

FEATURED



Allied Industry Showcase

Thursday and Friday, June 15-16, 2017

The Showcase is in conjunction with Livestock Marketing Association's Annual Convention. With an expected **500 livestock auction market owners, managers and dealers/order buyers in attendance**, it is a casual event for you to interact with and build strong relationships with attendees.

Commercial Spots

A special, one-hour show highlighting the 2017 WLAC and livestock marketing industry will air during primetime on RFD-TV. During the 2015 show, Rentrak estimation of **total household audience was 216, 800** for the June 29 primetime airing.

LMAAuctions.com

Friday and Saturday, June 16-17, 2017

Broadcasting over 90 auctions each week, *LMAAuctions.com* is one of the top 2 broadcast sites for weekly livestock sales and just received an update making it mobile friendly. With **approximately 60,000 registered viewers**, *LMAAuctions.com* provides repeat access to farming and ranching decision makers who log on to view over 4.5 million head of livestock annually. The 2017 WLAC and LMA Convention events will be broadcast live at *LMAAuctions.com*. Your brand will be prominently displayed in a banner ad rotation that averages **10,000 impressions** during the two-day event. This opportunity is for a leader board ad measuring approximately 729 pixels wide by 90 pixels high. The ad appears on the *LMAAuctions.com* main auction viewer page and will remain visible on each auction broadcast page, set to a 100 impression rotation with fellow advertisers.

Educational Program/Opportunity

Program: An **educational video featured** during the Opening General Session of the LMA Annual Convention or you could **speak to the auction market crowd during the WLAC** at Public Auction Yards. The crowd will include auction market owners, dealers/order buyers, farmers and ranchers. LMA could also coordinate with your experts to arrange an **educational presentation** about your brand during the convention or a **focus group with influential auction market owners or producers**.

Opportunity: **Market owners, producers and order buyers/dealers will be in attendance** at the Annual Convention Leadership Luncheon. Sponsorship of this lunch includes a 10-minute speech, on-site signage and notation in the official program and event app.

Official World Livestock Auctioneer Champion Truck

Place your logo or advertisement design on the 2017 WLAC award truck as it travels an annual average of **45,000 miles to livestock auctions across the United States**.

Official Annual Convention Attendee Event App

A Platinum sponsor will have the opportunity to have their **brand featured on a splash screen** that launches when the app does. Gold and Silver sponsors may have their brand featured in a banner ad, while **scheduled event sponsors will be noted on the app during that event's time** slot. Ask about push notifications!

Cocktail Hour before WLAC Banquet

Anticipation will be high as 500 guests await the announcement of the 2017 World Livestock Auctioneer Champion. Your company will **be the first to meet and greet banquet attendees** with a hosted cocktail hour on Saturday, June 17, 2017. The event sponsorship includes signage, promotional materials, drawing opportunities and a valuable opportunity to build relationships with the LMA members in attendance.

Sponsor Thursday's Lunch

Highlight your brand and build relationships with convention attendees as they sit down to lunch during the Opening General Session. Sponsorship of the includes on-site signage and notation in the official program and event app.

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Press Releases

One press release will be sent to national, regional and local agriculture media (**approximately 100 sources**) promoting the WLAC and Annual Convention. An additional press release will be sent following the announcement of the 2017 World Livestock Auctioneer Champion.

E-blast

A one time e-blast to the **41,000 registered recipients** of *LMAAuctions.com* e-blasts.

Print Advertising

A full page, four-color ad in the **official program of the 2017 WLAC** along with corporate logos and/or mentions in all pre-convention printed materials. An advertisement about your brand may also be included in a pre-convention issue of LMA's membership newsletter, *LMA InfoLink*.

One-time Pre-Convention Mailing

Connect with convention attendees before Annual Convention and the WLAC kick off with a direct mail. Mailing labels only provided.