2020 World Pork Expo Sponsorships

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 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 WPX Program Gold Sponsor Section
• Company Booth and Tent Space highlighted in the 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 WPX

Silver Sponsor ($5,000-19,999)

Silver sponsor benefits include:

• Company Name listed in the WPX Website (www.worldpork.org) Silver Sponsor Section
• Company Name listed in the 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 – Legacy Golf Course, Norwalk, IA – Tuesday, June 2, 2020

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 on Tuesday, June 2, where 120 spots are available. 10:30am tee time.

Sponsor a producer, customer, or a fun corporate team building exercise. Have and spend the morning with key producers, employees or customers. Our Underwriting sponsor, ADM Animal Nutrition makes this possible.

Reservations are being accepted for the first 100 golfers who send in the $125 per person cost, $500.00 per team. Sorry, no rain date or refunds.

The par-35 front nine features many bunkers and several water hazards that come into play on five of the holes. There are six par fours on the front nine that give you a variety of required shots. Greens are strategically sized to accept the approach for the particular hole. The second hole, a par four, is a beautiful downhill driving hole with a spectacular approach over a five acre lake. The par 3 fifth hole and the seventh hole will put a premium on obtaining the correct distance with your tee shot. The par five sixth will tempt many to go for the green in two.

The par-37 back nine will be a stern test with water hazards contributing on all nine holes. The inward nine begins with two risk-reward par fives. The par fours on the back nine require pinpoint tee shots through the hilliest part of the course. Big hitters may take a chance at driving the par four thirteenth for a chance at an eagle putt. However, a greenside bunker and a hazard to the right will catch errant shots. Tee shots off the par three holes fourteen and seventeen may cause hesitation in club selection with possible swirling winds over a large lake. The par five eighteenth will be a 611 yard monster from the back tee, culminating with a large amphitheater style green.

Source: Legacy Golf Course Website
World Pork Open Golf Tournament

The World Pork Open Golf Tournament is a fun, relaxing afternoon spent with key producers, corporations, employees and customers. Tournament hole sponsors….get creative….have fun….and spend the morning with key producers, employees or customers. We encourage you to have a representative of your company at your sponsored golf hole to meet and greet, maybe even pester your friends a little!

Available Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Available sponsorship:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch Sponsor = $2500</td>
</tr>
<tr>
<td>Putting Green Contest = $1000</td>
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<tr>
<td>Beverage Ticket Sponsor = $2,500</td>
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<tr>
<td>Hole-in-One Contest (Hole #5) = $1,000</td>
</tr>
<tr>
<td>Longest Drive Contest (Hole #18) = $1,000</td>
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<tr>
<td>Golf Carts = $2,500</td>
</tr>
</tbody>
</table>

| Standard Hole Sponsor = $500 each                                                      |
| Hole #2 (par 4)                                                                         |
| Hole #3 (par 4)                                                                         |
| Hole #4 (par 3)                                                                         |
| Hole #7 (par 3)                                                                         |
| Hole #8 (par 4)                                                                         |
| Hole #11 (par 5)                                                                        |

| Premium Golf Hole Sponsor = $1,000 each                                                |
| Hole #1 (par 4)                                                                         |
| Hole #18 (par 4)                                                                        |
| Hole #9 (par 4)                                                                         |
| Hole #10 (par 5)                                                                        |

| Premium holes are holes closest to the club house                                       |
| Hole #1 (par 4)                                                                         |
| Hole #18 (par 4)                                                                        |
| Hole #9 (par 4)                                                                         |
| Hole #10 (par 5)                                                                        |
World Pork Open Clay Target Championship – Thursday, June 5

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 5. This is a PAC Event.

**Team Competition:** Round of 50 Sporting Clays/Shooter
- 5 person teams
- Shooters without a team will be assigned

**Come Early!**
- Warm up shooting 5-stand
- Have fun shooting 3 side games

**Awards:**
- Championship Flight= 1st, 2nd, and 3rd place
- 2nd Flight= 1st, 2nd, and 3rd place
- 3rd Flight = 1st, 2nd, and 3rd place
- Men’s high individual score
- Men’s runner up individual score
- Women’s high individual score
- Women’s runner up individual score

**Entry Fee:** $125/shooter, 100% goes to Pork PAC (non-members + $25)

* * * Sorry. No rain date, no refunds. * * *

Gift, eye/ear protection, 4 boxes ammo, and food/drink are provided.

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**Available sponsorship:**
- Registration sheets ($2,500)
- Awards ($3,000)
- Sporting clay stations ($3,000)
- Shuttle carts ($3,000)
- Team pictures ($2,500)
- Staff shirts ($2,500)
- Participant giveaway ($3,000)

**Available sponsorship:**
- Field 1 Game Sponsor = $3,000
- Field 2 Practice 5 Stand = $3,000
- Field 3 Game Sponsor = $3,000
- Field 4 Game Sponsor = $3,000
- Lunch Sponsor = $2,500
- Ear & Eye Protection Sponsor = $3,000
- Ammo Box Sponsor = $3,000
- Break Refreshment Sponsor = $3,000
Available Sponsorship Opportunities – Official WPX

World Pork Expo Official 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.

Highly recommended if you have in the past 1-3 years:

- Launch Releases
- Product Press Releases
- Executive / Staff Announcements
- Expert Positioning / Research
- Event Releases
- New Swine Programs

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

Source: WPX

This Photo by Unknown Author is licensed under CC BY-NC
Available Sponsorship Opportunities – Business Seminars

Business Seminars
Limited space! Hosting a business seminar is the perfect way for your customers to learn new things, meet other producers or experts in the industry and be able to ask the questions they want! Do you have a thought leader to bring in on an important topic? If you want a room to invite your guests to hear your topic of conversation a business seminar is where it is at. LIMITED availability.

- Wednesday Meeting Room A – SOLD
- Thursday Meeting Room A – SOLD
- Wednesday Meeting Room C – SOLD
- Thursday Meeting Room C – SOLD
- Wednesday Meeting Room B – 8-noon – SOLD
- Wednesday Meeting Room B – 1-5pm
- Thursday Meeting Room B – 8-noon – SOLD
- Thursday Meeting Room B – 1-5pm – SOLD
- Wednesday Meeting Room D – 8-noon
- Wednesday Meeting Room D – 1-5pm – SOLD
- Thursday Meeting Room D – 8-noon – SOLD
- Thursday Meeting Room D – 1-5pm – SOLD

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 Sponsor = $2000

Source: WPX
Source: Internet
Available Sponsorship Opportunities – Official WPX

World Pork Expo Official Shirts

The Official World Pork Expo shirt sponsor is an excellent way to get your branding out there! Everyone who official works and volunteers for the show will get a shirt. Your brand will be seen before, during and after and will still be present many years after the show has concluded.

- Official WPX Shirt Sponsor - SOLD

World Pork Expo Official Parking Lot Tram

- Official WPX Parking Lot Tran - SOLD

World Pork Expo Official Golf Cart Rentals

- Official WPX Parking Lot Tran - SOLD

World Pork Expo Official Pork Taxi’s

- Official WPX Parking Lot Tran - SOLD

World Pork Expo Official Parking Passes

- Official WPX Parking Passes - SOLD

World Pork Expo Official Main Entrance

- Official WPX Main Entrance - SOLD

World Pork Expo Official Information Booths

- Official WPX Information Booth VIB - SOLD
- Official WPX Information Booth Cattle Barn - SOLD

World Pork Expo Official Hotel Key Cards

- Official WPX Hotel Key Cards - SOLD
- Official WPX Hotel Key Cards RFID - SOLD
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.

- All sidewalk signage = $3,000
Available Sponsorship Opportunities – Gates & Walls

VIB 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.

- **VIB Entryway Window Clings North** = $3,000
- **VIB Entryway Window Clings South** = $3,000
- **VIB Column Signage (8)** = $5,000
- **VIB Southwest Roll-up Door** - $3,000
- **VIB Southwest Foyer Walls & Entrance Floor** - $3,000
Available Sponsorship Opportunities – Gates & Walls

Gate Signage

- SIP/VIP Gate Signage – This is the parking lot dedicated to our SIP Pork Producers as well as our VIP guests. A great opportunity to sponsor when they are driving into the show - $1,000

- 15 Right down to SIP/VIP Gate. There are 20 gate links to their entrance.
  - Gate 15 – 2 link - $1,000
  - Gate 15 – 2 link - $1,000
  - Gate 15 – 2 link - $1,000
  - Gate 15 – 2 link - $1,000

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

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

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.

- Mobile Coffee Cart – VIB = $2000
- Mobile Coffee Cart – Jacobson = $2000

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.

VIB South Foyer Coffee Stations:
- Coffee Station Wednesday = $2,000
- Coffee Station Thursday = $2,000
- BOTH Days = $3,000

Jacobson Center Coffee Stations:
- Coffee Station Wednesday = $1,000
- Coffee Station Thursday = $1,000
- BOTH Days = $1,500
Available Sponsorship Opportunities

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:

- VIB Bathrooms (6) = $3,000
- Jacobson Center Bathrooms (5) = $1,500

Bathroom Signage – ALL Outside

- All outside bathrooms (5) = $1,500
  - Bathroom – Gate 15
  - Bathroom – Admin Bldg.
  - Bathroom – Charmin
  - Bathroom – Ag Bldg. (2)

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
- Mobile Specialty Bathroom – Big Grill Location = $7,500
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!

- (Spot 1) VIB – Public Talking Tables = $1,000
- (Spot 2) VIB – Public Talking Tables = $1,000
- (Spot 3) VIB – Public Talking Tables = $1,000
- (Spot 4) VIB – Public Talking Tables = $1,000

HD TV Screen Advertisements

Reach WPX attendees by showcasing an image or an HD commercial in various highly trafficked areas during the event. 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:
- VIB - Varied Industries Building Business Seminar Hallway
- JEC - Jacobson Center Entrance Hallway
- ALC – Animal Learning Center

- 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
Available Sponsorship Opportunities

Light Pole Banners – Hospitality Row
There are 10 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.

10 Light Pole Banners = $1,500

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

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
Available Sponsorship Opportunities – Jacobson Center Signage & Sponsorship

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 = $5,000 or Could Be Broken Up
  - $2,000 for shade banners
  - $2,000 hanging banners (8)
  - $3,000 carpet aisles

Source: WPX
NEW 2020 Available
Sponsorship Opportunities –
ALC Registration

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.

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALC Registration Building</td>
<td>$20,000</td>
</tr>
<tr>
<td>- Can break up package</td>
<td></td>
</tr>
<tr>
<td>❑ Hanging banners (5) - $2,500/ea.</td>
<td></td>
</tr>
<tr>
<td>❑ All exit/entry doors (5) - $5,000</td>
<td></td>
</tr>
<tr>
<td>❑ Big Roll up door - $5,000</td>
<td></td>
</tr>
<tr>
<td>Other Sponsorship Opportunities:</td>
<td></td>
</tr>
<tr>
<td>❑ Name badge lanyards = $2,500</td>
<td></td>
</tr>
<tr>
<td>❑ ALC Registration Handout – Wed = $1,000</td>
<td></td>
</tr>
<tr>
<td>❑ ALC Registration Handout – Thurs = $1,000</td>
<td></td>
</tr>
<tr>
<td>❑ Attendee Registration Bag – Wed = $1,000</td>
<td></td>
</tr>
<tr>
<td>❑ Attendee Registration Bag – Thurs = $1,000</td>
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</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALC Show Entrance = $10,000</td>
<td></td>
</tr>
<tr>
<td>- Can break up package</td>
<td></td>
</tr>
<tr>
<td>❑ Hanging Banner from NE side ($5,000)</td>
<td></td>
</tr>
<tr>
<td>❑ NE Window Clings Main - $5,000</td>
<td></td>
</tr>
<tr>
<td>❑ NE Window Clings (2) Doors ($2,500/ea)</td>
<td></td>
</tr>
<tr>
<td>❑ Front Top Window Cling ($2,500)</td>
<td></td>
</tr>
<tr>
<td>❑ Front Entrance Steps ($2,500)</td>
<td></td>
</tr>
</tbody>
</table>

Source: WPX
NEW 2020 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

Official WPX - Wifi

Do you want a main sponsorship where everyone can have access to wifi. Even better they’d have to put in your company name to get access!

- Official WPX Wifi Name = $10,000
- Official WPX Wifi Password = $10,000