

2018 Media Packages

The CropTec content and media packages are designed to increase your brand and drive content to the progressive CropTec audience. By promoting your products and services through our social media, website and publications throughout the year, you'll benefit from our extensive marketing plan and industry-wide reach.

Content media package

- 'Event to Field' Farmer case study – how farmers utilise exhibiting kit, programmes or services on farm, highlighting the benefits to farmers.
 - Creation of vlog to support the case study
 - Promoted online via the blog and CropTec social media platforms
 - Targeted email to relevant audience
 - Social media campaign – 5 x Pre, 5 x during and 5 x post show tweets/posts relevant to exhibitor campaign and can include:
 - Tweet/post announcing participation in the event
 - Tweet/post to promote Farmer case study
 - GIFS/photos to promote product or service
 - Tweet/post to support marketing campaign at CropTec
 - Enhanced profile in exhibitor listing online and in the showguide which includes company logo, company description and URL link to company website
 - 1/2 page showguide advert
 - 1/4 page Arable Farming advert within the CropTec Show preview - November edition
- Limited availability

Media package

- 1/2 page showguide advert
- 1/4 page Arable Farming advert within the CropTec Show preview - November edition
- Enhanced profile in exhibitor listing online and in the showguide which includes Company logo, Company description and URL link to company website
- Social media campaign – 10 x tweets/posts Pre and post show relevant to exhibitor campaign and can include:
 - Tweet/post announcing participation in the event
 - GIFS/photos/Video to promote product or service
 - Tweet/post to support marketing campaigns at CropTec
- CropTec blog posts – 2 x posts pre- show and 2 x posts after the event

To book your media package for The CropTec Show 2018 contact Gareth Jones on 07881 38625 or email gareth.jones@agribriefing.com

