



Dealer Legislative Fly-in



Networking Opportunities

INDUSTRY
RELATIONS
PROTECT
ADVOCACY
PROMOTE
MEMBERSHIP



Dealer Advocacy



Engaging Programming

TRAINING **WORKFORCE**
DEVELOPMENT
COMMUNITY
INFLUENCE
EDUCATION

CONVENTION
NETWORKING
ALLIANCES

OPPORTUNITIES

VALUE



FWEDA Annual Silent Auction



Professional Development Sessions

VISION

Far West Equipment Dealers Association is a unified voice protecting and promoting the interests of our members



CORE VALUES

ADVOCACY — Business thrives with innovation and sustainable policy

INDUSTRY & GOVERNMENT RELATIONS — Communication and perspective build consensus

SERVICE — Passion and professionalism are fundamental

VALUE & COMMITMENT — Our strategic compass is loyal our vision

PROFESSIONAL DEVELOPMENT — Embracing growth with change makes us better

TRANSPARENCY — Authenticity and stewardship are paramount

PREFERRED PARTNERS PROGRAM

- Screened by board/staff
- Signed Statement of Business Principles
- Associate membership required
- Eligible for Far West exclusive channel on website
- Eligible for premier listing on Dealer Marketplace
- Eligible for Voucher Program
- Annual convention support
- Signed annual agreement

INCENTIVE PARTNERS PROGRAM

- Screened by board/staff
- Signed Statement of Business Principles
- Eligible for Far West channel on website
- Eligible for basic listing on Dealer Marketplace
- Offer discounts on products or services to FWEDA members
- Signed annual agreement

JOIN FWEDA — #DEALERSMATTER

Get involved — Membership in Far West Equipment Dealers Association paves the way to greater business success. Our dealers are leaders among their peers. They are champions for the equipment industry. They understand and value participation in the process. Join us today as we make a difference.

BENEFITS OF MEMBERSHIP



DEALER-MANUFACTURER RELATIONS

- Industry Relations Task Force
- Dealer agreements
- OEM agreements
- Legal Consultations
- Cost of Doing Business Survey
- Compensation & Benefits Report



GOVERNMENT AFFAIRS

- Right-to-Repair
- State Net & iTrac
- Ag Presidents' Council
- Washington DC fly-in
- The Advocate
- Lobbying



FEDERAL & STATE COMPLIANCE

- Member portal
- Dealer hotline
- OSHA compliance
- Safety resources



LEADERSHIP & INFLUENCE

- Annual Convention
- FARWEST Dealer
- Friends of FWEDA
- Student resource database
- Workforce development
- Professional training
- Business networking
- Community and Industry support



INDUSTRY PARTNERSHIPS

- FWEDA Marketing Services
- Dealer Marketplace
- Voucher program
- Flat rate guides
- Equipment tags
- Business forms

ASSOCIATE MEMBERSHIP BENEFITS

ALLIED PARTNERS

- Incentive Programs
- Networking opportunities
- Dealer Marketplace Listing
- Member Directory Listing
- Advertising opportunities
- Voucher program
- Complimentary Event Listings

SPONSORSHIPS

- Recognition
- Convention
- Networking
- Exclusive opportunities
 - Programming
 - Advertising

SPONSORSHIP & ALLIED PARTNERS

\$50k – Diamond sponsor

- Exclusive sponsorship rights to the Golf Tournament or Keynote Speaker Welcome Breakfast
- Preferred Partners get preference
- VIP opportunities
- Option to participate in convention programming
- Advertising incentives, include premium placement
- Preference for convention sponsorship
- Exclusive PPP content in digital communications
- Eligibility for editorial content in Dealer Magazine, digital communications and Consumer Resources page
- Premier listing on Dealer Marketplace
- Member Directory Listing
- Use of FWEDA seal

Dealer Marketplace premier listing

Premier Partners

Federated Insurance Co.
Member Since: 2018
✉ <http://www.federatedinsurance.com>
📍 10850 Gold Center Dr Ste 150
Rancho Cordova, CA 95670
👤 Ryan Crawford
📞 1-800-533-0472
✉ rtcrawford@fedins.com
Edit User

Associate Members

Walt Garner Associates, Inc.
Member Since: 2018
✉ <http://www.waltgarnerassoc.com>



Convention program opportunities

Exclusive content in member communications



\$35k – Platinum sponsor

- Preferred Partners get preference
- VIP opportunities
- Option to participate in convention programming
- Advertising incentives, include premium placement
- Preference for convention sponsorship
- Exclusive PPP content in digital communications
- Eligibility for editorial content in Dealer Magazine, digital communications and Consumer Resources page
- Premier listing on Dealer Marketplace
- Member Directory Listing
- Use of FWEDA seal

\$25k – Gold sponsor

- Preferred Partners get preference
- VIP opportunities
- Option to participate in convention programming
- Advertising incentives, include premium placement
- Preference for convention sponsorship
- Eligibility for editorial content in Dealer Magazine, digital communications and Consumer Resources page
- Premier listing on Dealer Marketplace
- Member Directory Listing
- Use of FWEDA seal

***ASSOCIATE MEMBERSHIP REQUIRED FOR KEY SPONSORSHIPS**

SPONSORSHIP & ALLIED PARTNERS

\$15k – Silver sponsor

- Preferred Partners get preference
- Option to participate in convention programming
- Advertising incentives including premium placement
- Preference for convention sponsorship
- Eligibility for editorial content in Dealer Magazine or digital communications with purchase of ad space
- Premier listing on Dealer Marketplace
- Member Directory Listing
- Use of FWEDA seal

\$7,500 – Bronze sponsor

- Preference for convention sponsorship
- Premier listing on Dealer Marketplace
- Member Directory Listing
- Eligibility for editorial content in digital communications and Consumer Resources page
- Use of FWEDA seal

\$1,500 – Associate Member Plus

- Premiere Dealer Marketplace Listing
- Convention tabletop
- Sponsorship preference and recognition
- Advertising discounts and credits
- Eligibility for content on Consumer Resources page
- Use of FWEDA seal



\$2,500 – Industry Partner

All the benefits of

Associate Membership **Plus**:

- With sponsorship and recognition
- Eligibility for editorial content on Consumer Resources page

FWEDA Associate Membership Application

Membership fees can be paid by check or credit card.

COMPANY NAME _____ **BUSINESS TYPE** _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____ **COUNTY** _____

PRIMARY CONTACT _____ **TITLE** _____

PHONE _____ **FAX** _____ **EMAIL** _____

It is understood that upon acceptance of this application to the Association and upon the payment of dues as established by the Board of Directors, this membership will become effective and will remain in effect until termination is requested by the member or is ordered by the Board. It is agreed to honor the objectives as stated by the Articles of the Association.

SIGNATURE _____ **DATE** _____

Reach Your Audience with FWEDA

Key decision makers read FARWEST Dealer

Our readers are the key decision makers in their companies with oversight of business operations, as well as purchasers of the full range of business products and services their dealerships need on a daily basis.

FWEDA offers premium content strategically delivered across multiple platforms to a targeted audience. Our customized advertising opportunities will keep your company's name and products in front of your customers on a consistent basis all year long and will complement your presence at FWEDA events as an exhibitor or sponsor.



To advertise, please contact us at 800.576.8850 or email jason@fweda.com

2020 Editorial Calendar

| Issue | Special Sections |
|--------------------------------|---|
| Q1 January, February, March | 2020 Legislative Preview |
| Q2 April, May, June | Emerging Tools & Technology Joint Legislative Fly-in |
| Q3 July, August, September | Workforce Development |
| Q4 October, November, December | 2020 Convention Preview |
| 2020 Convention Program | Schedule of Events & Program Information |

ADVERTISING DEADLINES:

Q1 January, February, March: **12/23/19**

Q2 April, May, June: **3/20/20**

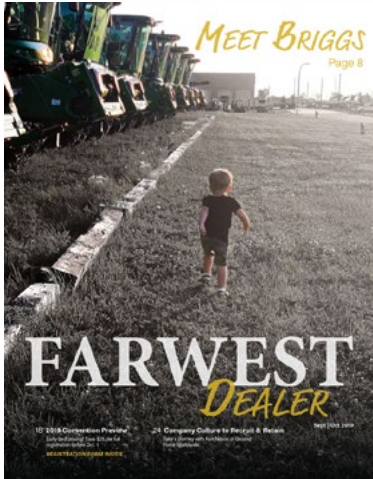
Q3 July, August, September: **6/19/20**

Q4 October, November, December: **9/18/20**

2020 Convention Program: **10/9/20**



The **FARWEST Dealer** is the quarterly publication of the Far West Equipment Dealers Association. Our dynamic content covers issues and topics relevant to agricultural, industrial, material handling, hardware, lumber, outdoor power and rental equipment dealers in Arizona, California, Colorado, Hawaii, Nevada, Utah and Wyoming. **FARWEST Dealer** is sent to more than 1,500 members and industry partners. Print versions are mailed to equipment dealers and partners, and the digital edition is available online for the year, extending greater reach to readers/viewers, and offering advertisers more value for their advertising dollars. All advertisements now **include a live link** in the digital edition.



| FULL COLOR RATES | 1x | 4x |
|------------------|-------|-------|
| Full Page | \$750 | \$700 |
| Half Page | \$500 | \$450 |
| Quarter Page | \$425 | \$375 |
| Business Card | \$250 | |



| PREMIUM PLACEMENT RATES | 1x | 4x |
|-------------------------|--------------------|-------|
| Inside Front Cover | \$950 | \$850 |
| Inside Back Cover | \$950 | \$850 |
| Back Cover | \$950 | \$850 |
| High Traffic Placement | +\$75 Digital only | |



* **Digital only** – Have your ad adjacent to the most frequently viewed content in our [digital edition](#) based on audience trends and analytics.

EDITORIAL CONTENT UPGRADE

We now offer special editorial space to our advertisers. When you purchase a half Page ad or larger, you have the option to purchase add-on editorial content in our publications. This content can be an informative article about your business or the industry. A personalized photo message can be substituted for editorial content.

EDITORIAL CONTENT RATES

| | |
|------------|-------|
| +Full Page | \$200 |
| +Half Page | \$100 |

* You can only purchase editorial space equal to or less than the size of your ad.

WORKFORCE DEVELOPMENT

FWEDA's Annual Silent Auction supports scholarships

FWEDA SCHOLARSHIP DEADLINE: OCT. 1

The 2019-2020 FWEDA scholarship deadline for applications is Oct. 1. FWEDA scholarships assist with paying for the cost of training, re-training or advancement of employees or potential employees of Far West equipment dealers to create a larger pool of qualified, committed long-term employees for those dealership. Scholarship awards are currently set at \$1,000 per recipient, per school year; FWEDA will contribute \$1000 provided the dealer contributes \$1000. The intent of this scholarship is to provide dealer training funds. Applications for the 2019-20 school year must be received in the Association office by **August 1, 2019** [Scholarship Application >>](#)

FWEDA SPONSORS GIE+ EXPO WORKFORCE SUMMIT

October 16-18, 2019
Louisville, Kentucky
<https://www.gie-expo.com>
Register for the Equipment Dealer Foundation's Workforce Development Summit and get complimentary registration to the Green Industry and Equipment Expo (GIE+EXPO) is the largest trade show

JOIN FWEDA
#FWEDAPartners

© 2019 Far West Equipment Dealers Association | 2020 Research Park Drive Suite 160, Davis, CA 95618 | Phone: (800) 576-8850 | info@fweda.com
Credit Card types accepted:

Side Rectangle
250 x 250 Pixels

Footer Banner
728 x 90 Pixels

WEB AD RATES

| | 1x | 6x | 12x |
|-----------------------|-------|-------|-------|
| Side Rectangle | \$250 | \$225 | \$200 |
| Footer Banner | \$200 | \$175 | \$150 |

PRINT + WEB UPGRADE

Receive a discount when you advertise in the FARWEST Dealer and on our website.

WEB ADD-ON MONTHLY CHARGE

| | 1x | 6x | 12x |
|----------------------------|-------|-------|-------|
| + Side Rectangle Ad | \$200 | \$175 | \$150 |
| + Footer Banner Ad | \$150 | \$125 | \$100 |

DIGITAL FILE INSTRUCTIONS

Submit digital ad materials to jason@fweda.com no later than **5 days** before your desired run date.

Accepted file types: JPG, GIF or PNG only. All files must be under 100 kb in size.

The **Far West Convention Program** is a high quality publication released in conjunction with our Annual Convention including a schedule of events, speaker information, a list of attendees and more. The Far West Convention Program will be sent to more than 1,500 members and industry partners. Print versions will be mailed to equipment dealers and industry partners as well as handed out at the 2020 FWEDA Experience. A digital edition will be available online for the next year.



FULL COLOR RATES

| | |
|----------------------|--------------|
| Full Page | \$875 |
| Half Page | \$550 |
| Quarter Page | \$425 |
| Business Card | \$250 |

PREMIUM PLACEMENT RATES

| | |
|-------------------------------|----------------------------|
| Inside Front Cover | \$1,000 |
| Inside Back Cover | \$1,000 |
| Back Cover | \$1,000 |
| High Traffic Placement | +\$75 Digital only* |

* **Digital only** – Have your ad adjacent to the most frequently viewed content in our [digital edition](#) based on audience trends and analytics



PRINT SPECIFICATIONS

| | | | | | |
|-------------------------------|---------------------------------|-----------------------------------|-------------------------|--------------------------|-----------------------|
| Full Page No Bleed | Half Page Horizontal | Half Page Vertical | Quarter Page | Business Card | Back Cover |
| 7.5" x 10" | 7.5" x 5" | 3.75" x 10" | 3.75" x 5" | 3.5" x 2" | 7.5" x 8" |

All digital color artwork must be supplied at 300 dpi. Highres PDF, EPS, and TIFF files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

FARWEST DEALER

| FULL COLOR RATES | 1x | 4x |
|------------------|--------------------------------|--------------------------------|
| Full Page | \$750 <input type="checkbox"/> | \$700 <input type="checkbox"/> |
| Half Page | \$500 <input type="checkbox"/> | \$450 <input type="checkbox"/> |
| Quarter Page | \$425 <input type="checkbox"/> | \$375 <input type="checkbox"/> |
| Business Card | \$250 <input type="checkbox"/> | |

| PREMIUM PLACEMENT RATES | 1x | 4x |
|-------------------------|--------------------------------|--------------------------------|
| Inside Front Cover | \$950 <input type="checkbox"/> | \$850 <input type="checkbox"/> |
| Inside Back Cover | \$950 <input type="checkbox"/> | \$850 <input type="checkbox"/> |
| Back Cover | \$950 <input type="checkbox"/> | \$850 <input type="checkbox"/> |
| High Traffic Placement | +\$75 Digital only | |

PUBLICATION DATES

- ☐ **Q1** January, February, March ☐ **Q3** July, August, September
- ☐ **Q2** April, May, June ☐ **Q4** October, November, December

EDITORIAL CONTENT UPGRADE

| | |
|------------|--------------------------------|
| +Full Page | \$200 <input type="checkbox"/> |
| +Half Page | \$100 <input type="checkbox"/> |

WEBSITE ADVERTISING

| WEB AD RATES | 1x | 6x | 12x |
|-------------------|--------------------------------|--------------------------------|--------------------------------|
| Side Rectangle Ad | \$250 <input type="checkbox"/> | \$225 <input type="checkbox"/> | \$200 <input type="checkbox"/> |
| Footer Banner Ad | \$200 <input type="checkbox"/> | \$175 <input type="checkbox"/> | \$150 <input type="checkbox"/> |

PRINT + WEB UPGRADE

| WEB ADD-ON | 1x | 6x | 12x |
|-------------------|--------------------------------|--------------------------------|--------------------------------|
| Side Rectangle Ad | \$200 <input type="checkbox"/> | \$175 <input type="checkbox"/> | \$150 <input type="checkbox"/> |
| Footer Banner Ad | \$150 <input type="checkbox"/> | \$125 <input type="checkbox"/> | \$100 <input type="checkbox"/> |

2020 CONVENTION PROGRAM

FULL COLOR RATES

| | |
|---------------|--------------------------------|
| Full Page | \$875 <input type="checkbox"/> |
| Half Page | \$550 <input type="checkbox"/> |
| Quarter Page | \$425 <input type="checkbox"/> |
| Business Card | \$250 <input type="checkbox"/> |

PREMIUM PLACEMENT RATES

| | |
|------------------------|---|
| Inside Front Cover | \$1,000 <input type="checkbox"/> |
| Inside Back Cover | \$1,000 <input type="checkbox"/> |
| Back Cover | \$1,000 <input type="checkbox"/> |
| High Traffic Placement | +\$75 Digital only <input type="checkbox"/> |

Company Name: _____

Company Address: _____

Contact Name: _____ Phone: _____

Email: _____

PREFERRED PAYMENT METHOD

☐ Bill Me ☐ Credit Card

BILL MY COMPANY

☐ Monthly ☐ Annually

***15% discount for
prepaid annual rates**

*To qualify for the 15% discount for prepaid annual rates, all advertisements must be paid with a signed and executed contract.

Prices are subject to change until receipt of the written agreement and payment in full. Far West Equipment Dealers Association reserves the right to reject any advertisement for any reason, and makes no representation as to the number of views/hits/visits an advertiser will receive. Ad fees are non-refundable. To pay by credit card please contact the Far West office at 800-576-8850 or jason@fweda.com.

I acknowledge upon signing and submitting this contract that I have read and accepted the terms and conditions of this contract.

Authorized Signature: _____ Date: _____

2020 FWEDA EXPERIENCE

NOVEMBER 4 – 6
Westin Las Vegas Resort & Spa



For more information on 2020 sponsorship opportunities contact **800.576.8850** or **events@fweda.com**