2020 PARTNER PROGRAMS

INDUSTRY RELATIONS
PROTECT ADVOCACY
PROMOTE MEMBERSHIP

TRAINING WORKFORCE DEVELOPMENT
COMMUNITY INFLUENCE EDUCATION

CONVENTION NETWORKING ALLIANCES OPPORTUNITIES

VALUE
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
$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

$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

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 ____________________

$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

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 ______________________________

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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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 January, February, March</td>
<td>2020 Legislative Preview</td>
</tr>
<tr>
<td>Q2 April, May, June</td>
<td>Emerging Tools &amp; Technology</td>
</tr>
<tr>
<td></td>
<td>Joint Legislative Fly-in</td>
</tr>
<tr>
<td>Q3 July, August, September</td>
<td>Workforce Development</td>
</tr>
<tr>
<td>Q4 October, November, December</td>
<td>2020 Convention Preview</td>
</tr>
<tr>
<td>2020 Convention Program</td>
<td>Schedule of Events &amp; Program Information</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$750</td>
<td>$700</td>
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<tr>
<td>Half Page</td>
<td>$500</td>
<td>$450</td>
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<tr>
<td>Quarter Page</td>
<td>$425</td>
<td>$375</td>
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<tr>
<td>Business Card</td>
<td>$250</td>
<td></td>
</tr>
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</table>

### PREMIUM PLACEMENT RATES

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$950</td>
<td>$850</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$950</td>
<td>$850</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$950</td>
<td>$850</td>
</tr>
<tr>
<td>High Traffic Placement</td>
<td>+$75</td>
<td>Digital only</td>
</tr>
</tbody>
</table>

* 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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>+Full Page</td>
<td>$200</td>
</tr>
<tr>
<td>+Half Page</td>
<td>$100</td>
</tr>
</tbody>
</table>

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

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

***RATES SUBJECT TO CHANGE***
WEB AD RATIOS

<table>
<thead>
<tr>
<th>Side Rectangle</th>
<th>1x</th>
<th>6x</th>
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<tbody>
<tr>
<td></td>
<td>$250</td>
<td>$225</td>
<td>$200</td>
</tr>
<tr>
<td>Footer Banner</td>
<td>$200</td>
<td>$175</td>
<td>$150</td>
</tr>
</tbody>
</table>

PRINT + WEB UPGRADE

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

WEB ADD-ON MONTHLY CHARGE

<table>
<thead>
<tr>
<th>+ Side Rectangle Ad</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$200</td>
<td>$175</td>
<td>$150</td>
</tr>
<tr>
<td>+ Footer Banner Ad</td>
<td></td>
<td>$125</td>
<td>$100</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$875</td>
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<tr>
<td>Half Page</td>
<td>$550</td>
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<tr>
<td>Quarter Page</td>
<td>$425</td>
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<tr>
<td>Business Card</td>
<td>$250</td>
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**PREMIUM PLACEMENT RATES**

<table>
<thead>
<tr>
<th>Placement</th>
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<tbody>
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<td>$1,000</td>
</tr>
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<td>$1,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,000</td>
</tr>
<tr>
<td>High Traffic Placement</td>
<td>+$75 Digital only*</td>
</tr>
</tbody>
</table>

*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**
  - 7.5" x 10"
- **Half Page Horizontal**
  - 7.5" x 5"
- **Half Page Vertical**
  - 3.75" x 10"
- **Quarter Page**
  - 3.75" x 5"
- **Business Card**
  - 3.5" x 2"
- **Back Cover**
  - 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.

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

***RATES SUBJECT TO CHANGE***
### FAR WEST DEALER

<table>
<thead>
<tr>
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<td>$750</td>
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### PREMIUM PLACEMENT RATES

### PUBLICATION DATES

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

### WEBSITE ADVERTISING

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<tr>
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### WEB AD RATES

### PRINT + WEB UPGRADE

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### 2020 CONVENTION PROGRAM

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### WEB ADD-ON

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### EDITORIAL CONTENT UPGRADE

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<tr>
<td>+Half Page</td>
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### COMPANY INFORMATION

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: __________