



# 2018 World Pork Expo Sponsorship

Each year, 20,000 pork producers and other professionals make the World Pork Expo the world's largest pork-specific trade show. There are various opportunities to advertise your company and promote your products and message through sponsorship at the event. If you are part of the swine industry, these are opportunities you won't find anywhere else. Don't pass up an opportunity for marketing at the event with the largest swine audience you will find.

All sponsorships listed below are sold on a first come, first served basis. If you are interested in any of the opportunities listed below, have questions or would like additional information, please contact Cally Fix, NPPC Director of Industry Resource Development, at [fixc@nppc.org](mailto:fixc@nppc.org) or (515)645-9659. Specific details, benefits and what each sponsorship opportunity entails are available for each sponsorship opportunity by request from Cally Fix.

Available sponsorship opportunities include:

- WPX Mobile App.
- World Pork Open Golf Tournament (various event sponsorships available)
- World Pork Open Clay Target Championship (various event sponsorships available)
- One-Day Agriculture Industry Tour
- Business Seminars
- Attendee Bags or Registration Handout
- Name Badge Lanyards
- Varied Industries Building Column Signage
- Varied Industries Building Staircase Signage
- Jacobson Center Window Cling Signage
- Jacobson Center Aisle Marker Banner Signage
- Jacobson Center Aisle Carpet Decal Signage
- International Visitor's Lounge
- Sidewalk Decal Signage (various sidewalk signage sponsorships available)
- Fence & Gate Signage (various fence & gate signage sponsorships available)
- Coffee Stations
- Mobile Coffee Carts
- Public Talking Tables
- Mobile Specialty Bathroom
- Bathroom Inside Signage
- Bathroom Outside Signage
- HD TV Screen Advertisements
- Water Bottle Distribution
- Information Booths
- Cell Phone Charging Stations
- Billboard Park Benches
- Gate Handout
- Mobile Product or Information Handouts
- Hotel Room Drops
- Press Conferences

***New sponsorship ideas are always welcome***, as well, so feel free to pass along any potential new ideas that you have brainstormed and Cally Fix will be happy to work with you on logistical coordination and accommodation of the sponsorship.

# Sponsorship Levels

## **Gold Sponsor (\$20,000+)**

If the sum of a company's sponsorship package reaches or exceeds \$20,000, they are considered a WPX gold sponsor.

Gold sponsor benefits include the following:

- Special Presentation of 2018 WPX Gold Sponsor Gift of Appreciation at Company's Booth or Tent with NPPC Official Photograph
- Company Logo, Name & Link to Company Website listed in the 2018 WPX Website ([www.worldpork.org](http://www.worldpork.org)) Gold Sponsor Section
- Company Logo, Name & Sponsorship Package listed in the 2018 WPX Program Gold Sponsor Section
- Company Booth and Tent Space highlighted in the 2018 WPX Program Maps
- Company Logo & Name Highlighted in 30-Second HD TV Video advertisements in (3) locations throughout WPX Grounds
- Company Logo on the Sponsor Billboard Signage at WPX Registration
- Company's Gold Sponsorship announced over PA System throughout Event
- Company's Gold Sponsorship highlighted on WPX's Facebook and Twitter Pages
- (2) VIP Parking Passes at the 2018 WPX

## **Silver Sponsor (\$5,000-19,999)**

If the sum of a company's sponsorship package reaches or exceeds \$5,000, but is under \$20,000, they are considered a WPX silver sponsor.

Silver sponsor benefits include the following:

- Company Name listed in the 2018 WPX Website ([www.worldpork.org](http://www.worldpork.org)) Silver Sponsor Section
- Company Name listed in the 2018 WPX Program Silver Sponsor Section
- Company Logo & Name Highlighted in 30-Second HD TV Video advertisements in (3) locations throughout WPX Grounds
- Company Logo on the Sponsor Billboard Signage at WPX Registration
- Company's Silver Sponsorship announced over PA System throughout Event
- Company's Silver Sponsorship highlighted on WPX's Facebook and Twitter Pages

# Available Sponsorship Opportunities

## WPX Mobile App.

For the event, the WPX has a Mobile App. that is available for attendees to download and enhance their experience. The WPX Mobile App. includes rotating sponsor banner ads, a “My Schedule” feature where users can create individualized schedules by choosing particular events and speakers, a list of exhibitors and the ability to bookmark certain exhibitors, an event map, a “Locate Me” map feature, a schedule of events, business seminar information, swine show schedules, speaker list and bios, twitter link, alerts, local places, downloads, weather and various additional features.

In 2017, almost 2,000 individual attendees downloaded the WPX Mobile App. and there were over 14,500 visits to the WPX Mobile App. dashboard. When the event is over, NPPC provides the sponsor with metrics, including the number of total clicks, total impressions and total click-through rate of their live rotating banner ad throughout the duration of the WPX.

Each WPX Mobile App. sponsorship package receives:

- Rotating Dashboard Banner Ad
- Custom Landing Page (full-screen creative)
- (5) Custom Text Alerts
- Highlighted Exhibitor Listing
- Ability to post Video and Brochures to your Exhibitor Profile
- Enhanced Content and Company Logo on Exhibitor Profile
- Company Logo on Floor Plan Interactive Map
- Company Logo on National Hog Farmer Digital & Print Mobile App. Promotion and Advertisement

***WPX Mobile App. Sponsorship is \$5,000.***

## World Pork Open Golf Tournament

The World Pork Open Golf Tournament is a fun, relaxing afternoon spent with key producers, corporations, employees and customers. All interested parties are invited to participate in the event that will take place at the Otter Creek golf course in Ankeny, IA on Tuesday, June 5, where 144 spots are available.

Available sponsorship opportunities at the World Pork Open Golf Tournament include the following:

- Golf Cart Sponsor = \$1,500
- Lunch Sponsor = \$2,500
- Beverage Cart Sponsor = \$2,500
- Putting Green Contest Sponsor = \$1,000
- Hole-in-One Contest Sponsor = \$500
- Golf Hole Sponsor:
  - Premium Hole Sponsor = \$1,000 each
    - Par 3 holes and “special holes” that are the first, middle and last holes of the game (#1, #9, #10 and #18) are all considered premium holes.
    - Premium Holes include:
      - Hole #1 (par 4)
      - Hole #4 (par 3)
      - Hole #6 (par 3)
      - Hole #9 (par 4)
      - Hole #10 (par 4)

- Hole #13 (par 3)
- Hole #18 (par 4)
- Standard Hole Sponsor = \$600 each
  - Par 4 and 5 holes (with the exception of the four “special holes” listed above) are considered standard holes.
  - Standard Holes include:
    - Hole #2 (par 4)
    - Hole #3 (par 5)
    - Hole #5 (par 5)
    - Hole #7 (par 4)
    - Hole #8 (par 4)
    - Hole #11 (par 5)
    - Hole #12 (par 4)
    - Hole #14 (par 4)
    - Hole #16 (par 4)
    - Hole #17 (par 4)

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## **World Pork Open Clay Target Championship**

The World Pork Open Clay Target Championship is one of the most popular events of the week. The fun will take place at the New Pioneer Gun Club in Waukee, IA on Thursday, June 7. 5-person teams compete throughout the entire day, starting with a practice 5-stand for warm-up, followed by three side games.

Available sponsorship opportunities at the World Pork Open Clay Target Championship include the following:

- Lunch Sponsor = \$2,500
- Ear & Eye Protection Sponsor = \$3,000
- Break Refreshment Station Sponsor = \$3,000
- Ammunition Sponsor = \$3,000
- Field 1 Game Sponsor = \$3,000
- Field 2 Game Sponsor = \$3,000
- Field 3 Game Sponsor = \$3,000
- Field 4 Game Sponsor = \$3,000

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## **One-Day Agriculture Industry Tour**

NPPC has developed two tours WPX attracts attendees from over 20+ countries. A number of these international attendees spend the whole week in the Midwest and have the desire to better understand US agriculture. Recognizing this demand, we have organized these two tours in conjunction with the 2018 WPX for visitors who want a further glimpse into U.S. agriculture; a two-day long tour and a one one-day long tour. The one-day tour will highlight agribusiness in central Iowa.

Taking place on Tuesday, June 5, it will feature insights about crop research and production at the DuPont Pioneer Research & Development Center, stop at a commercial wean-to-finish facility and a Hy-Vee grocery store and finish with dinner at the Machine Shed Restaurant. The tour starts and stops in Des Moines, IA.

This sponsorship opportunity allows a company to be the underwriting sponsor and be involved with the event and its development and execution.

Sponsor benefits include:

- Company logo included in all one-day agriculture industry tour marketing material.
- Company logo on tour name tags, agenda and website.
- Opportunity to present or address the group over a meal, on the tour bus or at a tour stops.
- Ability to show a video on the bus ride.
- Ability to provide promotional handouts or bags to tour attendees.
- Ability to send two representatives from the sponsor company on the tour.

NPPC promotes the tours on the WPX website, with other companies and associations, via e-mail to NPPC membership and through various other avenues.

***One-Day Agriculture Tour Underwriting Sponsorship is \$5,000.***

## **Business Seminars**

There are four, half-day business seminars that take place at WPX. These free business seminars are some of the best attended events at WPX. This forum allows producers to engage with industry professionals while attending the world's largest pork-specific event. Deliver your message by sponsoring a half-day business seminar on-site during the show.

Business seminars are held in the Varied Industry Building in two separate meeting rooms. The space is available to the sponsor for the given 4-hour time slot agreed upon (there are four, half-day sessions available on a first-come, first-served basis). The sponsor chooses the topic and the speakers for the seminar. It is up to the sponsor to decide how they would like to utilize the space—hold one 4-hour seminar, two 2-hour seminars, four 1-hour seminars, etc.

Business seminars are promoted in the following outlets:

- Loudspeaker announcements during the event.
- Seminar listing in the WPX Mobile App. Seminar section.
- Seminar listing and sponsorship recognition in the WPX official show program.
- Seminar listing and sponsorship recognition on the WPX Website ([www.worldpork.org](http://www.worldpork.org)) in the Events & Activities tab.
- Promotion of seminar in WPX e-alerts leading up to the show.
- Prominent signage inside and outside of the seminar room.
- Recognition in WPX news articles and pre-event publicity.

One of the features available for business seminars is the ability for the attendees to rate and comment on the session directly from the WPX Mobile App.

There are four slots for business seminars:

- Wednesday, June 6 from 8 a.m.-Noon
- Wednesday, June 6 from 1-5 p.m.
- Thursday, June 7 from 8 a.m.-Noon
- Thursday, June 7 from 1-5 p.m.

***Sponsorship of a Business Seminar is \$5,000.***

## **Attendee Bags or Registration Handouts**

Handing out a promotional item, informational piece, bag or any other item at WPX registration is a great way to ensure you reach all attendees that come through registration, regardless of if they make it to your booth or not.

This sponsorship gives a sponsor the opportunity to provide a hand out, informational piece, bag or any other item at registration for one or more chosen days of the 2018 WPX. The sponsor is responsible for the development and production of the handout, and the item can be handed out to attendees going through registration by the sponsor or NPPC, whichever the sponsor prefers. Pricing for this sponsorship is based on a per day rate.

***Attendee Bag or Registration Handout Sponsorship is \$1,000 per Day.***

## **Name Badge Lanyards**

Every attendee of the World Pork Expo is required to wear a name badge that serves as their entry ticket into the event. This sponsorship gives the sponsor the opportunity to provide lanyards hanging at registration for participants to pick up on their way into the event. The sponsor is responsible for the development and production of the lanyards, and NPPC will coordinate the display and dispersal of the item to attendees.

***Name Badge Lanyard Sponsorship = \$3,000***

## **Varied Industries Building Column Signage**

There are three rows of (8) columns showcased in the Varied Industries Building, the busiest building in the entire WPX where the majority of exhibitors are located. This sponsorship allows a sponsor to wrap the center row of (8) columns with advertisement signage. The sponsor is responsible for ordering the signage and the production costs and coordination of the signage.

***Varied Industries Building Center (8) Column Signage = \$3,000***

## **Varied Industries Building Staircase Signage**

There are two sets of staircases in the Varied Industries Building that are used during the WPX. Not only are these staircases located in one of the busiest places during the event, the business seminar hallway, but they each lead up to spaces that are utilized by select audiences throughout the event. This sponsorship allows a sponsor the opportunity to place decal graphics/signage on the front of the steps of the staircase to market to WPX attendees walking by the staircase in the business seminar hallway, and up the staircase in order to access the given meeting space/area above.

Available staircase signage opportunities include the following:

- **Varied Industries Building East Staircase Signage = \$2,500**
  - This staircase leads to the Upper East Meeting Room where NPPC hosts two lunch receptions for producers involved in the Strategic Investment Program (78% of America's 60,000+ pork producers that voluntarily invest a percentage of the sales of each market hog sold to strengthen NPPC's mission), and other VIP events throughout the WPX.

- **Varied Industries Building West Staircase Signage = \$2,500**
  - This staircase leads to the Upper West Meeting Room where several company meetings, receptions and meals take place.

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### **Jacobson Center Window Cling Signage**

New at the 2018 World Pork Expo is the Jacobson Center, which will serve as a second large, air-conditioned tradeshow space for the event. This sponsorship gives the sponsor the ability to place promotional signage clings on all windows of the Jacobson Center for the 2018 World Pork Expo. It is completely up to the sponsor how they would like to use the chosen area—where they would like to place decals, how many decals and of what size to display, etc. The sponsor is responsible for the graphic development, application and removal of the window cling signage.

***Jacobson Center Window Cling Signage = \$5,000***

### **Jacobson Center Aisle Marker Banner Signage**

New at the 2018 World Pork Expo is the Jacobson Center, which will serve as a second large, air-conditioned tradeshow space for the event. This sponsorship allows the sponsor to place a company name or advertisement on each of the aisle marker banners hanging in the Jacobson Center tradeshow space.

***Jacobson Center Aisle Marker Banner Signage = \$5,000***

### **Jacobson Center Aisle Carpet Decal Signage**

New at the 2018 World Pork Expo is the Jacobson Center, which will serve as a second large, air-conditioned tradeshow space for the event. This sponsorship allows a sponsor to place promotional decals on the aisle carpet on the Jacobson Center tradeshow floor. It is completely up to the sponsor how they would like to use the chosen area—where they would like to place decals, how many decals and of what size to display, etc. The sponsor is responsible for the graphic development, application and removal of the aisle carpet decal signage.

***Jacobson Center Aisle Carpet Decal Signage = \$4,000***

### **International Visitor's Lounge**

The International Visitor's Lounge is a designated space in the Jacobson Center that acknowledges the international attendees of the World Pork Expo and treats them to a space to pause and connect with other attendees and exhibitors. This sponsorship includes signage decals adhered to the top of the (7) tables located in the lounge, promotional logo or artwork located on the coffee cups and napkins at the coffee station, bottles of water displaying promotional artwork at the bottled water station and signage noting that the lounge is presented by the given sponsor.

***International Visitor's Lounge Sponsorship = \$8,500***

## **Sidewalk Decal Signage**

There are numerous sidewalks throughout the Iowa State Fairgrounds that close to 20,000 attendees see throughout the day as they walk through the WPX. This sponsorship allows a sponsor to place promotional decals on the sidewalk area that is chosen. It is completely up to the sponsor how they would like to use the chosen area—where they would like to place decals, how many decals and of what size to display, etc. The sponsor is responsible for the graphic development, application and removal of the sidewalk decal signage.

Available sidewalk signage opportunities include the following:

- Ruan Plaza:
  - Ruan Plaza Sidewalk East Signage = \$3,000
  - Ruan Plaza Sidewalk West Signage = \$3,000
  - Ruan Plaza Sidewalk Center Signage = \$1,000OR
  - Ruan Plaza ALL Sidewalk Signage (includes east, west and center) = \$6,000
  
- WPX Grounds:
  - Agriculture Building to Swine Barn Sidewalk = \$3,000
  - Administration Building to Sheep Barn Sidewalk = \$3,000
  - Premium Outdoor Space North Sidewalks = \$3,000
  - Premium Outdoor Space South Sidewalks = \$3,000
  - Varied Industries Building to Jacobson Center Sidewalk = \$3,000
  - Premium Outdoor Space East Sidewalk = \$3,000
  - Logan Ave. North Sidewalk = \$3,000
  - Logan Ave. South Sidewalk = \$3,000
  - Jacobson Center Entryways = \$3,000

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## **Fence & Gate Signage**

There are numerous gates and fences throughout the Iowa State Fairgrounds that close to 20,000 attendees see all day throughout the WPX. These gate and fences include entrance and exit gates and fences and all gates and fences located throughout the fairgrounds. This sponsorship allows a sponsor to hang a banner on the chosen gate or fence to display and advertise their company and message.

Available fence and gate signage sponsorship opportunities include the following:

- (4) Gate 15 Separate Signage Sections = \$1,000 per Spot
- Gate 7 Exit Gate Signage = \$1,000
- Gate 8 Fence Signage = \$1,000
- Gate 9 Entrance Gate Signage = \$1,000
- Gate 9 Exit Gate Signage = \$1,000
- (4) Gate 10 separate Signage Sections = \$1,000 per Spot

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## **Coffee Stations**

The days of the World Pork Expo can be very long, so naturally one of the most visited places throughout the day are the coffee stations, which are located in the Varied Industries Building South Foyer and the Jacobson Center Entry Hallway. This sponsorship allows the sponsor to provide logoed coffee cups and napkins for the coffee station. The front of the coffee station will also display the company name.

Available coffee station sponsorship opportunities include the following:

- **Varied Industries Building Coffee Stations:**
  - Varied Industries Building Coffee Station Wednesday = \$3,000
  - Varied Industries Building Coffee Station Thursday = \$3,000

OR

- **Varied Industries Building Coffee Stations BOTH Days = \$5,000**
  
- **Jacobson Center Coffee Stations:**
  - Jacobson Center Coffee Station Wednesday = \$3,000
  - Jacobson Center Coffee Station Thursday = \$3,000

OR

- **Jacobson Center Coffee Stations BOTH Days = \$5,000**

## **Mobile Coffee Carts**

A mobile coffee cart travels throughout the tradeshow floor of the Varied Industries Building and Jacobson Center tradeshow floors, serving coffee to exhibitors and attendees. This sponsorship allows the sponsor to provide logoed coffee cups and napkins for the coffee station.

Available mobile coffee cart sponsorship opportunities include the following:

- Varied Industries Building Mobile Coffee Cart = \$2,000
  - Jacobson Center Mobile Coffee Cart = \$2,000
- OR
- ALL WPX Mobile Coffee Carts = \$3,000

## **Public Talking Tables**

A new addition to the 2017 World Pork Expo was the Public Talking Table area that provided much needed space for exhibitors and attendees to have meetings, discuss business and have conversations. Located in the Varied Industries Building south hallway outside of the business seminar rooms and in the entry hallway of the Jacobson Center are six separate 32" cocktail talking tables, each with three chairs, spread out throughout each of the areas. Sponsors have the opportunity to sponsor one or more talking tables, allowing them the opportunity to showcase their advertisement which will be adhered to the table top. The public talking tables are busy non-stop throughout the event with producers, exhibitors and attendees meeting, doing business and

having conversations—don't miss the opportunity to have them looking at your advertisement on the table top while doing so!

Sponsorship includes an adhesive decal with the sponsor's advertisement covering the 32" cocktail table. NPPC is responsible for providing the decal, table and chairs and the costs associated with each.

Available public talking table sponsorship opportunities include the following:

- (6) Varied Industries Building Public Talking Tables = \$1,000 per Table
- (6) Jacobson Center Public Talking Tables = \$1,000 per Table

OR

- ALL Public Talking Tables = \$6,000

### **Mobile Specialty Bathroom**

The mobile specialty bathroom is placed in a premium location on Grand Avenue, right outside of the Varied Industries Building along the row of hospitality tents and the main bathroom used for Music Fest. This sponsorship allows the sponsor to completely wrap the mobile specialty bathroom with an advertisement to showcase and market the company and their products, serving as a large billboard that stands out in the busiest section of the entire WPX. The bathroom will also be listed in the WPX program and the WPX Mobile App. as the "*Sponsor Name Restroom.*"

Sponsorship of a mobile specialty bathroom includes rental of the bathroom unit and the outdoor space in a premium location. NPPC is responsible for the placement, removal and servicing (waste management, cleaning, restocking) of the unit throughout the event. The sponsor is responsible for signage, branding and the application/removal of graphics.

***Mobile Specialty Bathroom Sponsorship is \$10,000.***

### **Bathroom Signage—Inside**

This sponsorship allows a sponsor to advertise in the one place every attendee is assured to go—inside the bathrooms. Possible signage inside the bathrooms include stall door clings/wraps, urinal wall signage, urinal floor mats, mirror decal clings and floor decal clings.

The (6) bathrooms inside the Varied Industries Building are sold together in one package. (5) Additional bathrooms that are located in highly trafficked areas during the WPX are sold in (4) separate packages according to the building they are located in. Each of the five packages listed below allow the sponsor exclusive sponsorship inside of the chosen bathroom. It is up to the sponsor how they choose to advertise inside the area, as long as Iowa State Fairgrounds gives approval.

Available bathroom signage—inside sponsorship opportunities include the following:

- Gate 15 Bathroom (1 bathroom outside) = \$1,000
- Charmin Bathroom (1 bathroom outside) = \$1,000
- Varied Industries Building (6 bathrooms inside) = \$3,000
- Agriculture Building (1 bathroom outside) = \$1,000
- Administration Building (2 bathrooms outside) = \$1,000

OR

- ALL WPX Bathrooms = \$5,000

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## **Bathroom Signage—Outside**

This sponsorship allows a sponsor to advertise outside of the one place every attendee is assured to go—the bathrooms. Outside each of the main doors to the chosen bathrooms, an A-frame sign will be placed and advertise the sponsoring company with whatever design and layout they choose.

The (6) bathrooms inside the Varied Industries Building are sold together in one package. (5) Additional bathrooms that are located in highly trafficked areas during the WPX are sold in (4) separate packages according to the building they are located in. Each of the five packages listed below allow the sponsor exclusive sponsorship inside of the chosen bathroom. It is up to the sponsor how they choose to advertise inside the area, as long as Iowa State Fairgrounds gives approval.

Available bathroom signage—inside sponsorship opportunities include the following:

- Gate 15 Bathroom (1 bathroom outside) = \$1,000
- Charmin Bathroom (1 bathroom outside) = \$1,000
- Varied Industries Building (6 bathrooms inside) = \$3,000
- Agriculture Building (1 bathroom outside) = \$1,000
- Administration Building (2 bathrooms outside) = \$1,000

OR

- ALL WPX Bathrooms = \$5,000

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## **HD TV Screen Advertisements**

Reach WPX attendees by showcasing an image or an HD commercial in various highly trafficked areas during the event. One 50-60" HD TV screen will be displayed in three areas throughout the WPX grounds. Sponsors can choose to purchase a space for 30 seconds of content or a space for one minute of content, and can choose to showcase their advertisement at one, two or all three locations. Each screen will be limited to a maximum of 10 minutes of content, so sponsors are guaranteed that their advertisement will play continuously on a 10-minute loop the entire time that the WPX is open.

Available Locations:

- Varied Industries Building Business Seminar Hallway
- Jacobson Center Entrance Hallway
- Swine Barn

Package #1: 30 seconds of Content = \$500 per Location or \$1,250 for all (3) Locations

Package #2: 1 minute of Content = \$1,000 per Location or \$2,500 for all (3) Locations

***HD TV Screen Advertisement Sponsorship is \$500-\$1,000 per location, or \$1,250-\$2,500 for all (3) locations.***

## **Water Bottle Distribution**

Sponsoring water bottles is an effective way for your brand to reach the entire fairgrounds. Water bottles are not passed out, but are available for attendees to take at water stations set up in chosen locations with bins packed with ice and stocked with bottles of water throughout the event grounds. NPPC will provide the bins and ice and set-up the distribution stations. NPPC will also take care of refilling the water bottle distribution stations and keeping them stocked with ice and water.

This sponsorship grants the sponsor the opportunity to choose three locations from the list below to have a water bottle distribution station. The sponsor will have the only sponsored water bottles at the given station locations that they choose, however other sponsors will have the opportunity to purchase the remaining locations and provide water bottle stations there.

Water Bottle Distribution Station Locations:

- WPX Registration North #1
- WPX Registration North #2
- WPX Registration South #1
- WPX Registration South #2
- Varied Industries Building Business Seminar Hallway
- Varied Industries Building South Foyer #1
- Varied Industries Building South Foyer #2
- Varied Industries Building North Foyer
- Jacobson Center East Entrance
- Jacobson Center West Entrance
- Swine Show North Show Office
- Swine Show South Show Office

The sponsorship cost includes the right to distribute sponsored water bottles at agreed upon locations throughout the WPX—the cost of the water bottles is not included. It is the sponsor's responsibility to provide the water, and NPPC will coordinate efforts for distribution. Roughly 4,000 water bottles per location is suggested, but it is up to the sponsor to decide how many water bottles they would like to provide for distribution.

***Water Bottle Distribution Sponsorship is \$3,000 per package (each package includes (3) locations).***

## **Information Booths**

Showcase your company where attendees go to ask questions and to get more information about the WPX—information booths! There are (3) information booths in operation during the WPX—one outside of the Varied Industries Building, one near the WPX Checkpoint, and one outside of the Cattle Barn. This sponsorship opportunity allows the sponsor to display signage on each of the (3) information booths.

***Information Booth Sponsorship is \$2,000 per location, or \$5,000 for all (3) locations.***

## **Cell Phone Charging Stations**

Cell phone charging stations are a great way to have advertisement in prime areas and reach attendees on a multitude of levels as they charge their cell phone or other mobile devices. Depending on the cell phone charging station the sponsor chooses to use, QR code and NFC chip capabilities, customizable apps, interactive touchscreens and photobooth technology are features in addition to the charging capabilities part of the cell phone charging stations that you can use to reach attendees and market your products and message.

Cell phone charging stations are sold individually. There are three available options and it is up to the sponsor to decide which station they would like. The three available packages for cell phone charging station sponsorship each include a different location:

- Package #1: Varied Industries Building South Foyer
- Package #2: Varied Industries Building Business Seminar Hallway
- Package #3: Swine Barn

The sponsorship price does not include the cost of the custom branded exterior or freight for the station to be delivered to and shipped from the Iowa State Fairgrounds for the 2018 World Pork Expo. NPPC will provide the cell phone charging station and coordinate set-up and tear-down before and after the event. The sponsor is responsible for the cost and coordination of the design and development of the custom branded exterior and freight costs to and from the Iowa State Fairgrounds.

Cell Phone Charging Station Options:

**Basic Cell Phone Charging Station: \$3,000 per Location + \$395 Custom Branded Exterior Cost**

- Charges up to 18 Devices
- (12 cords, 4 USB & 2 outlets)
- Rapid Charge Technology
- QR Code & NFC Chip
- Height: 7 ft.
- Footprint Diameter: 12 in.

**Enhanced Cell Phone Charging Station: \$3,500 per Location + \$495 Custom Branded Exterior Cost**

- Charges up to 22 Devices
- (10 cords, 8 USB & 4 outlets)
- Rapid Charge Technology
- QR Code & NFC Chip
- Photobooth
- Customizable Apps
- 23" Interactive Touchscreen
- Height: 60 in.
- Width: 24 in.
- Depth: 5 in.

**Enhanced PLUS Cell Phone Charging Station: \$6,000 per Location + \$595 Custom Branded Exterior Cost**

- Charges up to 24 Devices
- (12 cords, 8 USB & 4 outlets)
- Rapid Charge Technology
- QR Code & NFC Chip
- Photobooth
- Customizable Apps
- 50" Interactive Touchscreen
- Height: 84 in.
- Width: 32 in.
- Depth: 5 in.

## **Billboard Park Benches**

Showcase a 15" x 47.5" advertisement in one of the most highly trafficked areas of the entire WPX, the business seminar hallway. Billboard park benches are located in the Varied Industries Building south hallway, outside of the business seminar rooms. The backrest of the bench is a billboard showcasing an advertisement chosen and provided by the sponsor. The imprint area on the backrest is 15" high by 47.5" long. NPPC will provide the bench, which is included in the sponsorship cost, however the sponsor is responsible for the costs of development, application and removal of the promotional graphics on the backrest of the bench.

***Billboard Park Bench Sponsorship is \$1,000 per bench.***

## **Gate Handouts**

Handing out a promotional item, informational piece, bag or any other item at entrance gates are a great way to ensure you reach all attendees that enter the WPX, regardless of if they make it to your booth or not.

This sponsorship gives a sponsor the opportunity to provide a hand out, informational piece, bag or any other item at a chosen entrance or exit gate for one or more chosen days of the 2018 WPX. The sponsor is responsible for the development and production of the handout, and the item can be handed out to attendees by the sponsor or NPPC, whichever the sponsor prefers. Pricing for this sponsorship is based on a per gate, per day rate.

***Gate Handout or Bag Sponsorship is \$1,000 per Gate, per Day.***

## **Mobile Product or Information Handouts**

If you do not have a booth or tent at WPX, walking throughout the event handing out a promotional item, informational piece or any other item is a great way to still market your company to WPX attendees.

This sponsorship gives a sponsor that does not have a purchased booth or tent space at the 2018 WPX the opportunity to handout promotional material, information or any items for one or more chosen days of the 2018 WPX. The sponsor is responsible for the development and production of the handout, and the item can be handed out to attendees by the sponsor or NPPC, whichever the sponsor prefers. Pricing for this sponsorship is based on a per item, per day rate.

***Mobile Product or Information Handout Sponsorship is \$1,000 per Item, per Day.***

## **Hotel Room Drops**

Hotel room drop sponsorship is a great way to ensure attendees take home a promotional product or piece of information from your company. This sponsorship grants a sponsor the ability to have a product, giveaway, item or any type of promotional material placed in each of the Des Moines Marriott Hotel rooms that are part of the WPX block on a chosen day(s) during the 2018 WPX. There are approximately 250 rooms in the WPX room block at the DSM Marriott Hotel and the sponsorship would include the per room drop charge by the hotel. The sponsor is responsible for the development, production and delivery of the item for the room drop and NPPC will coordinate logistical details with the sponsor and the DSM Marriot Hotel.

***Hotel Room Drop Sponsorship is \$1,500.***

## **Press Conference**

Numerous press conferences take place at the WPX and are a great way to publicize your company or products. Usually 100-130 reporters register to attend WPX. Sponsored press conferences are coordinated by NPPC and take place in the WPX official press center.

Some of the benefits of a sponsored press conference include:

- Ability to hold event in front of official WPX backdrop.
- Use of elite sound equipment for optimal quality reporting of press conference content.
  - Podium with Microphone
  - Sound System with Mult Box
- Maximal attendance of media and reporters at event.
  - The East Theater is just down the hall from the Media Center, where the reporters are located for the duration of WPX, so the location is ideal for maximal reporter and media attendance.
  - A schedule of all sponsored press conferences is sent to all registered media prior to WPX, so they can pre-plan to attend your event.

***Press Conferences are \$1,000.***