Farm Progress Show 2022
DIGITAL PACKAGES & SPONSORSHIPS

ONLINE DIRECTORY  INTERACTIVE FLOOR PLAN  SHOW PLANNER

2022 Digital Marketing Opportunities
Each exhibitor at this year’s Farm Progress 2022 receives a complimentary basic listing. Maximize your brand exposure and grow your business by choosing one of the enhanced listing options below.

<table>
<thead>
<tr>
<th></th>
<th>STANDARD</th>
<th>GOLD</th>
<th>DIAMOND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Links, 350 word description</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Leads</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Virtual Business Cards</td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Show Specials</td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Collateral</td>
<td>1</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Brands</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Showcase with Images/Descriptions</td>
<td>1</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Showcase with Video</td>
<td>1</td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

To Purchase, Contact:
Dena Morgan
641.569.6790 | Dena.Morgan@farmprogress.com
NEW DIGITAL RESOURCE FEATURES

**Exhibitor Collateral**
Upload a variety of attendee resources through your exhibitor portal such as press releases, brochures, white papers, videos and more. To maximize exposure, consider upgrading your package for multiple uploads.

**Virtual Business Cards**
Upload your contact information, headshot, social media links and more to make networking simple. Attendees are able to save your business card to their agenda planner for easy access.

**Show Specials**
Attract more customers to your listing by calling attention to special offers, exclusive show discounts and giveaways your company may be offering.

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Additional Opportunities

Product Spotlight Sponsorship: +$500

- Requires the Diamond Package
- Showcase your product image or video on the Directory Home Page
- Live link directs attendees to your company’s listing
- Limited to the first 21 exhibitors

EXCLUSIVE SPONSORSHIPS *All sponsorships require the Diamond Package

Product Category Sponsorship
- 320x50 pixel image (640x100 pixel image required for upload)
- Guaranteed #1 listing in the category
- +$500

Exclusive Tent/Building Sponsorship
- 728x90 pixel image on the online hall
  (1456x180 pixel image required for upload)
- +$1,500

Exclusive Online Grounds Map Sponsorship
- 728x90 pixel image on the online hall
  (1456x180 pixel image required for upload)
- +$1,500

Exclusive Overall Directory Sponsorship
- 1940x180 pixel image on the online directory home page or 600x500 pixel image for smaller screens (mobile/tablet)
  (1940x180 & 600x500 pixel image required for upload)
- +$4,000

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This insertion order serves as your commitment to purchase an online-advertising sponsorship provided by Map Your Show (MYS) for the Farm Progress 2022 event. Upon receipt of this signed contract, MYS will, if necessary, issue an invoice for these services and provide the opportunity to immediately activate your online advertising content. Once your package has been activated, your sponsorship CANNOT be canceled and you are due the amount indicated on this insertion order. The payment terms on all MYS invoices are Net 30 Days. If an invoice becomes past due to the point that it becomes necessary to pursue collection efforts, all active web-related content will be suspended and the gross invoice amount is due & payable.

Authorized Signature ___________________________ Date ________________

Online Packages & Sponsorships:

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Package</td>
<td>$495</td>
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<tr>
<td>Diamond Package</td>
<td>$995</td>
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<tr>
<td>Diamond Package plus</td>
<td></td>
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<tr>
<td>Product Spotlight Sponsorship</td>
<td>+$500</td>
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<tr>
<td>Product Category Sponsorship</td>
<td>+$500</td>
</tr>
<tr>
<td>Product Spotlight + Product Category</td>
<td>+$1,000</td>
</tr>
<tr>
<td>Exclusive Tent/Building Sponsorship</td>
<td>+$1,500</td>
</tr>
<tr>
<td>Exclusive Online Grounds Map Sponsorship</td>
<td>+$1,500</td>
</tr>
<tr>
<td>Exclusive Overall Directory Sponsorship</td>
<td>+$4,000</td>
</tr>
</tbody>
</table>

*Please contact Dena for the most up-to-date inventory

Notes: ____________________________________________________________

_____________________________________________________________

ORDER TOTAL

Please email completed forms to: Dena.Morgan@farmprogress.com / for help, call: 641.569.6790.