, Suite 500
Washington, DC 20005
Office 202-595-1725
Cell 925-899-1906
dtaylor@aradc.org

Exhibits

Andrea Schermerhorn
ARA Exhibit Sales Manager
301-658-2042
exhibits@aradc.org

Linda Cohen
ARA Exhibits Operations Manager
301-658-2207
exhibits@aradc.org

VENUE INFORMATION

The Cosmopolitan of Las Vegas

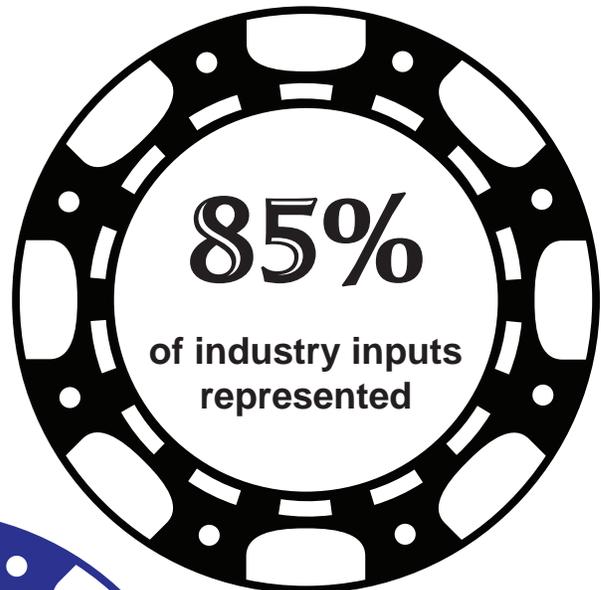
3708 Las Vegas Boulevard South
Las Vegas, NV 89109
855-435-0005 (Room Reservations)
702-698-7000
877-551-7778

ARA does not use a third-party vendor to reserve rooms. Please only use the link provided at www.aradc.org/conference or by calling the phone number above to reserve accommodations to receive the ARA discounted rate.



WHO ATTENDS

The Agricultural Retailers Association (ARA) Conference & Expo is the premier event for agricultural retailers, distributors and suppliers. Conference sponsorship offers valuable opportunities to promote your company's products and services to key executives and decision-makers within the retail sector.



SPONSORSHIP LEVELS

	Diamond \$20,000+	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Mailing information sent to the mail house of sponsor's choice for one-time usage	✓	-	-	-	-
Excel pre-registration list (name, address and company)	✓	-	-	-	-
Complimentary meeting space at ARA Conference (limited availability)	✓	✓	-	-	-
One page (8.5" x 11") promotional insert in registration packets	✓	✓	-	-	-
Sponsored editorial content in Retailer Fact\$	4x	2x	2x	-	-
Push notification(s) sent to attendees via conference mobile app	3x	2x	1x	-	-
Sponsored editorial content on the ARA website	12x	6x	3x	1x	-
Banner ads in Retailer Fact\$, ARA's e-newsletter	6x	4x	2x	1x	-
Rotating ad on the ARA website (annually)	12 months	9 months	6 months	3 months	-
Recognition as a sponsor on conference signage, promotion and collateral materials	✓	✓	✓	✓	✓
Recognition as a sponsor on the conference website and in the conference mobile app	✓	✓	✓	✓	✓
Recognition as a sponsor in the ARA Conference & Expo Guide, Conference Program, Jan. issue of AgPro magazine and ARA Annual Report	✓	✓	✓	✓	✓
Sponsor ribbon for all employees in attendance	✓	✓	✓	✓	✓
First right of refusal for next year's Conference & Expo	✓	✓	✓	✓	✓

Please see the proceeding pages for details on all sponsorship benefits, including deadlines and add-on opportunities. Sponsorship does not include any expo booth fees.



SPONSORSHIP BENEFITS

IMPORTANT DATES

Sponsorship exclusively open to 2019 sponsors through May 31, 2020

Sponsorship opens to public: June 1, 2020

Expo open to past exhibitors: June 15, 2020

Expo open to public: July 15, 2020

ARA print deadline: October 1, 2020

Packet stuffer deadline: November 2, 2020

DIAMOND LEVEL \$20,000+

- Recognition as a Diamond Sponsor on conference signage and collateral materials.
- Recognition on the ARA conference website and conference mobile app.
- Recognition in the ARA Conference & Expo program (confirmed by Oct. 15), Jan. issue of AgPro magazine and ARA Annual Report.
- Inclusion of 8.5" x 11" promotional insert (two-sided okay, no folded brochures) in registration packets (must be received at ARA by Nov. 2).
- Mailing information sent to the mail house of sponsor's choice for one-time usage.
- Six banner ads in Retailer Fact\$, the official ARA e-newsletter. Ads are provided by the sponsor and may run before the conference or anytime during the year if the sponsor's account is current.
- Rotating ad on the ARA website for one full year. Ad provided by the sponsor.
- Three unique push notifications through the ARA mobile app during conference.
- Full day of complimentary conference meeting space available on a first-come, first-serve basis. Can be split over two days.
- Excel spreadsheet of preregistered attendees (name, address, phone number and company) and mailing information sent to the mail house of your choice for one-time usage. Available by request after Oct. 17.

If the 2020 ARA Conference is converted to a virtual event due to COVID-19 concerns, ARA will work with sponsors to reconfigure an appropriate sponsorship package. The consultation may result in an adjustment of the package price or a refund if no mutually agreed solution can be reached. If the event is canceled completely any sponsorship payments will be eligible for refund.



SPONSORSHIP BENEFITS

PLATINUM LEVEL

\$15,000 - \$19,999

- Recognition as a Platinum Sponsor on conference signage and collateral materials.
- Recognition on the ARA conference website and conference mobile app.
- Recognition in the ARA Conference & Expo program (confirmed by Oct. 15), Jan. issue of AgPro magazine and ARA Annual Report.
- Inclusion of 8.5" x 11" promotional insert (two-sided okay, no folded brochures) in registration packets (must be received at ARA by Nov. 2).
- Four banner ads in Retailer Fact\$, the official ARA e-newsletter. Ads are provided by the sponsor and may run before the conference or anytime during the year if the sponsor's account is current.
- Rotating ad on the ARA website for nine months. Ad provided by the sponsor.
- Two unique push notifications through the ARA mobile app during conference.
- Half day of complimentary conference meeting space available on a first-come, first-serve basis.
- PDF list of preregistered attendees (name, phone number and company) available by request after Oct. 17.
- *Add-on feature (+\$2,500):* Mailing information sent to the mail house of your choice for one-time usage. Available by request after Oct. 17.

GOLD LEVEL

\$10,000 - \$14,999

- Recognition as a Gold Sponsor on conference signage and collateral materials.
- Recognition on the ARA conference website and conference mobile app.
- Recognition in the ARA Conference & Expo program (confirmed by Oct. 15), Jan. issue of AgPro magazine and ARA Annual Report.
- Two banner ads in Retailer Fact\$, the official ARA e-newsletter. Ads are provided by the sponsor and may run before the conference or anytime during the year if the sponsor's account is current.
- Rotating ad on the ARA website for six months. Ad provided by the sponsor.
- One push notification through the ARA mobile app during conference.
- PDF list of preregistered attendees (name, phone number and company) available by request after Oct. 17.
- *Add-on feature (+\$2,500):* Mailing information sent to the mail house of your choice for one-time usage. Available by request after Oct. 17.



SPONSORSHIP BENEFITS

SILVER LEVEL

\$5,000 - \$9,999

- Recognition as a Silver Sponsor on conference signage and collateral materials.
- Recognition on the ARA conference website and conference mobile app.
- Recognition in the ARA Conference & Expo program (confirmed by Oct. 15), Jan. issue of AgPro magazine and ARA Annual Report.
- One banner ad in Retailer Fact\$, the official ARA e-newsletter. Ads are provided by the sponsor and may run before the conference or anytime during the year if the sponsor's account is current.
- Rotating ad on the ARA website for three months. Ad provided by the sponsor.
- PDF list of preregistered attendees (name, phone number and company) available by request after Oct. 17.
- *Add-on feature (+\$2,500):* Mailing information sent to the mail house of your choice for one-time usage. Available by request after Oct. 17.

BRONZE LEVEL

\$2,500 - \$4,999

- Recognition as a Bronze Sponsor on conference signage and collateral materials.
- Recognition on the ARA conference website and conference mobile app.
- Recognition in the ARA Conference & Expo program (confirmed by Oct. 15), Jan. issue of AgPro magazine and ARA Annual Report.
- PDF list of preregistered attendees (name, phone number and company) available by request after Oct. 17.
- *Add-on feature (+\$2,500):* Mailing information sent to the mail house of your choice for one-time usage. Available by request after Oct. 17.



EDUCATIONAL EVENTS

There's no shortage of educational, professional development and inspiring sessions at the 2020 ARA Conference & Expo. Below are two opportunities available for sponsorship. If you have something else in mind that might help you reach your company's goals, please contact ARA for more details.

Rising Stars

\$15,000

Do your part to recognize, reward and develop our industry's future leaders by sponsoring the ARA Rising Stars Class of 2020. Sponsoring the Rising Stars program enables selected participants to attend the 2020 ARA Conference & Expo at a reduced rate to be recognized with plaques on the general session stage, share ideas at the Rising Stars dinner, and expand their network to include top leaders in ag retail at invitation-only receptions. In addition, sponsors get the opportunity to MC the Rising Stars reception and step into in a leadership role with the group. Sponsorship will provide these Rising Stars with a platform for further involvement in ARA activities while providing sponsors with a direct connection to tomorrow's emerging leaders in ag retail.

What's included?

- Platinum Sponsorship Level benefits
- Recognition during ARA Conference General Session as sponsor of Rising Stars
- Leadership role at Rising Star Event
- Speaker and MC at Rising Star Event
- Opportunity to promote company via giveaways (i.e. plaque, shirts, notepads, etc.)

Wednesday Afternoon Breakout Session

\$15,000 (four available)

ARA Conference & Expo breakout sessions provide attendees with professional development and industry information from leaders in the field.

What's included?

- Platinum Sponsorship Level benefits
- Signage outside meeting room, recognizing your company as sponsor
- Company recognized by ARA in session during moderator introduction
- Opportunity to moderate session (with assistance from ARA staff)
- Seat drop promotional materials (pre-approved by ARA)



RECEPTION, MEAL & BREAK EVENTS

Meals and breaks are a critical networking opportunity for attendees. In addition to the examples below, we can work together to find the right exposure for your company or product.

Thursday Breakfast

\$25,000 (three available)

What's included?

- Diamond Sponsorship Level benefits
- Signage near food stations during the breakfast, recognizing your company as sponsor
- Recognition in ARA Conference General Session as Breakfast sponsor

Board Meeting Reception

\$5,000

Held on Monday evening, get your company's name in front of the leaders of the association.

What's included?

- Silver Sponsorship Level benefits
- Signage near bars during the Board Reception
- Recognition of your company as sponsor during the Board Meeting Dinner

Morning and Afternoon Refreshment Break

\$2,500 each (three available each morning and afternoon)

What's included?

- Bronze Sponsorship Level benefits
- Signage near beverage stations during the breakfast, recognizing your company as sponsor
- Recognition in ARA General Session or Breakout as Refreshment Break sponsor



SPECIAL EVENTS

The 2020 ARA Conference & Expo is not only an educational and networking event, but through special events we also help to create memories and lasting relationships for attendees. Below are a few examples available for sponsorship.

Spouse Program (Wednesday Morning)

\$5,000

Guests of attendees are invited to join us for a special outing or tour while conference proceedings are underway. This is an opportunity to form lasting friendships and to see a unique side of Las Vegas.

What's included?

- Silver Sponsorship Level benefits
- Signage near bus departure location, recognition of your company as sponsor

Local Flair Event (Tuesday Morning)

\$5,000

Before meetings get underway, the Local Flair Event provides attendees the chance to learn a new skill or be entertained - Las Vegas style.

What's included?

- Silver Sponsorship Level benefits
- Signage at event, recognition of your company as sponsor
- Opportunity to host Event

MEETING SPACE

ARA has a limited amount of space available for side meetings. Meeting space is complimentary for Diamond (one full day) and Platinum sponsors (one half day). If space remains, it will be allocated to Gold, Silver and Bronze sponsors at a rate of \$400 for a half day, and \$750 for a full day.

The costs of food & beverage, audio/visual expenses and other direct costs of any side meeting are the responsibility of the host company. For more information and a meeting request form, contact the ARA office at 202-457-0825.



BRAND PROMOTION

Ensure that your brand is placed in front of all attendees throughout the event. These unique opportunities allow you to enhance the participant experience and highlight your company or product.



Hotel Room Key Jacket with company logo \$2,500



Attendee Lanyards with company logo \$5,000

Printed Conference Program \$15,000



Hand Sanitizing Station \$7,500



Welcome Floor Advertisement \$5,000

Not seeing what you're looking for? Contact us to create a custom sponsorship package that meets your needs!



The Sky's the Limit Invitational

Dec. 1 | Topgolf Las Vegas



Held on Tuesday morning Dec. 1 at Topgolf's flagship location, this brand-new event will attract a broad audience. The Topgolf venue provides many opportunities to accomplish your marketing objectives in addition to entertaining customers, including:

- Single bays sponsorship \$1,250 each, includes four free participants
- Two bay sponsorship \$2,250, includes eight free participants
- Coffee/breakfast \$5,000
- Lunch \$7,500
- Beverage service for \$7,500

If you'd like to sponsor three or more bays, please contact ARA for more details.

What's included?

- Sponsorship recognition across the Conference & Expo at the corresponding level
- Signage at Topgolf the day of the event

ALL IN FOR AG RETAIL: A FUTURE YOU CAN BET ON

Dec. 1-3, 2020 | The Cosmopolitan of Las Vegas



EXPO DETAILS

Generate leads, build relationships and create future sales by spending time with quality customers at the 2020 ARA Conference & Expo. The conference devotes almost seven hours to the expo and offers substantial opportunities for interaction. Last year's expo featured 87 exhibitors and reached more than 600 attendees. Don't miss your opportunity to be among the 2020 ARA Exhibitors. ARA utilizes an online platform for its exhibitors to select booth space in real-time, so the sooner you reserve, the more options you'll have to select your preferred location!

RESERVATION DETAILS

Expo Registration Opens June 15

Booth Reservation Procedure:

1. Receive link from Sponsorship Boost - if you need one please contact exhibits@aradc.org
2. Select available booth(s).
3. Fill out online form and submit payment.

EXPO HOURS

Tuesday, December 1

7:00 a.m. - 4:30 p.m.: Exhibitor setup

4:30 p.m. - 6:30 p.m.: Opening Reception in Expo

Wednesday, December 2

7:00 a.m. - 8:15 a.m.: Breakfast in Expo

12:00 p.m. - 1:30 p.m.: Lunch

3:30 p.m. - 5:00 p.m.: Expo Open

5:00 p.m. - 6:30 p.m.: Networking Reception in Expo

Thursday, December 3

6:45 a.m. - 7:45 a.m.: Breakfast in Expo

8:00 a.m.: Exhibitor tear down

Payment and cancellation: Payment must be received in full with signed contract before space is assigned. Cancellation requests must be received in writing to the ARA Exhibit Management office by Oct. 15, 2020, to be issued a 50 percent refund. If space is canceled after this date, said payment will be forfeited.



EXPO PRICING & BENEFITS

PREMIUM BOOTH

Member: \$2,250

Non-member: \$2,750

STANDARD BOOTH

Member: \$2,000

Non-member: \$2,500

What's included?

- Each booth is 8' deep x 10' wide.
- Features standard booth equipment of aluminum construction with draped 8' high back wall and two draped 3' high side dividers.
- One identification sign.
- Company listing in the ARA Conference & Expo Guide, if contract and payment are received by Aug. 15, 2020.
- Company listing in on-site conference program and mobile app.
- One complimentary registration per booth for nonmembers, two for members. Additional personnel may register at the appropriate conference rate. Exhibit personnel must wear an ARA official name badge to enter expo hall and for admission to all ARA Conference & Expo events.
- Preregistered attendee mailing information sent to the mail house of your choice for one-time usage. Available by request after Oct. 17.*

**Complimentary for ARA members. Add-on pricing for non-members is \$500.*

EXPO ENHANCEMENTS

- Floor sticker to lead traffic to your booth \$5,000
- Inclusion in expo bingo/passport \$5,000
- Promotional email blast to Conference & Expo registrants – Limited availability for ARA member exhibitors to drive traffic to your booth and communicate your marketing message (HTML formatted content provided by exhibitor)
 - ◇ One week before Expo \$2,000
 - ◇ Two weeks before Expo \$1,750
 - ◇ Three weeks before Expo \$1,500
- Daily (three total) app push notifications (in addition to what is included at sponsorship level) \$3,000
- Banner ad in one pre-conference email \$1,000

ALL IN FOR AG RETAIL: A FUTURE YOU CAN BET ON

Dec. 1-3, 2020 | The Cosmopolitan of Las Vegas



2019 EXHIBITORS

Adams Fertilizer Equipment
Ag Resource Management
AGCO Corporation
AGDATA
AgGateway
AGI Fertilizer Systems
Agra Liners, LLC.
AgraSyst Inc
Agrian
AGROCETE US
AgVend Inc.
AgWorks Software
Agworld
American Plant Food
Anuvia Plant Nutrients
Aqua-Yield
Arclin
ArrMaz
Battelle
Bee Valve, Inc.
Biome Makers Inc.
Case IH
CDMS
Certified Crop Advisers/ASA
CF Industries
Compass Minerals Plant Nutrition
Concentric Ag
Corteva Agriscience
CropLife
DAKK Mfg, LLC
Department of Homeland Security
DOYLE EQUIPMENT MANUFACTURING COMPANY
Drexel Chemical Company
DTN
Easy Automation Inc.
EFC Systems, Inc.
Esri
Explorations by Thor
Farm Journal AgPro
FarmChem
Farmers Edge
FieldReveal
Gavilon Fertilizer, LLC
Green Markets, A Bloomberg Company
Greystone Construction
Growers
Heads Up Plant Protectants Inc
Heartland Tank Companies
Heliae Agriculture
ICL Fertilizers
Intelinair
Intelligent Ag
INTERMAG
J.C. Ramsdell Enviro Services, Inc.
John Deere
Kahler Automation
Koch Agronomic Services
La Crosse Seed
Legacy Building Solutions
Marcus Construction
Meridian Manufacturing Inc.
Mid-State Tank Co., Inc.
Murray Equipment Inc.
New Leader Manufacturing
Norseman Structures
Nutrients for Life
NuVue Business Solutions
Old World Specialty Products
Precision Tank
Proagrica
Purdue University Center for Food and Agricultural
Business
Ranco Fertiservice, Inc.
Rantizo
Raven Industries
Razor Tracking
Redox
ResponsibleAg
Sackett-Waconia
Skinner Tank Company (STC)
Software Solutions Integrated, LLC
Sony Agriculture
SPARC: Sustainability Programming for Ag Retailers and
Crop Advisers
Stueve Construction
Syngenta
The KBH Corporation
Unverferth Mfg. Co., Inc.
XiteBio Technologies Inc.

