



Expand and reach your audience at the Nebraska Power Farming Show with one of these marketing opportunities! We know your resources are valuable, so we've designed these opportunities to give you the best return on your investment. We invite you to take a look!

MARKETING OPPORTUNITIES	
<p>Digital Screen Advertising</p> <ul style="list-style-type: none"> • Only 2 locations available [2 advertisers per location] • Promote your company with a digital static ad 2x/minute or a 10 second video/minute each day of the show on one of two digital screens in the Lancaster Event Center <ul style="list-style-type: none"> ○ Good Times Grill Café [Central Connector Area] ○ Horseshoe Café [Multipurpose Arena] 	\$260
<p>Pens</p> <ul style="list-style-type: none"> • Only 2 available • Provide pens with your logo for use at registration tables & information booths [Qty. – 500] 	\$405
<p>Notepads</p> <ul style="list-style-type: none"> • Only 1 available • Provide notepads with your logo to be distributed at all registration tables/info booths [Qty. – 500] 	\$405
<p>Tote Bags</p> <ul style="list-style-type: none"> • Only 4 available • Provide fabric/reusable bags with company logo to give away at the show entrances [Qty. – 1,000] 	\$405
<p>A-Frame Signage</p> <ul style="list-style-type: none"> • Only 3 locations available • Promote your company at an outside entrance with a weather-proof A-Frame insert you provide [1-sided 24 x 36]: <ul style="list-style-type: none"> ○ Lincoln Room entrance \$495 ○ Pavilion 1/Pavilion 4 entrance \$495 ○ Pavilion 3 entrance \$495 	\$495
<p>Retractable or Flag Banner</p> <ul style="list-style-type: none"> • Only 2 locations available • Display a retractable or flag banner promoting your company in 1 of 2 high traffic areas: <ul style="list-style-type: none"> ○ Pavilion 1/Pavilion 2 connector ○ Pavilion 2/Pavilion 3 connector 	\$495
<p>Social Media Package [Facebook, Twitter & Instagram]</p> <ul style="list-style-type: none"> • Let NPFS send 5 native messages advertising your company starting 2 weeks before the show, and 5 native messages the week of the show. • Work with our marketing staff to customize your message or let NPFS do it for you. 	\$500
<p>Lanyards</p> <ul style="list-style-type: none"> • Only 4 available • Provide lanyards with your company name/logo for exhibitor name badges [Qty. – 1,000] 	\$505
<p>Registration Table Cover</p> <ul style="list-style-type: none"> • Only 3 locations available • Provide a 3-sided tablecloth with your company logo for [8' x 30" x 42"] registration table <ul style="list-style-type: none"> ○ Lincoln Room entrance 2 table covers \$505 ○ Pavilion 1/Pavilion 4 entrance 2 table covers \$505 ○ Pavilion 3 entrance 2 table covers \$505 	\$505
<p>Lunch Table Marketing</p> <ul style="list-style-type: none"> • Only 2 locations available • Provide 20, two-sided inserts [8.5 x 11 - to be displayed inside plastic, table-top frames] or three-sided table tents promoting your business to be placed on the lunch tables at one of two locations: <ul style="list-style-type: none"> ○ Pavilion 3 \$505 ○ Pavilions 1, 2, 4 & MPA lunch areas \$505 	\$505
<p>Registration Name Badges</p> <ul style="list-style-type: none"> • Only 1 available • Have your logo printed on attendee name badges 	\$550

Digital Screen Promotion <ul style="list-style-type: none"> • <i>Only 1 available</i> • Promote your company on an 80" digital screen at the Pavilion 1/Pavilion 4 entrance 	\$550
Restroom Marketing <ul style="list-style-type: none"> • <i>Only 1 available</i> • Promote your company and booth # on T-stands outside 8 restroom entrances [11 x 17] 	\$595
Giveaway Coupon/Card <ul style="list-style-type: none"> • <i>Only 1 available</i> • Furnish coupons for a FREE giveaway at your booth [such as coffee/other promo item] to be handed out to show attendees at the registration tables and information booths • Show staff will promote the approved giveaway 	\$595
Seminar Rooms Sponsor <ul style="list-style-type: none"> • <i>Only 1 available</i> • Sponsorship includes: Company logo on the signs outside two seminar rooms; logo on seminar page in the show program; and logo on the NPFS website seminar page [Note: Your business cannot be a competitor of the presenting companies] 	\$750
Sticky Note Ad <ul style="list-style-type: none"> • <i>Only 1 available</i> • Reach 85,000 Nebraska, Kansas & Iowa producers by running a banner ad on a sticky note to run on the cover of Midwest Messenger and Midwest Producer the week prior to the show. 	\$1,100
Café Sponsor [Pavilion 3] <ul style="list-style-type: none"> • <i>Only 1 available</i> • Sponsorship of the café includes: display your company banner [max. 3' x 8'] in the café; place company marketing materials on dining tables; and run company logo on café location in show program, floor plans and any directional signage to café 	\$2,500
WHO Radio Remote <ul style="list-style-type: none"> • <i>Only 1 available</i> • Broadcast WHO radio's "The Big Show" from your booth during the show. • NPFS pays half of the cost [\$6,400 value] 	\$3,200

PRIVATE FUNCTIONS

The Nebraska Power Farming Show has two rooms available for exhibitors to rent for private functions held after show hours on December 5-6. These private events will *not* be promoted in the show program. Exhibitors renting the rooms are responsible for all arrangements and expenses associated with food/beverages from the Lancaster Event Center. Please contact Lois Hartzell for food and beverages at 402.441.1822 or lhartzell@lancastereventcenter.org

Nebraska Room [45' x 70'] <ul style="list-style-type: none"> • Available Tuesday, December 4 [4:00 to 6:00 pm] • Available Wednesday, December 5 [4:00 to 6:00 pm] 	\$405/session
Meeting Room 1 [29' x 38'] <ul style="list-style-type: none"> • Available Tuesday, December 4 [3:30 to 6:00 pm] • Available Wednesday, December 5 [3:30 to 6:00 pm] 	\$310/session

Have a terrific marketing idea that's not listed? Give Cindy a call at 515.508.1313 to discuss.

MARKETING OPPORTUNITIES

- Digital Advertising [Central Connector] \$260
- Digital Advertising [Multipurpose Arena] \$260
- Pens \$405
- Notepads \$405
- Tote Bags \$405
- A-Frame Signage [Lincoln Room entrance] \$495
- A-Frame Signage [Pav 1/Pav 4 entrance] \$495
- A-Frame Signage [Pavilion 3 entrance] \$495
- Retractable/Flag Banner [Pavilion 1/Pavilion 2] \$495
- Retractable/Flag Banner [Pavilion 2/Pavilion 3] \$495
- Social Media Package \$500
- Lanyards \$505
- Registration Table Cover [Lincoln] \$505
- Registration Table Cover [Pav 1/Pav 2] \$505
- Registration Table Cover [Pavilion 3] \$505
- Lunch Table Marketing [Pavilion 3] \$505
- Lunch Table Marketing [Pavilions 1, 2, 4 & MPA] \$505
- Registration Name Badges \$550
- Digital Screen Promotion \$550
- Restroom Marketing \$595
- Giveaway Coupon/Card \$595
- Seminar Room Sponsor \$750
- Sticky Note Ad \$1,100
- Café Sponsor \$2,500
- WHO Radio Remote \$3,200

PRIVATE FUNCTIONS

- Nebraska Room [Tuesday] \$405
- Nebraska Room [Wednesday] \$405
- Meeting Room 1 [Tuesday] \$310
- Meeting Room 1 [Wednesday] \$310

Marketing Opportunities \$ _____

Private Functions \$ _____

ORDER TOTAL \$ _____

PAYMENT

Credit Card: Please fax your completed form to 515.223.7832.

Check [payable to NPFS]: Mail this completed form with your payment to: INEDA | 8330 NW 54th Ave. | Johnston, IA 50131

Contact Name _____

Company _____ Booth Number(s) _____

Address _____ City _____

State _____ Zip _____ Country _____

Phone _____ Email _____

VISA/MC # _____ Exp. Date _____

Name on CC (print) _____

Authorized Signature _____ Date _____

*All opportunities are subject to change and pending availability.
All signed agreements will be considered firm, and no cancellations are accepted.*