

2024

SUSTAINABLE AG EXPO & INTERNATIONAL SUSTAINABLE WINEGROWING SUMMIT

November | San Luis Obispo, CA

Media Kit

Use this media kit to help you promote your participation at the Sustainable Ag Expo!

Download the attached files, share on your social media, email marketing... wherever you please!

Important Information!

Date	Tuesday & Wednesday November 12 & 13 7:30 am - 5:00 pm
Location	Madonna Inn Expo Center <i>(google maps linked)</i> 120 Madonna Rd. San Luis Obispo, CA 93401
All Relevant Links	Registration: Register Today! Website: sustainableagexpo.org Instagram: thevineyardteam Frequently Asked Questions: FAQ SAE News: NEWS Program: In-Person Online Exhibitor Map: Map (your booth number) Exhibitor Resources: NEW this year - access map/instructions/media kit anytime on the website

***Green text is LINKED**

Media

All downloadable files can be **accessed here** in a shared folder.

Each file has the format in the title. i.e. "2024 Sustainable Ag Expo Register - Instagram Post."

Add your logo to the media to customize.

Feel free to create your own content or see useful verbiage below!

Green text is not a part of the post verbiage, but prompting you to add personalization there.



Presented by Vineyard Team, the Sustainable Ag Expo is back this Fall!

Looking for the latest viticulture and technology from the world's top experts? This event brings together researchers and growers so you can earn continuing education hours and improve your business all while connecting with peers and agriculture companies.

[insert any added information relevant to your company here!]

****Add the call-to-action link at the bottom, i.e. "Click the link in our bio to register today!" and add link (under IMPORTANT INFORMATION > RELEVANT LINKS).***



We are excited to announce that are exhibiting at the Sustainable Ag Expo this Fall, presented by Vineyard Team. Stop by booth **[your #]** to see us!

[insert any added information relevant to the product(s) you will be exhibiting here!]

Why should you attend the Sustainable Ag Expo? This event brings together researchers and growers so you can earn continuing education hours and improve your business, all while connecting with peers and agriculture companies.

****Add the call-to-action link at the bottom, i.e. "Click the link in our bio to register today!" and add link (under IMPORTANT INFORMATION > RELEVANT LINKS).***



If you send emails to your audience, don't hesitate to use our **email header** templates as you see fit!

Tip: Add your logo for customization!

Don't Forget!

If you haven't already:

Send your CERTIFICATE OF INSURANCE

Certificates of Insurance are due **October 7th**.

Event: Sustainable Ag Expo - November 12 - 13, 2024

Event Location: Madonna Inn Expo Center - 100 Madonna Rd., San Luis Obispo, CA 93401

Event Host: Vineyard Team - 5915 El Camino Real, Atascadero, CA 93422

Amount of Coverage: General liability for \$1M per occurrence

Additionally Insured: Please list Madonna Inn Inc., Madonna Properties LLP and Vineyard Team

Claim your FREE 2-DAY-PASSES

The number of comped 2-day expo passes is based on your Business Membership tier.

(\$1,500 = 2; \$3,000 = 4; \$5,000 - \$7,500 = 6; \$10,000 = 8)

Please let us know the first/last names and emails of your representatives by **October 7**.

Additional company passes are available for purchase at a discounted member rate.

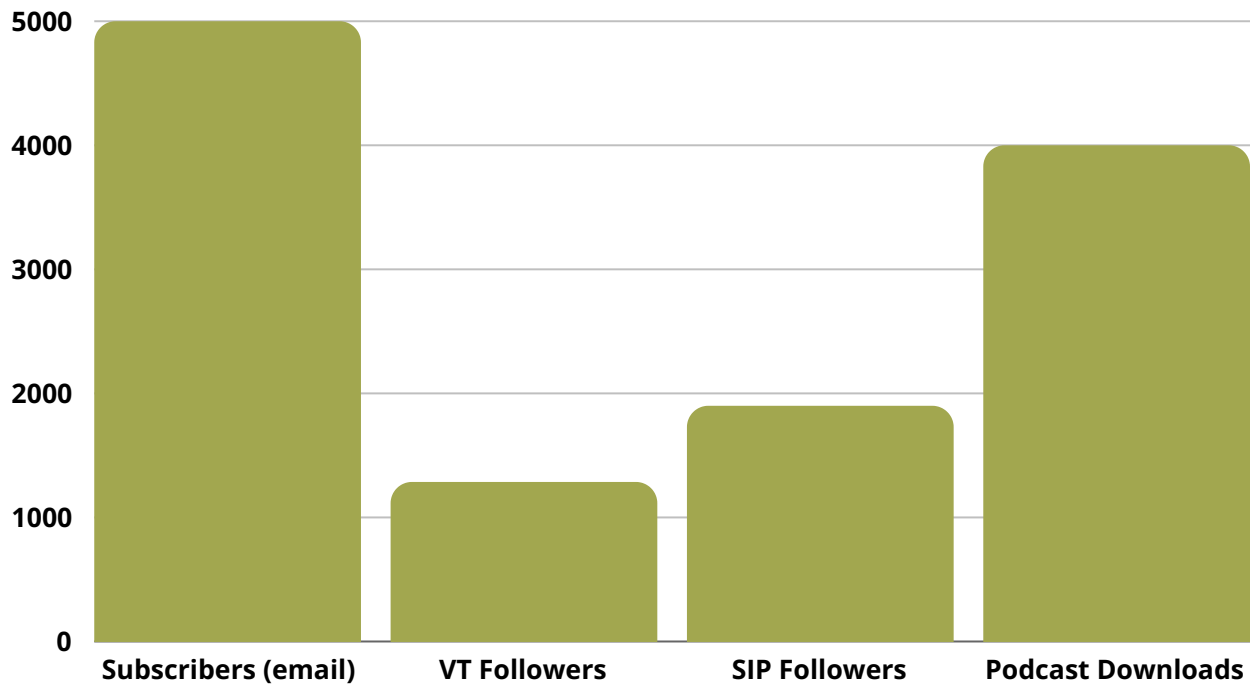
Each representative receives morning coffee, light breakfast & pastries, and hearty lunches daily.

Media Exposure

The Sustainable Ag Expo is promoted for 6 months on all of our outlets!

\$3,000+ Members are promoted in our newsletter (email), social media, podcast, and all Expo signage.

**Monthly reach statistics*



200,000+ publication reach per month!

The event is publicized trade outlets including: *Wine Business, Wine Industry Network, Grape & Wine Magazine, Paso Robles Daily News, New Times, Wine Mag, and more!*