



GEAPS
Grain Elevator and Processing Society

2023-2024

MEDIA KIT

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Working with GEAPS to promote your business connects you directly with thousands of grain industry workers and decision makers. Stand out, increase brand awareness, expand your product or service reach and create new brand advocates!
Explore GEAPS’ opportunities to promote your business.

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About Us

Meet Your Customers Through GEAPS

When you explore promotional opportunities with Grain Elevator and Processing Society (GEAPS), you aren't simply advertising a product or service—you are a part of something. You are helping build these vital connections, advancing the industry and opening doors and opportunities for your industry colleagues. You are helping us provide the networking opportunities, training, communications and resources we are known for while showing up in front of your future customers.

GEAPS is growing! In the last year we saw a 20 percent increase in members and surpassed 3,000 members! Our members are highly engaged professionals who care about quality and meeting customer needs. When you are in front of our members, you are in front of grain industry folks from 46 United States, six Canadian territories and 15 countries! Our reach goes well beyond our members—with thousands of people from all over the world opening our emails, listening to our podcast, tuning into our webinars and attending events.

We invite you to get to know GEAPS by being present at our events, take advantage of our advertising opportunities to connect with future customers where they're at.

GEAPS' sponsorship and advertising program is the best way to reinforce your brand and make lasting connections throughout the year. Let's work together to make the most of your marketing budget!



Our Mission and Vision

Mission:
To champion, connect and serve the global grain industry and our members.

Vision:
GEAPS will be the global community and thought leader for the grain industry, which feeds and fuels the world.

Objectives and Values:

- Agriculture Matters:** The grain industry and its professionals feed the world.
- Relationships Matter:** People, and operating with integrity, drive our network and business.
- Intelligence Matters:** We apply information, innovation, knowledge and training to make progress and evolve.
- Responsibility Matters:** We are stewards of the grain industry and have a focus on sustainability, safety and quality initiatives.
- Inclusion Matters:** We are welcoming and understand that diverse people and opinions make us stronger.
- Membership Matters:** Members choose to be part of something bigger by joining GEAPS and we prioritize their value.

GEAPS Network

The Grain Elevator and Processing Society connects you with the world’s largest, most engaged network of grain handling and processing professionals. GEAPS works with you to build a program that reaches your target audience. We go beyond the numbers to ensure you’re making quality connections - the kind that lead to long-term success. GEAPS gives you access to four distinct groups:



Suppliers

Territory managers, executives, developers and consultants—your products and services will be in front of suppliers who have the power to purchase and engage with your company.



Operators

Facility managers, safety directors and elevator operators have first-hand knowledge of what their facility needs. Show them how your products and services can help them meet goals!



Affiliates

Show GEAPS members who are professors, researchers, program managers and CEOs how your company’s products and services are the right decision and the smart decision.



Students

Today’s students are tomorrow’s sought after employees. In an increasingly tight labor market, it’s important to present your company in a great light.

Audience Demographics

GEAPS helps you reach grain industry influencers and decision-makers.

Company Types



Top Five Needs of Our Audience

Grain professionals come to GEAPS to:

- 1 Expand their professional network
- 2 Build their technical skills
- 3 Improve the way their business operates
- 4 Build their leadership skills
- 5 Progress or advance their career

Social and Web Reach

Growing your visibility online is easy with the active and engaged GEAPS audience. This is expected to grow as we have made significant investments on improving how our website works for our members and the industry.

Web and Email Reach

3K+

Members

196K+

Web Page Views

14k+

Email Subscribers

Social Media Network

2,500+

Facebook Followers

2,000+

Twitter Followers

5K+

LinkedIn Followers

11K+

Facebook Reach/Month



GEAPS Partner Program

With the GEAPS Partner Program, you'll benefit from top-level exposure to our influential audience. This exclusive opportunity puts your brand front and center with grain professionals for a year. Enjoy the following benefits, available only to the GEAPS Partner Program:



Premier Partner

Our highest level partnership offers the most benefits with exclusive opportunities only available to Premier Level Partners.



Key Partner

Our mid-level partnership offers a wide variety of benefits and exclusive opportunities for Partner program companies.



Select Partner

Our most cost-effective partnership offers benefits at a great value in addition to opportunities available to Partner program companies.

Premier Partner

Our highest level partnership offers the most benefits with exclusive opportunities only available to Premier Level Partners.



Premier Partner

\$30,000

Deadline for Partner Program is
August 15, 2023

Limited to 6 companies (scheduling is first come, first served)

Exchange

- Exchange booth credit equivalent to a standard member 10x10 booth
- Three additional booth worker passes
- Four tickets to Get Acquainted Party
- Selection of booth before priority list
- Welcome Reception Bar next to or in booth dependent on space and power accessibility
- Platinum sponsorship at Exchange

Leadership Conference

- Platinum sponsorship at Leadership Conference

Digital Advertising

- One Whole Grain podcast episode and two podcast commercials
- Your 300-600 word advertorial celebrating you and what you do! Sent to GEAPS email subscribers and shared online at GEAPS.com
- Four social posts acknowledging partnership
- Two month GEAPS.com leaderboard banner ad

Print Advertising

- In-Grain cover wrap (exclusive to Premier Partners)
- Member Directory and Buyers' Guide full page, 4-color ad with six buyers' guide listings (in print and online)
- One email sponsorship (logo on bottom of email saying sponsored by)
- Company logo on bottom of Exchange emails with other Platinum sponsors

Key Partner

Our mid-level partnership offers a wide variety of benefits and exclusive opportunities for Partner program companies.



Key Partner

\$20,000

Deadline for Partner Program is
August 15, 2023

Exchange

- Exchange booth credit equivalent to a standard member 10x10 booth
- Two additional booth worker passes
- Three tickets to Get Acquainted Party
- First booth selection in your priority list group
- Gold sponsorship at Exchange

Leadership Conference

- Gold Sponsorship

Digital Advertising

- One Whole Grain podcast episode and one podcast commercial
- Your 300-600 word advertorial celebrating you and what you do! Sent to GEAPS email subscribers shared online at GEAPS.com
- Two social posts acknowledging partnership
- One month GEAPS.com banner ad
- Email sponsorship

Print Advertising

- Member Directory and Buyers' Guide full page, 4-color ad with six buyers' guide listings (in print and online)

Select Partner

Our most cost-effective partnership offers benefits at a great value in addition to opportunities available to Partner program companies.



Select Partner

\$10,000

Deadline for Partner Program is
August 15, 2023

Exchange

- Exchange booth credit equivalent to a standard member 10x10 booth
- One additional booth worker passes
- Two tickets to Get Acquainted Party
- First booth selection in your priority list group
- Silver sponsorship at Exchange conference

Leadership Conference

- Silver Sponsorship

Digital Advertising

- One Whole Grain podcast commercial
- Your 300-600 word advertorial celebrating you and what you do! Sent to GEAPS email subscribers shared online at GEAPS.com
- Email sponsorship

Print Advertising

Member Directory and Buyers' Guide full page, 4-color ad with six buyers' guide listings (in print and online)

Whole Grain Podcast



Whole Grain, a podcast presented by GEAPS, supports the grain handling and processing industry. This audio interview format show supports the grain industry with topics covering industry best practices, safety, industry outlooks, innovation, workforce development and industry products and services.

Whole Grain is easily accessible. You'll find it on your favorite podcast app such as Apple Podcasts, Spotify and so many more! The show is also on the GEAPS website at www.geaps.com/wholegrain. Each episode has its own page with the audio player, show notes, links and transcript.

It's been very informative to me because I can listen to it on the go whether I'm traveling to the facility or even at home when I'm mowing the yard. It gives me all of the information to be up-to-date with what's going on in the grain industry. I really enjoy it!

Aaron Maple
Kokomo Grain Co. Inc.

1,600+

Podcast Downloads

2022

Podcast Start Year

16

Published Episodes

Listeners From Across The World

United States
Canada
Germany
Philippines
Denmark
Italy
Netherlands
Greece
Saudi Arabia
Chile
Brazil
Switzerland
Ireland
Mexico
Venezuela

Türkiye
Spain
United Kingdom
Iran
Australia
Cyprus
Kenya
Thailand
Argentina
Sudan
Iraq
Ghana
Finland
Malaysia
Czechia

Nigeria
Jamaica
India
Costa Rica
United Arab Emirates
Peru
Lebanon
Colombia
Indonesia

Whole Grain Podcast

We offer a variety of options from 15 second commercials to whole episodes! We will work with you to help create the podcast productions. Want to purchase commercials in bulk? Contact us for bulk pricing discounts.

15 SECOND AD

\$220

30 -40 WORD COUNT

A 15-second commercial only the advertiser to provide basic business information about the business. This commercial is effective if the audience is familiar with your business.

30 SECOND AD

\$390

75-85 WORD COUNT

The 30-second commercial is a good option to add some creativity. They can be presented as monologues or conversations and can include more details such as: experience the benefits of its products and selling points.

60 SECOND AD

\$575

150-170 WORD COUNT

Give a full sales pitch in 60 seconds. Great for promoting a new product or service. Make the commercial more compelling by introducing an engaging headline, identifying a problem and providing a solution.

PROMOTIONAL EPISODE

\$2,160

BE SHOWCASED AS A THOUGHT LEADER

Showcase your organization as an industry thought leader! We will work with you to develop the podcast from start to finish and promote on all GEAPS' channels.

GEAPS' website, GEAPS.com, is a go-to source for grain professionals. With more than 26,000 site visitors per month, your ad will get exposure - and clicks! We have made significant investments on improving how our website works for our members and the industry.



\$1,500
Monthly

Desktop Specs:
Leaderboard (728x90px)

Sidebar Ad
Here



\$750
Monthly

Desktop Specs:
Medium Recangle (300x250px)

Mobile Specs:
Medium Recangle (300x250px)

E-Newsletters

Place a digital ad in GEAPS Training and Education Update emails and/or Member Focus.

Ad Here



You've got to join us in Portland, Krissy

Proactively Managing Conflict

Gain Leadership Skills in Portland

The registrations are starting to flow in for GEAPS Leadership Conference. Have you reserved a space for yourself?

Attendees like yourself will be able to hear from Dorene MacVey and others at the two-day event. With a theme of

Training and Education Update

\$750
Per Email

Features our upcoming training and professional development opportunities

Bimonthly

Target:
Suppliers, operators and students

Subscribers
10,500+

Specs: 600x250 px



Ad Here



Benefits? We've Got Them Right Here

Last month we talked to you about the many great things you can find in your Video Library—including education sessions from GEAPS Exchange. They weren't quite ready for you then, but we are happy to let you know great training on grain operations, safety, employee development and maintenance is ready and waiting for you on our site. Beyond GEAPS Exchange education videos you also may view webinars and view sessions from last year's Leadership Conference. You must be logged into the site as a member in order to access the Video Library.

Leadership Conference

Member Focus

\$750
Per Email

Features upcoming benefits for GEAPS members and a list of upcoming chapter events.

Monthly

Target:
GEAPS Members

Subscribers:
3,000+

Specs: 600x250 px

Webinars

Be recognized as an industry leader by sponsoring a GEAPS webinar. GEAPS webinars are digital broadcasts that engage your target audience to share your message at scale so you can build brand awareness and generate leads.

Webinar Sponsorship

\$400

Your company wants to be a part of providing great educational content to the industry. GEAPS will create an educational webinar to benefit the industry and you make it possible with your financial support! To recognize your contribution, your company’s logo will appear on all promotional materials. Your company also will receive recognition during the webinar. You can also provide a brief promotional message to be included in the webinar, showcasing your company’s products or services to our members. This sponsorship will position your company as a valued supporter of our agricultural community and provide targeted exposure to potential customers and clients.

Promotional Webinar

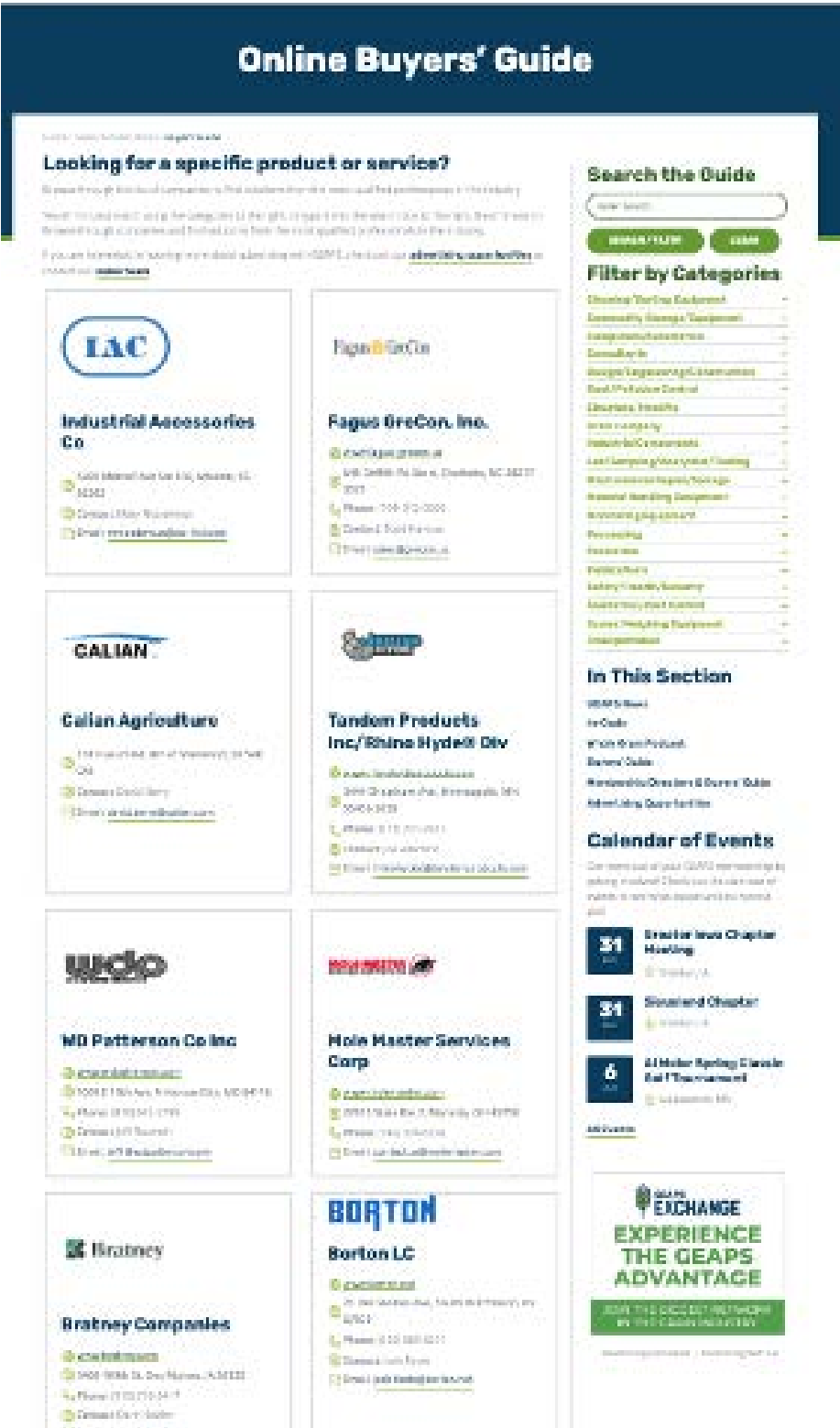
\$1,000

Celebrate your company and what you do for the industry! Your people provide the topic and content. We provide the platform. Your company will receive branding on all promotional materials and custom slides and can provide the webinar presenter to demonstrate your company’s thought leadership in the field. This will position your company as a leading voice in the industry and provide exposure to a highly engaged and targeted audience. You’ll also receive participant contact information for those that choose the opt-in option for receiving communications from sponsors.

Buyers' Guide

Our online and print buyers' guides provide an easy way for the industry to find your company, product or service. Organize your company by product categories and share your products, services and contact information.

Visit www.geaps.com/news-publications/buyers-guide/ for a full list of buyers' guide categories



Listings

\$225

Per Bundle of Three Categories

Online and Print Listing
2,500+ Unique Visitors
visit the Buyers Guide each year

Online Listing Includes:
Logo
Company and Contact Details
Website

Mailed to 3,000+ members in the
printed Member Directory

Listings

FREE

For 2023 Exchange Exhibitors

A free bundle code was emailed to
2023 Exchange Exhibitors

2,500+ Unique Visitors
visit the Buyers Guide each year

Online Listing Includes:
Logo
Company and Contact Details
Website

Mailed to 3,000+ members in the
printed Member Directory

Additional Listings

\$225

Per Bundle of Three Categories

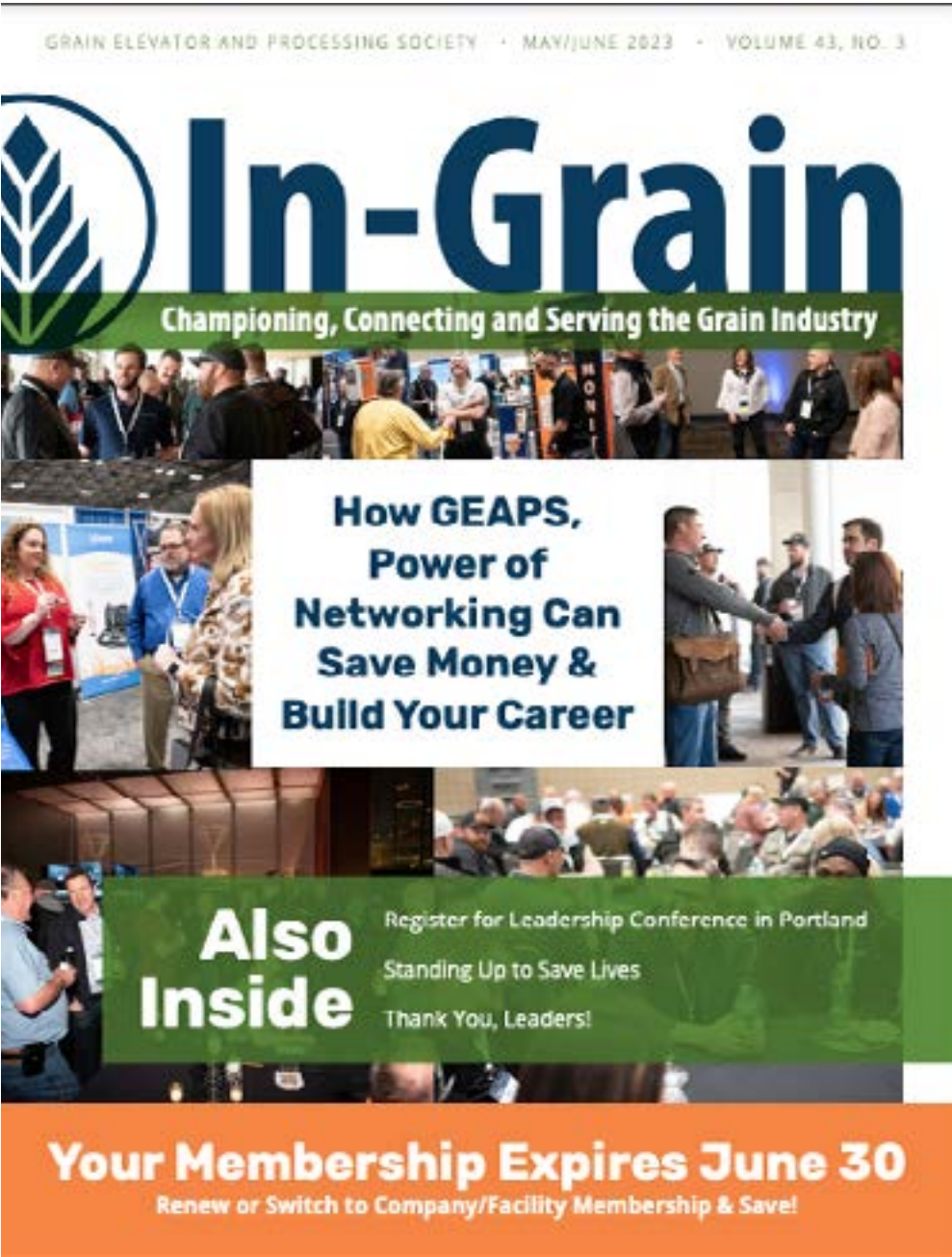
Online and Print Listing
2,500+ Unique Visitors
visit the Buyers Guide each year

Online Listing Includes:
Logo
Company and Contact Details
Website

Mailed to 3,000+ members in the
printed Member Directory

In-Grain Member Newsletter

Published six times annually, In-Grain is a GEAPS member benefit. In-Grain is meant to celebrate the more than 3,000 GEAPS members while providing them with news they need. The pages are filled with feature stories on news relevant to our members in the grain industry, information on programs and services, member news and celebrations and opportunities.

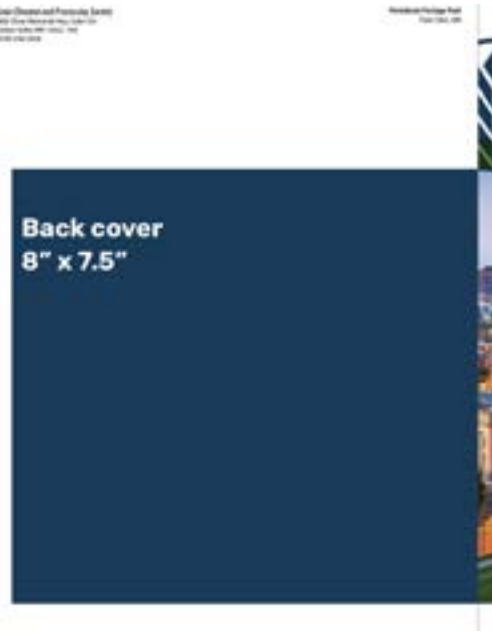


Full Page Ad \$2,000



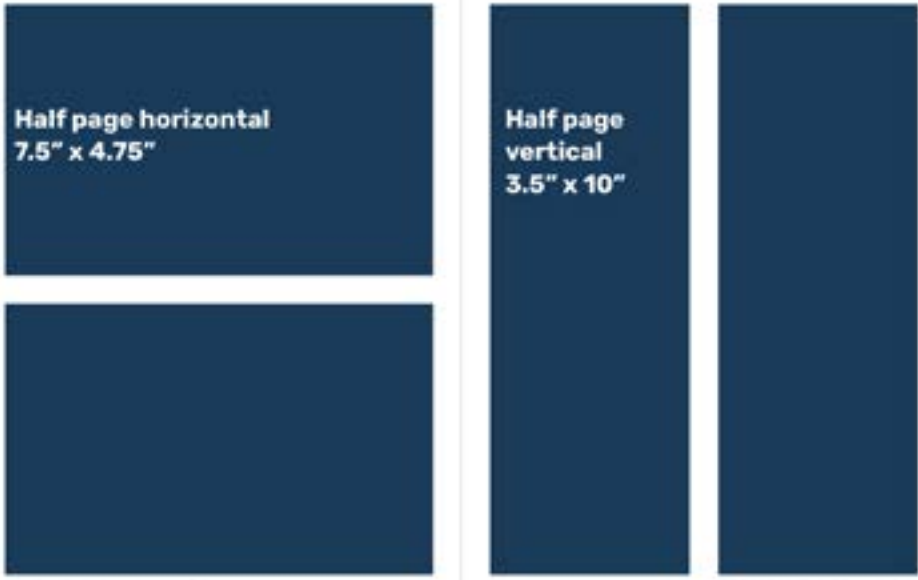
Full Page Ad (no bleed) 7.5" x 10"
Full Page Ad (with bleed) 8.5" x 11
.125" bleed on all sides

Back Cover Ad \$2,000



Back Cover Ad 8" x 7.5"

Half Page Ad \$1,000

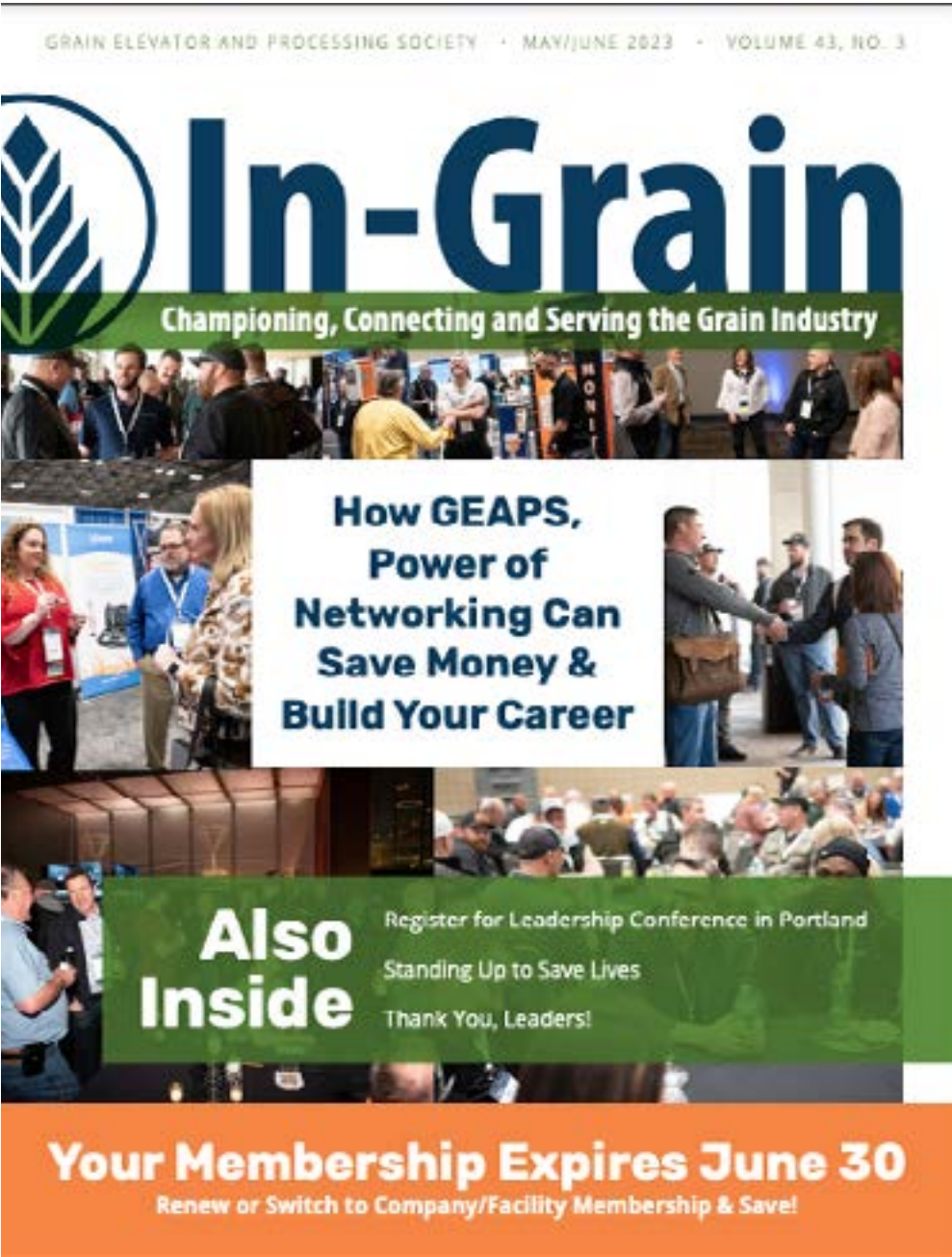


Half Page Horizontal Ad 7.5" x 4.75"
Half Page Vertical Ad 3.5" x 10"

We also have extend an image/callout to the edge of the page options. Contact us if you are interested in this!

In-Grain Member Newsletter

2023 - 2024 Editorial Calendar



In-Grain Issue	Ad Deadline
July/August 2023	June 19
September/October 2023	August 7
November/December 2023	October 9
January/February 2024	December 8
March/April 2024	February 20
May/June 2024	April 9

Member Directory and Buyers' Guide

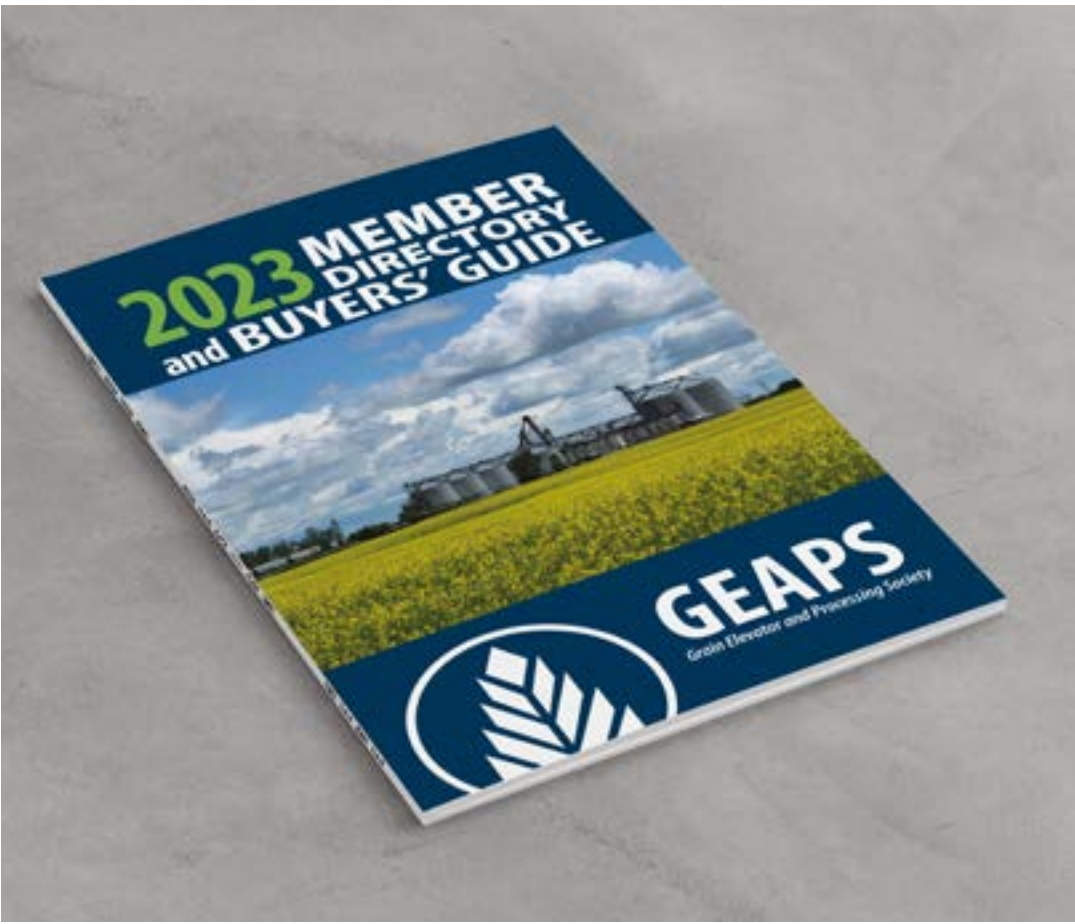
GEAPS Member Directory and Buyers' Guide is the most comprehensive print directory in the industry and includes the GEAPS membership directory and buyers' guide. Place your company message where thousands of people reference it.

Display Ad Rates

Display advertisers are recognized in their own section of the GEAPS Member Directory and Buyers' Guide with a list of all their Buyers' Guide categories (sold separately).

Vibrant, cover stock Tab Dividers provide the most valuable advertising location. Purchase a tab to gain first right of refusal in the subsequent year.

Want to make sure your Regular Page Ad is seen? Act early and reach out to sales@geaps.com to secure a space in the front section for an additional \$200. Advertisements are offered on a first-come, first served basis.



4-COLOR PROCESS	4-COLOR PROCESS	1-COLOR (BLACK)	1-COLOR (BLACK)
\$1,650	\$1,025	\$1,225	\$625
Full Page Ad	Half Page Ad	Full Page Ad	Half Page Ad

Special Divider Tabs: limited quantity. Email the sales team at sales@geaps.com for information on price and availability.
NOTE: Any alterations, size adjustments, production or shipping costs will be charged to the advertiser. We cannot offer agency commissions or discounts.

Member Directory and Buyers' Guide

Display ads appear throughout the GEAPS Member Directory, with different size and color options available to suit any marketing budget. Full or half-page ads are available.

Display Ad Details

Sales Open
June-August

Artwork Submission Deadline
September 8, 2023

Member Directory sent to members
winter 2023-2024

PUBLICATION SIZE

Page Size (trim)

width x height

6" x 9"

DISPLAY AD SIZES

Full-page (white border around ad)

5" x 8"

Full-page bleed (live material .25in from trim)

6¼" x 9¼"

Horizontal ½ - page

5" x 4"

Vertical ½ - page

2¼" x 8"



Display Ad Requirements

Preferred: High Resolution (300 dpi) PDF (Acrobat), embedded with all images and fonts. For Full Page Bleed, have crop marks offset .125in from trim.

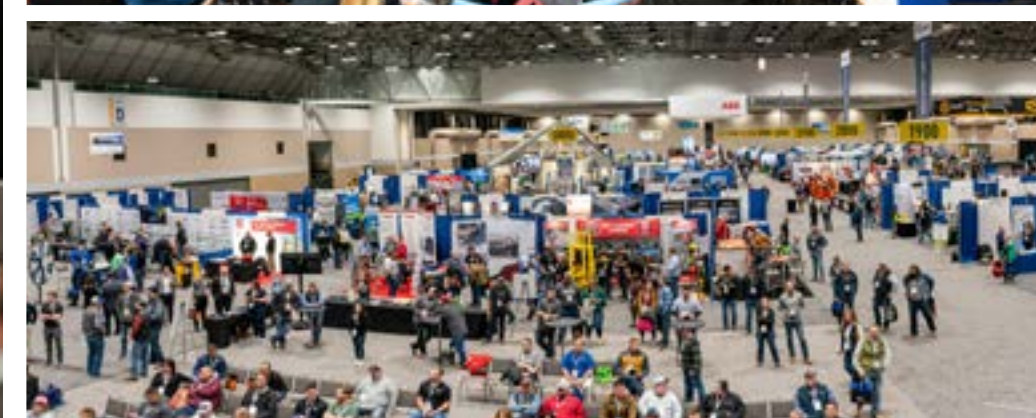
Images: All images must be High Resolution (300 dpi) and embedded.

Fonts: All fonts must be embedded.

Delivery

Files may be uploaded at the time your order is placed, or you may return to upload your file anytime before September 8, 2023.

GEAPS Exchange



GEAPS Exchange

GEAPS Exchange attracts grain industry professionals from around the world looking for new ideas and solutions. Connect with them as a sponsor, exhibitor or speaker and show how your company can help them!



1

Exposure

Become aware of new equipment, products, services and suppliers



2

Networking

Network with industry peers and suppliers



3

Meet Customers

Meet with customers or suppliers and/or expand their customer/supplier base



4

New Products

Evaluate and compare supplier of equipment, products and services for future purchases



5

Education

Attend education sessions



GEAPS Exchange 2024
February 24-27 | Kansas City, Missouri
Targets: 3,300+ Grain Industry Professionals

GEAPS Exchange Sponsorships

GEAPS offers a flexible sponsorship program so you are able to get the most brand exposure out of your marketing budget. Whether you plan on being the exclusive sponsor for the Exchange Mobile App, or want to generously provide lunch for attendees, you can pick the options that match your goals.



Leadership Conference and Chapter Events

GEAPS offers a flexible sponsorship program so you are able to get the most brand exposure out of your marketing budget.



Leadership Conference

Exhibits and Sponsorships Available

GEAPS Leadership Conference is a two day deep dive into all things leadership—with a bit of fun to round things out.



Chapter Events

Exhibits and Sponsorships Available

Getting involved in a GEAPS Chapter is a great way to grow your professional network. Exhibits and sponsorships are available at some chapter events!

Contact Us

Reach out to us if you have questions or would like to place an order for any of the items you saw in this kit.



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www.geaps.com



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