## ARA Conference & Expo Sponsorship Benefits

**November 27-29, 2018**  
**Boca Raton Resort & Club**  
**Boca Raton, FL**  
www.aradc.org/sponsors

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>DIAMOND $20,000+</th>
<th>PLATINUM $15,000</th>
<th>GOLD $10,000</th>
<th>SILVER $5,000</th>
<th>BRONZE $2,500+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium ad placement (back or inside cover) in the <em>ARA Conference &amp; Expo Guide</em>, mailed with the Oct. issue of <em>AgPro</em> (circulation 27,000)</td>
<td>✓</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Excel pre-registration list (name, address and company)</td>
<td>✓</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Complimentary meeting space at ARA Conference (limited availability)</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>One page (8.5” x 11”) promotional insert in registration packets</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>One set of pre-registration mailing labels &amp; PDF attendee list (name and company)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Push notification(s) sent via mobile app to attendees (140 character max.)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td><strong>New Benefit! Priority Exhibit Booth Placement</strong>*</td>
<td>Booth Selection: June 18</td>
<td>Booth Selection: June 21</td>
<td>Booth Selection: June 27</td>
<td>Booth Selection: July 9</td>
<td>Booth Selection: July 11</td>
</tr>
<tr>
<td>Recognition as a sponsor on conference signage, promotion and collateral materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition as a sponsor on the conference website and in the conference mobile app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition as a sponsor in the <em>ARA Conference &amp; Expo Guide</em>, Conference Program, Jan. issue of <em>AgPro</em> magazine and ARA Annual Report</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsored editorial content on the ARA website (annually)</td>
<td>12x</td>
<td>6x</td>
<td>3x</td>
<td>1x</td>
<td>–</td>
</tr>
<tr>
<td>Banner ads in <em>Retailer Fact</em>$, ARA’s e-newsletter (annually)</td>
<td>6x</td>
<td>4x</td>
<td>2x</td>
<td>1x</td>
<td>–</td>
</tr>
<tr>
<td>Sponsored editorial content in <em>Retailer Fact</em>$ (annually)</td>
<td>4x</td>
<td>2x</td>
<td>2x</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Rotating banner ad on the ARA website</td>
<td>1 Year</td>
<td>9 Months</td>
<td>6 Months</td>
<td>3 Months</td>
<td>–</td>
</tr>
</tbody>
</table>

*Sponsorships must be confirmed by June 15 to qualify for priority exhibit hall placement. Sponsorship does not include exhibit hall booth fee.*

Visit www.aradc.org/sponsors for more information!
The Agricultural Retailers Association Conference and Expo is the essential 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.

ARA sincerely appreciates its sponsors’ contributions and offers each sponsor recognition commensurate to its level of support. This may include recognition in signage, marketing materials, advertising, speaking opportunities and/or additional unique benefits.

**Sponsorships must be confirmed by June 15 to qualify for priority exhibit hall placement.**

### DIAMOND SPONSORSHIP – $20,000+
- Recognition as a Diamond Sponsor on conference signage and collateral materials.
- Premium ad placement in the *ARA Conference & Expo Guide*, mailed with the October issue of *AgPro* (circulation 27,000). Ads due Aug. 15.
- Recognition as a Diamond Sponsor on the ARA conference website and conference mobile app.
- Recognition as a Diamond Sponsor in the *ARA Conference & Expo Guide* (must be confirmed by Aug. 15), conference program (confirmed by Aug. 31), Jan. issue of *AgPro* magazine and ARA Annual Report.
- Inclusion of 8.5” x 11” promotional insert in registration packets (must be received by Nov. 2).
- Six banner ads in *Retailer Fact*$, 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. Contact ARA for ad specifications and placement.
- Sponsored editorial content in *Retailer Fact*$ four times annually.
  - Content provided quarterly by the sponsor and approved by ARA.
- Sponsored editorial content on ARA website monthly.
  - Content provided by the sponsor and approved by ARA.
- Three unique push notification through ARA mobile app during conference.
- **NEW!** Priority booth placement in the Exhibit Hall. With an added two hours of exhibit hall time, this is a great opportunity. Diamond sponsors can choose their own booth utilizing an on-line platform beginning June 18.
- 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 and company) and one set of mailing labels available by request after Oct. 17.

### PLATINUM SPONSORSHIP – $15,000-$19,999
- Recognition as a Platinum Sponsor on conference signage and collateral materials.
- Recognition as a Platinum Sponsor on the ARA Conference website and mobile app.
- Recognition as a Platinum Sponsor in the *ARA Conference & Expo Guide* (must be confirmed by Aug. 15), conference program (confirmed by Aug. 31), Jan. issue of *AgPro* magazine and ARA Annual Report.
- Inclusion of 8.5” x 11” promotional insert in registration packets (must be received by Nov. 2).
- Four banner ads in *Retailer Fact*$, 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. Contact ARA for ad specifications and placement.
- Sponsored editorial content in *Retailer Fact*$ twice annually.
  - Content provided by the sponsor and approved by ARA.
- Sponsored editorial content on ARA website available six times annually.
  - Content provided by the sponsor and approved by ARA.
- Rotating banner ad on the ARA website – www.aradc.org – for nine months.
- Two unique push notifications through ARA mobile app during conference.
- **NEW!** Priority booth placement in the Exhibit Hall. With an added two hours of exhibit hall time, this is a great opportunity. Platinum sponsors can choose their own booth utilizing an on-line platform beginning June 21.
- Half day of complimentary conference meeting space available on a first-come, first-serve basis.
- PDF list of pre-registered attendees (name and company) and one set of mailing labels available by request after Oct. 17.

Visit www.aradc.org/sponsors for more information!
GOLD SPONSORSHIP – $10,000 TO $14,999

• Recognition as a Gold Sponsor on conference signage and collateral materials.
• Recognition as a Gold Sponsor on the ARA conference website and mobile app.
• Recognition as a Gold Sponsor in the ARA Conference & Expo Guide (must be confirmed by Aug. 15), conference program (confirmed by Aug. 31), Jan. issue of AgPro magazine and ARA Annual Report.
• Two banner ads in Retailer Facts®, the official ARA e-newsletter.
  – Ads are provided by the sponsor and may run before the conference or any time during the year if the sponsor’s account is current. Contact ARA for ad specifications and placement.
• Rotating banner ad on the ARA website – www.aradc.org – for six months.
• Sponsored editorial content in Retailer Facts® twice annually.
  – Content provided by the sponsor and approved by ARA.
• Sponsored editorial content on ARA website three times annually.
• One push notification through ARA mobile app during conference.
• NEW! Priority booth placement in the Exhibit Hall. With an added two hours of exhibit hall time, this is a great opportunity. Gold sponsors can choose their own booth utilizing an on-line platform beginning July 11.
• PDF list of pre-registered attendees (name and company) and one set of mailing labels available by request after Oct. 17.

SILVER SPONSORSHIP – $5,000 TO $9,999

• Recognition as a Silver Sponsor on conference signage and collateral materials.
• Recognition as a Silver Sponsor on the ARA conference website and mobile app.
• Recognition as a Silver Sponsor in the ARA Conference & Expo Guide (must be confirmed by Aug. 15), conference program (confirmed by Aug. 31), Jan. issue of AgPro magazine and ARA Annual Report.
• NEW! Priority booth placement in the Trade Show. With an added two hours of exhibit hall time, this is a great opportunity. Silver sponsors can choose their own booth utilizing an on-line platform beginning June 27.
• PDF list of pre-registered attendees (name and company) and one set of mailing labels available by request after Oct. 17.

BRONZE SPONSORSHIP – $2,500 TO $4,999

• NEW! Priority booth placement in the Exhibit Hall. With an added two hours of exhibit hall time, this is a great opportunity. Bronze sponsors can choose their own booth utilizing an on-line platform beginning July 11.
• Recognition as a Bronze Sponsor on conference signage; promotion and collateral materials.
• Recognition as a Bronze Sponsor on the ARA conference website and mobile app.
• Recognition as a Bronze Sponsor in the ARA Conference & Expo Guide (must be confirmed by Aug. 15), conference program (confirmed by Aug. 31), Jan. issue of AgPro magazine and ARA Annual Report.

ARA INVITATIONAL GOLF TOURNAMENT SPONSORSHIP

All sponsors are recognized through signage at the event, including signs on sponsored golf holes. Sponsors may also distribute premium items with their logo such as golf balls, golf towels, water bottles, etc.*

NEW! Market a new product or direct traffic to your exhibit booth. This year’s golf hole sponsorship includes a full screen custom advertisement on the cart GPS as each sponsored hole is approached.

• $5,000: Morning coffee (Includes foursome)
• $1,250: Premium hole sponsorship (e.g. Longest-Drive, Closest to the Pin, etc.)
• $750: Standard hole sponsorship

* All promotional items given away during the conference must be approved by ARA to avoid duplication of items (e.g. golf balls, pens, hats, etc.).

BONUS SPONSORSHIP BENEFIT CONFERENCE MEETING SPACE

ARA has a limited amount of space available for side meetings. Meeting space is complimentary for confirmed 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. ARA can assist hosts in making catering and service arrangements with the hotel.

For more information and a meeting request form, contact the ARA office at (202) 457-0825.

Visit www.aradc.org/sponsors for more information!