



## EXHIBITOR & SPONSOR GUIDE

**AUGUST 18-19, 2021**

Kansas Star Event Center | Mulvane, KS

[WWW.FARMERU.NET](http://WWW.FARMERU.NET)



THIS EVENT FEATURES THESE EDUCATION TOPICS:

SOIL | IRRIGATION | SOYBEANS | CORN | WHEAT | SORGHUM | ALFALFA | COTTON

## OUR MISSION

The mission of the 2021 HPJ Farmer U event is to create an experience for the High Plains Farmer that not only offers real and practical ideas that support their hunger to learn, but also provides a team environment conducive to collective industry contribution.

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*BE REAL. BE HUNGRY. BE A TEAM.*

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## EVENT PURPOSE

Your time and resources are valuable, so it is imperative that the 2021 HPJ Farmer U event is not only relatable but includes real application for High Plains farmers. HPJ recognizes how challenging your profession can be and is proud to offer a High Plains Farmer experience that creates opportunity to feed your hunger for new ideas and capture proven, practical tools from within the industry. Our goal is to help you influence realistic profitability and long-term productivity.

There is something at HPJ Farmer U for everyone. This event will deliver timely, useful, and adaptable education as well as networking with thoughtful leaders, other producers, and vendors. All attendees should walk away with practical concepts to share or implement on their farm and build supportive connections throughout the High Plains region.

HPJ is excited to be a part of your journey and commitment to making your operation and farms prosper for many generations.

## EVENT PROFILE

Two-day event features keynotes, farmer panels, breakout sessions, hands-on demonstrations, and networking opportunities with industry experts.

**99.67%**  
of farmers say HPJ  
events are valuable  
and needed

**100+**  
Booth Trade Show

**CCA  
CEUS**  
Available

**EXHIBITOR**  
Demonstrations

**20+**  
Education  
Sessions

**SHOP  
TALK  
SOCIAL**

BROUGHT TO YOU BY





# SPONSORSHIP OPPORTUNITIES

## FLAGSHIP

### PRE-EVENT

- Full-page ad in High Plains Journal event preview issue
- HPJ Talk interview - promoted on the event website, social media, and hpj.com
- Digital ad in HPJ e-newsletter event preview issue
- Logo on all event promotion, all mediums
- 2 social media posts (sponsor provides the messaging)

### DURING EVENT

- 10x10 booth credit with the option to upgrade and choose placement for any booth size
- 1 Breakout session and room moderator of topic choice (educational)
- Introduction at general session Day 1 (10 minutes)
- Closing remarks at closing general session Day 2 (10 minutes)
- Logo on swag items - Attendee notebooks and bags
- Recognition on the home page of the event website
- Event signage\*\*
- 5 complimentary event registrations
- Material/swag item in attendee bag
- Full-page ad in event program and logo on the front cover
- Facebook Live interview with HPJ editorial team

### POST-EVENT

- Attendee list
- First right to adjacent post-event content



## PREMIER PARTNER

Topic options - Soil Health, Soybeans, Corn, Wheat, Sorghum, Alfalfa, Cotton, Irrigation

### PRE-EVENT

- 1 social post (sponsor provides the messaging)
- Logo listed on the event website
- HPJ Talk interview - promoted on the event website, social media, and hpj.com
- Recognition on the event website

### DURING EVENT

- 10x10 booth credit with the option to upgrade and choose placement for any booth size
- 1 Breakout session and room moderator of topic choice (educational)
- Full-page ad in the event program, logo on the inside cover, and topic page
- Material/swag item in attendee bag
- 2 complimentary event registrations
- Event signage

### POST-EVENT

- Attendee list
- First right to adjacent post-event content or sponsorship to topic virtual event



### DEADLINES

Flagship Sponsorship - March 22

Premier Partner Sponsorship - April 16

Breakout speaker confirmation - April 30

# SPONSORSHIP OPPORTUNITIES

*continued*

## RAINMAKER

Topic options - Soil Health, Soybeans, Corn, Wheat, Sorghum, Alfalfa, Cotton, Irrigation

### PRE-EVENT

- Recognition on the event website

### DURING EVENT

- 10x10 booth credit with the option to upgrade and choose placement for any booth size
- Breakout Session Sponsor - Sponsored message and room moderator
- Event signage
- ½ page ad in the event program
- Material/swag item in attendee bag
- 2 complimentary registrations

### POST-EVENT

- Attendee list



## HARVESTER

Recommended for booths 10x20 or larger

### PRE-EVENT

- Trade show demonstration listed on event website with company logo
- 1 social media post about the demonstration

### DURING EVENT

- 20-minute trade show demonstration - Separate from the educational sessions
- Public announcement made during event
- Recognition in event program
- Event signage



## BARN RAISER

- Logo on event lanyards (option A only)
- Logo on event name badges (option B only)
- 2 complimentary registrations
- Sponsor logo on signage at the event
- Recognition in the event program



## OUTDOOR EXHIBITS

Need more space? Display your product outdoors! Register by June 7 to make the event program.

### PRE-EVENT

- Outdoor demonstration listed on event website with company logo
- 1 social media post about the demonstration

### DURING EVENT

- Public announcement made during event
- Recognition in the event program
- Event signage





# Additional SPONSORSHIP OPPORTUNITIES

## LUNCH SPONSORSHIP

### PRE-EVENT

- Recognition on event website

### DURING EVENT

- 10x10 booth credit
- Trade show demo or sponsor message
- Event signage
- Full-page ad in event program
- Recognition in the event program
- Branded table tents
- 2 complimentary registrations

## SHOP TALK SOCIAL SPONSORSHIP

### PRE-EVENT

- Recognition on event website

### DURING EVENT

- 100 drink tickets for event social
- 5-10 customers registrations
- Signage at each break and social
- Recognition in event program
- Announcements made throughout the event

## FARMER OF THE YEAR AWARDS

### TOPIC OPTIONS - SOIL HEALTH, SOYBEANS, CORN, WHEAT, SORGHUM, ALFALFA, COTTON, IRRIGATION

- Opportunity to announce the winner on stage during a general session
- Recognition in pre-during-post promotion
- Recognition on soilheathu.net
- 2 complimentary registrations

## WOMEN IN AG AWARD

- Opportunity to announce the winner on stage during a general session
- Recognition in pre-during-post promotion
- Recognition on soilheathu.net
- 2 complimentary registrations



# SPONSORSHIP ORDER FORM

## SPONSORSHIP LEVEL

- Flagship
- Premier Partner
- Rainmaker
- Barnraiser (option A)
- Barnraiser (option B)
- Harvester
- Outdoor Exhibits

## ADDITIONAL SPONSORSHIPS

- Lunch sponsorship
- Shop Talk Social sponsorship
- Farmer of the Year Awards
- Women in Ag Award

## EVENT PROGRAM AD SPACE

- Full page ad..... \$1,750
- 1/2 page ad..... \$950
- 1/4 page ad..... \$550

Company: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Social Media handles (Facebook, Twitter, Instagram) \_\_\_\_\_

**PAYMENT METHOD**    Invoice    Check    Credit Card (Visa, MC, AmEx, Discover)

Credit Card Number: \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

Name on Card: \_\_\_\_\_ Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Authorized Signature \_\_\_\_\_

**PAYMENT TERMS** A deposit equaling 50% of the total cost must accompany all orders with the remaining balance due before June 18, 2021. Please see the "Rules & Regulations" for our cancellation policy. By providing credit card information you are authorizing High Plains Journal to charge the card per the payment terms listed. Make checks payable to High Plains Journal, PO Box 760, Dodge City, KS 67801.

**AUTHORIZATION** We agree to abide by all conditions, rules and regulations governing the HPJ Farmer U & Trade Show per "Rules and Regulations" found on [www.farmeru.net](http://www.farmeru.net). We understand that acceptance of this application by show management constitutes a legal and binding contract. Contract must be signed & sent with deposit to secure booth.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_



# EXHIBITOR ORDER FORM

**THE CURRENT RATE AGREED UPON SOIL HEALTH U 2021 IS FULLY TRANSFERABLE IN BOOTH SIZE, PRICE, AND THE NUMBER OF REGISTRATIONS.**

## BOOTH RESERVATION

- 30x30 (5 registrations) .....\$4,950
- 20x30 (4 registrations) .....\$3,600
- 20x20 (4 registrations) .....\$2,500
- 10x20 (3 registrations) .....\$1,800
- 10x10 (2 registrations) .....\$1,200

## EVENT PROGRAM AD SPACE

- Full page ad.....\$1,750
- 1/2 page ad.....\$950
- 1/4 page ad.....\$550

## SPECIAL OFFERS FOR EXHIBITORS

- Registrations beyond the complimentary quantity are \$75/person
- Any booth at the 20x20 size or larger has the opportunity to participate in the Outdoor Exhibit for FREE.
- As part of your event participation, your organization qualifies for special advertising rates across all HPJ media platforms.

**TOTAL AMOUNT DUE \$ \_\_\_\_\_**

Booth Selection: 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

Company: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Booth Staff Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Booth Staff Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Social Media handles (Facebook, Twitter, Instagram) \_\_\_\_\_

**PAYMENT METHOD**  Invoice  Check  Credit Card (Visa, MC, AmEx, Discover)

Credit Card Number: \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

Name on Card: \_\_\_\_\_ Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Authorized Signature \_\_\_\_\_

**PAYMENT TERMS** Payment in full must accompany the signed application for all orders of 200 sq. ft. or less. A deposit equaling 50% of the total cost must accompany all orders of 300 sq. ft. or greater with the remaining balance due before June 18, 2021. Please see the "Rules & Regulations" for our cancellation policy. By providing credit card information you are authorizing High Plains Journal to charge the card per the payment terms listed. Make checks payable to High Plains Journal, PO Box 760, Dodge City, KS 67801.

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Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

# DEADLINES



## DUE DATES

### MARCH 22

- Flagship Sponsorship confirmation

### APRIL 16

- Premier Partner Sponsorship confirmation

### APRIL 30

- Speaker confirmations for Flagship/Premier Partners
- Social media posts for Flagship/Premier Partners  
Graphic size: 1200 x 628 pixels, 50 words or less

### JUNE 7

- All other sponsorships & exhibitors confirmed by this date to be included in the event program

### JULY 19

- Material for attendee bags due:  
Must fit in a 12x12x3 bag, Quantity 500  
Mail material to High Plains Journal, 1500 E Wyatt  
Earp Blvd, Dodge City, KS 67801

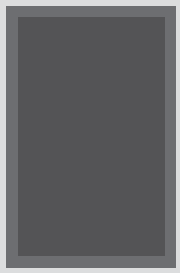
Please submit a company logo to be used on HPJ Farmer U & Trade Show event materials in the format of .jpeg or .png.

## EVENT PROGRAM

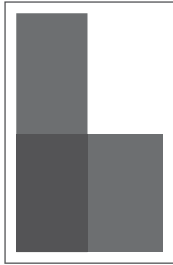
### DEADLINES

Order by June 7

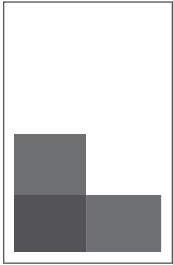
Submit artwork by June 14



FULL PAGE



1/2 PAGE



1/4 PAGE

### FULL PAGE - \$1750

- 4.75" x 7.75" Live
- 5.5" x 8.5" Trim
- 6" x 9" Bleed

### 1/2 PAGE - \$950

- 4.75" x 3.75" Horizontal
- 2.31" x 7.75" Vertical

### 1/4 PAGE - \$550

- 4.75" x 1.85" Horizontal
- 2.1" x .81" Vertical





**HARVESTER &  
OUTDOOR EXHIBIT  
ORDER FORM**

**PLEASE CHECK ONE -**  Harvester  Outdoor Exhibit

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Product Name: \_\_\_\_\_

Product Description: \_\_\_\_\_

Short Summary (will be included in event program): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Do you have any requests or requirements to demonstrate your product? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# TRADE SHOW FLOOR PLAN

BREAKOUT SESSIONS & REGISTRATION



100	101	102	103	104	105	106	107	108	109
120	121	122	123	124	125	126	127	128	129

140	141	142	143	144	145	146	147	148	149
160	161	162	163	164	165	166	167	168	169

180	181	182	183	184	185	186	187	188	189
200	201	202	203	204	205	206	207	208	209

220	221	222	223	224	225	226	227	228	229
240	241	242	243	244	245	246	247	248	249

110	111	112	113	114	115	116	117	118	119
130	131	132	133	134	135	136	137	138	139

150	151	152	153	154	155	156	157	158	159
170	171	172	173	174	175	176	177	178	179

190	191	192	193	194	195	196	197	198	199
210	211	212	213	214	215	216	217	218	219

230	231	232	233	234	235	236	237	238	239
250	251	252	253	254	255	256	257	258	259

FOOD & BEVERAGE/  
SOCIAL

FOOD & BEVERAGE/  
SOCIAL



## AUGUST 18-19, 2021

Kansas Star Event Center | Mulvane, KS

[WWW.FARMERU.NET](http://WWW.FARMERU.NET)

**COVID-19 NOTICE** We will continue to monitor the COVID-19 situation, working with state and local leaders to ensure the safety of our attendees and staff. The safety and well being of our community is our top priority and we are committed to maintaining regular communication regarding changes to the delivery of the event. Thank you for your understanding and please reach out if you have any questions.

### WANT TO FIND OUT MORE?

If you have additional questions about HPJ Farmer U 2021 contact these team members to discuss your potential participation. Thank you for your consideration and potential support of this event!

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