

Citrus & Specialty Crop Expo

Tampa, FL | August 21-22 2024



Commemorative Show Guide | \$5,000

The Citrus & Specialty Crop Expo is introducing a new show-guide format this year. It will be a useful tool for attendees and serve as a take-home keepsake to enjoy for years to come. Formatted as a folding pocket guide, it will have all the event information attendees need on one side (guide side). The other side will be a custom-artwork poster commemorating the 2024 Expo (poster side) with the sponsor's ad at the bottom. Attendees can take it home and hang it up after the show. The guide will be 18 inches wide and 24 inches tall. The art will be displayed in a frame at the sponsor's booth and at registration.

Print

- Sponsor recognition in print ads (commitment before print deadlines):
 - Citrus Industry magazine – July, August, and September (6,200+circulation)
 - Specialty Crop Grower magazine – July, August, and September (13,000+circulation)
- Sponsor recognition in the Citrus & Specialty Crop Expo Program:
 - Logo on the cover panel of the show program (guide side)
 - Sponsor name recognition in a message explaining the new format and poster (guide side)
 - 3-inch by 18-inch strip ad at the bottom (poster side)
 - 250 extra copies to hand out at the sponsor's booth

Onsite

- Sponsor recognition during seminars
- Sponsor recognition on signs throughout:
 - Trade show hall
 - Seminar hall
- Five attendee passes

Digital

- Sponsor recognition included in two Citrus & Specialty Crop Expo This Week Enews stories promoting the commemorative guide.
- One eBlast sent to 11,000+ circulation. (Blackout dates are July 1 – Aug. 31, 2024)
- Sponsor recognition on CitrusExpo.net
- Sponsor recognition within the weekly Citrus & Specialty Crop Expo This Week, eNews (12 issues from June – August. Circulation 11,000+)