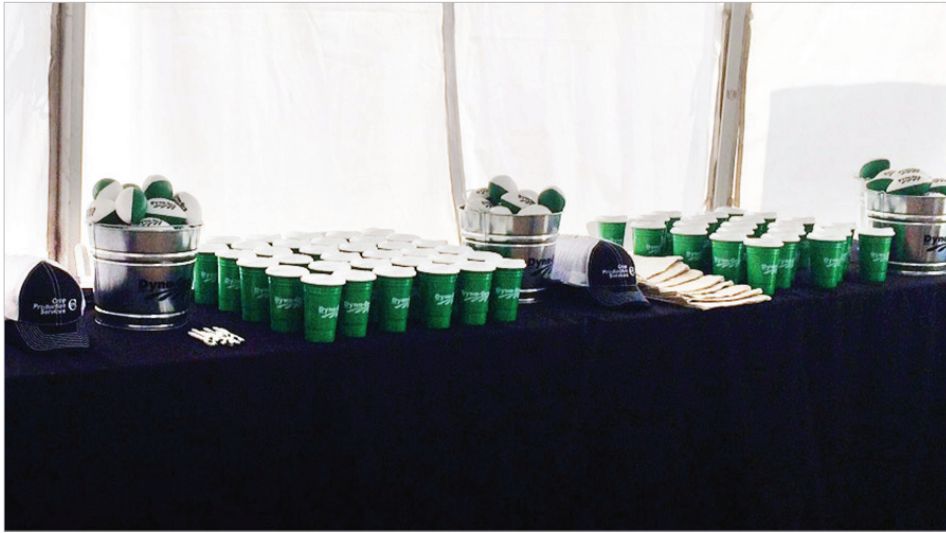









EXAMPLES OF OUR WORK:

CROP PRODUCTION SERVICES EVENTS



-  DESIGN
-  PRINT & PREPRESS
-  MAILING
-  SCREENPRINTING & EMBROIDERY
-  PROMOTIONAL ITEMS
-  SHIPPING & DISTRIBUTION
-  EVENT MANAGEMENT

[Growing Ag Business through Tradeshows]

Overview:

Every year, the ag industry's biggest players and producers converge in the Midwest for three days of the Farm Progress Show. Crop Production Services (CPS) uses the Farm Progress Show to meet with customers, exchange ideas and get feedback from farmers in person. With more than 500 exhibitors, it's critical to make your presence known, whether it's inviting existing customers in advance or attracting walkup traffic.

Sigler has partnered with CPS for several years, coordinating trade show needs and assisting with planning and onsite execution not only for the Farm Progress Show, but CPS Internal Sales and VIP sales team incentive meetings as well.

Highlights:

- Sigler's event planners and CPS's agency worked together to provide trade show booth design and layout, theme development, décor and signage, invitations and coordinated tradeshow worker apparel.
- We also assisted with venue selection, registration and hotel coordination, show site reservations, vendor contracts and rentals, catering details, as well as onsite event management.
- We have worked with CPS to secure keynote speakers, organized audio/video production, group activities and excursions along with prizes and promotional giveaways.

Results:

Through a mix of promotions, booth activities and marketing efforts, we've been able to help CPS reconnect with existing customers and generate new contacts, including more than 800 new leads from the 2015 Farm Progress Show. We continue to try to find new ways to make CPS more visible at the Show, ranging from giveaways to giant outdoor screens to interactive trivia games.



Start YOUR project today. **CALL US AT (800) 750-6997!**

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