2019 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, 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.

Fun Tradeshow Facts:
- 81% of tradeshow attendees have *buying authority*
- 75% of tradeshow attendees travel more than 400 miles
- Top 3 goals for exhibitors at tradeshows are *brand awareness, lead generation and relationship building*
- The average attendee spends *8.3 hours* viewing tradeshow exhibits
- 67% of all attendees represent a new prospect and potential customer for exhibiting companies
- 45% of attendees visit only *one exhibition per year*
- The *#1 reason* for attending (not exhibiting) tradeshows is to see *new products*

All sponsorships listed below are sold on a first come, first served basis.

New sponsorship ideas are always welcome, as well as, any potential new ideas that you want to brainstormed.

If you are interested in any of the opportunities listed below, have questions or would like additional information, please contact Rebecca Casey, NPPC Director of Industry Resource Development, at caseyr@nppc.org or 515.645.9659.

Sponsorship Levels

Gold Sponsor ($20,000+)

Gold sponsor benefits include:

- 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) 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)

Silver sponsor benefits include:

- Company Name listed in the 2018 WPX Website (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

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 4, where 144 spots are available.

**Standard Hole Sponsor = $600 each**
Par 4 and 5 holes (with the exception of the four “special holes” listed above) are considered standard holes.

- Hole #2 (par 4)
- Hole #3 (par 5)
- Hole #5 (par 5)
- Hole #6 (par 3)
- Hole #8 (par 4)
- Hole #11 (par 5)

**Premium Golf Hole Sponsor = $1,000 each**
Par 3 holes and “special holes” that are the first, middle and last holes of the game are all considered premium holes.

- Hole #10 (par 4)
- Hole #12 (par 4)
- Hole #13
- Hole #14 (par 4)
- Hole #15
- Hole #16
- Hole #17

**Available sponsorship:**
- Beverage Cart Sponsor = $2,500
- Break Refreshment Stations = $3,000
- Hole-in-One Contest Sponsor = $1,000

**Cell Phone Charging Stations:**
There will be (2) cell phone charging stations in the Varied Industries Bldg. business seminar hallway and at the south foyer this year.

- Cell Phone Charging Station – VIB Business Seminar = $3,000
- Cell Phone Charging Station – VIB South Foyer = $3,000
Available Sponsorship Opportunities

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 6. 5-person teams compete throughout the entire day, starting with a practice 5-stand for warm-up, followed by three side games.

Available sponsorship:

- **Main WPX Open Clay Target Sponsor = $17,500**
  - Can break up package.
  - Registration sheets ($1,000)
  - Awards ($5,000)
  - Event banners ($3,000)
  - Sporting clay stations ($3,000)
  - Shuttle carts ($3,000)
  - Team pictures ($5,000)
  - Staff shirts ($5,000)
  - Participant giveaway ($3,000)

- **Ear & Eye Protection Sponsor = $3,000**

- **Field 4 Game Sponsor = $3,000**

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.

- **Jacobson Center Mobile Coffee Cart = $1,000**

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.

Jacobson Center Coffee Stations:

- **Coffee Station Wednesday = $2,500**
- **Coffee Station Thursday = $2,500**
- **BOTH Days = $4,500**

Bottled Water 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.

- **Water Bottle Distribution Sponsorship is $3,000 (includes (3) locations).**
Available Sponsorship Opportunities

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 include:

- Ability to hold event in front of official WPX backdrop.
- Use of elite sound equipment for optimal quality reporting of press conference content.
- 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 = $1,000

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.

(5) Intl. Lounge = $500
Whole Sponsor = $2000
Available Sponsorship Opportunities

Public Talking Tables

Public Talking Tables provide 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!

- (4) VIB – Public Talking Tables = $1,000 per Table

- (4) Jacobson Center – Public Talking Tables = $500 per Table

Source: WPX
Available Sponsorship Opportunities

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

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 – Varied Industry Building (VIB) = $13,500
Available Sponsorship Opportunities

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 Sponsorship Opportunities

16) Registration Exit Door Pathway to Grand Ave. = $3,000

[Map diagram of the fairground with numbered pathways and sponsor options]

Source: SpeedPro

Source: WPX
Available Sponsorship Opportunities

Light Pole Banners
There are 30 light poles on the main WPX pathways. It’s 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 Sponsorship Opportunities
- 10 Light Pole Banners = $1,000
- 10 Light Pole Banners = $1,000
- 10 Light Pole Banners = $1,000

Source: WPX

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. (4) Additional bathrooms that are located in highly trafficked areas during the WPX. 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:
- Jacobson Center Bathroom (5 bathrooms inside) = $2,500
- Charmin Bathroom (1 bathroom outside) = $1,000
- Administration Building (2 bathrooms outside) = $1,000
- Main Entrance Bathroom (2 bathrooms outside) = $2,000
- ALL Outside Bathrooms for $4,000

Source: SpeedPro
NEW 2019 Available Sponsorship Opportunities

Jacobson Center Aisle Carpet & Banner Signage

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 and use the top and sides for hanging banners.

- Jacobson Center Aisle Carpet & Shade Banner Signage = $7,000 or Could Be Broken Up
  - $2,500 for shade banners
  - $2,500 hanging banners (7)
  - $2,500 carpet aisles

Source: WPX
NEW 2019 Available Sponsorship Opportunities

Animal Learning Center (ALC) WPX Registration Bldg.

The Animal Learning Center will now be the NEW registration for all attendees to get into WPX. This sponsorship allows for (3-4) hanging banners on the side walls of entire building, window decals on all inside doors/windows and pop up signage in entire building.

- ALC Registration Building = $20,000
  - Can break up package.
    - Hanging banners (5) - $2,500/ea.
    - All exit/entry doors (5) - $5,000
    - Big Roll up door - $5,000

Other Sponsorship Opportunities:
- ALC Registration Handout – Wed = $1,000
- ALC Registration Handout – Thurs = $1,000
- Attendee Registration Bag – Wed = $1,000
- Attendee Registration Bag – Thurs = $1,000

Animal Learning Center (ALC) – Show Entrance

Main entrance to the ALC both front and back, including window clings for doors and windows facing the outside.

- ALC Show Entrance = $10,000
  - Can break up package.
    - Hanging Banner from NE side ($5,000)
    - NE Window Clings Main - $5,000
    - NE Window Clings (2) Doors ($2,500/ea)
    - Front Top Window Cling ($2,500)
    - Front Entrance Steps ($2,500)
NEW 2019 Available Sponsorship Opportunities

Animal Learning Center (ALC) – Exit Pathway

The Animal Learning Center will now be the NEW registration for all attendees to get into WPX. We will also have one way out for all attendees. A great opportunity to make a splash to drive them to come see you or a great branding opportunity!

- **ALC Registration Exit Door Wall Signage = $3,000**

Bottom Leg Trust Signage

Main signage throughout the show, the trusts legs are available to brand. A great opportunity to showcase a product or get more attention focused towards your company.

- **Trust (4 legs per unit) = $2,000**
- **ALL Trusts (3 x 4 legs = 12 legs) = $5,500**

LED Billboard Signage

A great way to get noticed! The walking route will include the Varied Industries Building, Jacobson Exhibition Center, swine barn, outdoor exhibit areas, sidewalks and other highly trafficked areas.

- **LED Billboard = $2,500**
- **LED Billboard = $2,500**
NEW 2019 Available
Sponsorship Opportunities

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. ONLY 2 available.

- Billboard Park Bench Sponsorship = $1,000 per bench

Jacobson Center Entryway Signage
Make a splash at the JCE with (2) entrance walkways & the (2) south entrance doors. You are welcome to put decals on all of them, or some of them—it is completely up to you.

- Jacobson Side & Front Entry Walkway = $5,000