



2019

Sponsorship and branding brochure

Wednesday 27th & Thursday 28th November, 2019
East of England Showground, Peterborough

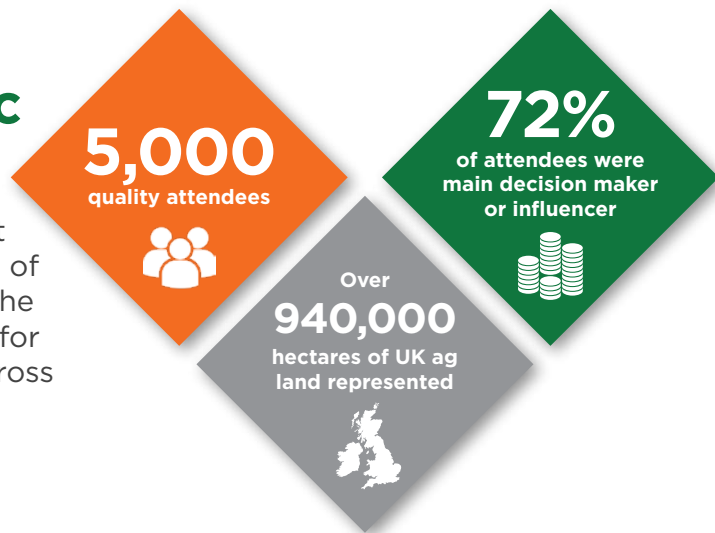


www.croptecshow.com



Make more of your CropTec exhibitor experience

Enhance your presence throughout the year and at The CropTec Show by taking advantage of a range of sponsorship opportunities. Align your brand with the UK's leading technical knowledge exchange event for the arable industry and benefit from promotion across the CropTec and AgriBriefing platforms.



Sponsorship opportunities

Online visitor registration £4,500+VAT

Sponsorship of the online visitor registration system, with a 5 month registration marketing campaign.

Sponsor's digital banner advert and logo on each of the registration pages and every visitor confirmation email.



Lanyards

Handed to every attendee and exhibitor on arrival. They pick up their badge on arrival.



Branded bags

5,000 bags handed out on arrival

Containing the official CropTec event badge along with select inserts from paying clients (no competing organisations will be permitted to include literature)

Sponsor of bags may insert one piece of literature



Leaflets within sponsored bags, or inserted into event guide £800+VAT

Place one insert into the 5,000 bags or event guide, handed out to visitors on entry to the show. Bags will contain the official CropTec event guide, plus corporate literature from the bag sponsor. Insert cannot compete with bag sponsor. Limited availability.



Hi-vis jackets

Increase your company visibility by sponsoring the hi-vis jackets worn by stewards in the day demonstration area throughout the event.

SOLD



Branded floor tiles £350+VAT

Have your brand visible throughout the event with company floor tiles. Maximum size 1m x 1m (limited availability)



Directional posts £2,000+VAT

Logo printed on 11 directional posts located within the halls



Digital advertising

3.3m
social reach



Media package £800+VAT

Designed to increase your brand and drive content to an agreed schedule to the CropTec audience throughout the year. Increase your reach and promote your products, services and content through our social media website and publications. Includes:

- ¼ page showguide advert
- Enhanced online and showguide profile, with company logo, description and URL
- Social media campaign - 5 x tweets/posts pre and post show
- 24hr pinned tweet



21%
average open rate

6.8%
average
CTR



E-shot £900+VAT

Promote your technical content, case studies, products and services with an e-shot to our targeted database of approx. 10,000 engaged farm owners, managers, workers and agronomists to an agreed schedule pre or post show. Content to be provided by exhibitor.



Book your sponsorship opportunity today

Contact our sales team to discuss your options.

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Or visit **www.croptecshow.com** for more information

