



August 18 & 19, 2010

## Citrus Expo<sup>sm</sup> Sponsorship Opportunity

## Citrus Expo<sup>sm</sup> Water Bottle Sponsorship

Water bottles wrapped with Your Company Logo and Citrus Expo<sup>sm</sup> logo to be made available for citrus growers and attendees during the August 2010 Citrus Expo<sup>sm</sup> in Ft. Myers.

### 2010 CITRUS EXPO<sup>sm</sup> EXPOSURE OPPORTUNITIES

2,500 bottles labeled with your company logo will be available in large iced barrels with your company's (waterproof) logo wrapped around the barrels. We will have at least four (4) barrels strategically placed in the trade show.

### ADDITIONAL SPONSOR BENEFITS

This sponsorship will qualify as a 'Diamond' Level Sponsor with the following benefits:

- Twenty (20) sponsor mentions in Southeast AgNet's Citrus radio programs (Sponsorship mentions to air June, July & August). Value: \$1,000.00
- One (1) Citrus Industry Magazine ½ page/4-color advertisement (use by March 2011). Value \$ 1,655.00
- Recognition in June, July, August & September print ads.
- Recognition in Trade Show Program as 'Diamond' Level Sponsor
- Signage recognition in Trade Show Hall
- Booth Identification as a 'Diamond' Sponsor
- 'Diamond' Sponsor ribbon on name badge

### SPONSORSHIP INVESTMENT - \$ 5,200 (NET)

#### PRODUCTION AND DELIVERY

Southeast AgNet will administer the water bottle ordering and production process.

The labels are laminated, 4-color process and measure 2.125" x 8". NOTE: if background color is any color other than white, it is counted as a color. EXAMPLE: Blue text with beige background considered 2 colors.

Sponsor will need to provide "camera ready" artwork (on paper or disk) for wrap printing.

**PRODUCTION AND DELIVERY TIME IS 4-6 WEEKS.**

#### DISTRIBUTION

Citrus Expo<sup>sm</sup> is responsible for obtaining barrels, ice, maintaining the ice and refilling water bottles in the containers during the 2-day Citrus Expo<sup>sm</sup> event.

#### ADDITIONAL DISTRIBUTION

Should a supply of water bottles remain following the 2010 Citrus Expo<sup>sm</sup>, Sponsor and Southeast AgNet will split the remaining supply equally. Southeast AgNet/Citrus Industry Magazine/Citrus Expo<sup>sm</sup> will distribute their equal supply of any remaining water bottles at subsequent citrus industry meetings sponsored by Southeast AgNet/Citrus Industry Magazine/Citrus Expo<sup>sm</sup>.

*Citrus Expo<sup>sm</sup>: By Growers For Growers with involvement of Gulf, Peace River & Highlands County Citrus Growers Associations and UF/IFAS*

*Citrus Expo<sup>sm</sup> is owned & managed by Southeast AgNet/Citrus Industry Magazine*

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