

Connect with 700+ convention attendees to showcase your business. Our attendees are YOUR core customers!



Sponsorship

Opportunities



















































AGRITOURISM CONVENTION &

EXPO

2025 CONVENTION & EXPO | LEXINGTON, KY

Hold your horses — sponsorship opportunities for everyone!

	<i>Seeder</i>	<i>Cultivator</i>	<i>Harvester</i>	<i>Barnraiser</i>	<i>Presenting</i>
Free registration to attend convention		2	4	4	6
Trade show booth included	10x10	10x10	20x10	20x10	20x20
Inclusion in event logo on all promotions					
Floor decal					
Supplier Spotlight Webinar					
Event video shown at Convention (if provided)					
Pre-event email sent by NAFDMA					
Advertisement on NAFDMA public Facebook page					
Ad space in the Convention app					
Attendee contact list					
Recognition in welcome email to attendees					
Logo in printed program					
Advertisement in event program		1/4 page	1/2 page	1/2 page	Full page
Provide materials for welcome bags (cost of items not included)					
Sponsor recognition signage					
Recognition on event website					
Sponsor badge ribbons					

\$3,000

\$6,000

\$12,000

\$18,000

\$25,000

SUPPORTING SPONSOR OPTIONS

Floor decals	\$3,000
Charging tables	\$3,000
Ad in Convention app	\$1,000
Print ad – full page	\$3,000
Print ad – 1/2 page	\$1,500
Print ad – 1/4 page	\$1,000
Expo lounge	\$3,000
Bus sponsor	\$2,500

SEE PAGE 3 FOR SPONSOR DESCRIPTIONS!



**CONTACT 855-623-3621 EXT. 700 OR
SUZI@NAFDMA.COM TO SECURE A
SPONSORSHIP!**

BUS SPONSOR

Sponsorship includes 1 registration for the farm tour, opportunity to address your bus attendees about your product or service at either the bus meeting the night before the tour or on the bus during the tour (presentation can last up to 5 minutes), vehicle magnet for bus signage (which is then yours to keep), sponsorship of breakfast and snacks on the farm tour day. Sponsor may also provide additional snacks or swag at their own cost to bus mates.

FLOOR DECALS

NAFDMA will have vinyl floor decals in various locations of the main event space. Images are provided by the sponsor, and installation will be completed by the event location staff. Presenting Sponsor decal is 72" x 72" and individually purchased decals are 36" x 36".

SUPPLIER SPOTLIGHT WEBINAR

At a time mutually acceptable to NAFDMA and the sponsor, NAFDMA will host a webinar in which the sponsor can provide information about their product or service, tips and tricks to using the product or service, and any sales information. It will be a total of 60 minutes (with the last 10 reserved for questions) and a recording will live on the NAFDMA website as a free webinar for anyone to access. It will also be connected to the member profile of the sponsor on the NAFDMA website for as long as the sponsor is a member of the organization. Promotions for the webinar will be at the same frequency as all paid webinars conducted by NAFDMA.

EVENT VIDEO

A promotional video provided by the sponsor can be played at a portion of the convention when attendees are gathered. The video may be no longer than 3 minutes.

ATTENDEE CONTACT LIST

Provided to the sponsor within 1 week of the close of convention and will be an excel document containing individual names, farm name, email address, and physical address.

PRINTED ADVERTISEMENTS

Full page size is 8.5 x 11 inches, half page is 5.5 x 8.5 inches horizontal, quarter page is 4.25 x 5.5 inches vertical.

CHARGING TABLES

"High top" style tables with connections to charge phones & electronic devices. Sponsor branding can be added to the top, sides, and pillar of the table. Tables will be placed in strategically busy foot traffic areas of the event.

AD IN CONVENTION APP

NAFDMA will be using a digital app again for convention attendees this year. Promotional ads can be placed as a header or footer in the app space. Ads will rotate and change periodically as the user navigates through the app.

EXPO LOUNGE

As part of the Expo layout, there will be two lounges in the Expo Hall space for anyone to have small business meetings, relax for a short time, or have conversations with attendees. Each lounge will include at least one couch, one coffee table, 4 chairs and 2 cocktail tables. In addition, a floor decal of 36"x36" will be in the space and the sponsor is invited to showcase printed marketing material in the lounge space. The lounge will be named for the sponsor on all directional notations and the interactive website floor plan.