

MARCH 7TH TO 10TH, 2017
THIS TIME IN A PERMANENT SITE:
RN9, KM 225 - SAN NICOLÁS - BUENOS AIRES



LET'S RE-EXPAND THE AGRIBUSINESS UNIVERSE





MARCH
7th to 10th
2017

TOGETHER WE ARE CREATING THE NEXT 'BIG BANG' IN ARGENTINE'S AGRO

Conditions are right to create the next Big Bang in Argentina.

There are new technologies, machinery, and inputs capable of adding value and efficiency to already impressive production. Our producers and contractors want to ignite a new spark in yield and profitability. In addition, the service companies and institutions are willing to facilitate your access to new tools and new technologies.

We propose a meeting of all the players in the agribusiness world at the right place and time. That time and place is Expoagro 2017, the perfect place to join our energy and multiply your contacts. Together we can expand our universe.



ONE GOOD TURN DESERVES ANOTHER

Last year's event marked a new and positive trend in agribusiness. In sync with the new economic conditions in the sector, it was the most successful fair in the last several years by volume of business done and number of new professional alliances formed.

▼ FACTS AND FIGURES 2016



More than **ARS\$8 Billion** in sales.



More than **400** media representatives brought news from the event to strategic markets.



132,000 visitors.



35,000 head of cattle auctioned in only 2 days.



More than **400** brands.



4,000 foreign visitors from over 30 countries.



More than **800** accredited speakers and press members.



More than **350** international business deals brokered at the Round Table

▶ SURVEY, EXPOAGRO 2016(*)

- ▶ **95%** of exhibitors were satisfied with their experience at Expoagro.

Reasons for exhibitor participation:

- ▶ Quality of public: **97%**
- ▶ Size of the event: **95%**
- ▶ Business environment: **94%**

(*) Source: Kleffmann Group

Great Expectations:

- ▶ **84%** of participants surveyed expect the economic climate to be better than last years.

(CREA survey 2016)

- ▶ **95%** of the visiting public found exactly what they were looking for

Visitor Profiles

- ▶ Rural contractors
- ▶ Contract harvesters
- ▶ Exclusive producers of agriculture
- ▶ Exclusive producers of livestock
- ▶ Mixed producers
- ▶ Agricultural engineers/ Veterinarians
- ▶ Marketers/venders
- ▶ Agricultural employees
- ▶ Providers of raw materials
- ▶ Agronomy students

WE'RE BETTING IT ALL: PRESENTING: OUR NEW PERMANENT SITE

Known for our large volume of business, the quality of our participants and their technological impact, Expoagro is one of the preeminent agricultural fairs worldwide. We lacked one important thing: a permanent site.

We've made a big bet on the future of Argentine agribusiness and now we're seeing it become reality in the form of Expoagro 2017.

Our new permanent site represents a great opportunity for organizers, exhibitors, and related visitors who can now count on quality infrastructure and an excellence of service that will surpass current expectations in agricultural exhibitions.



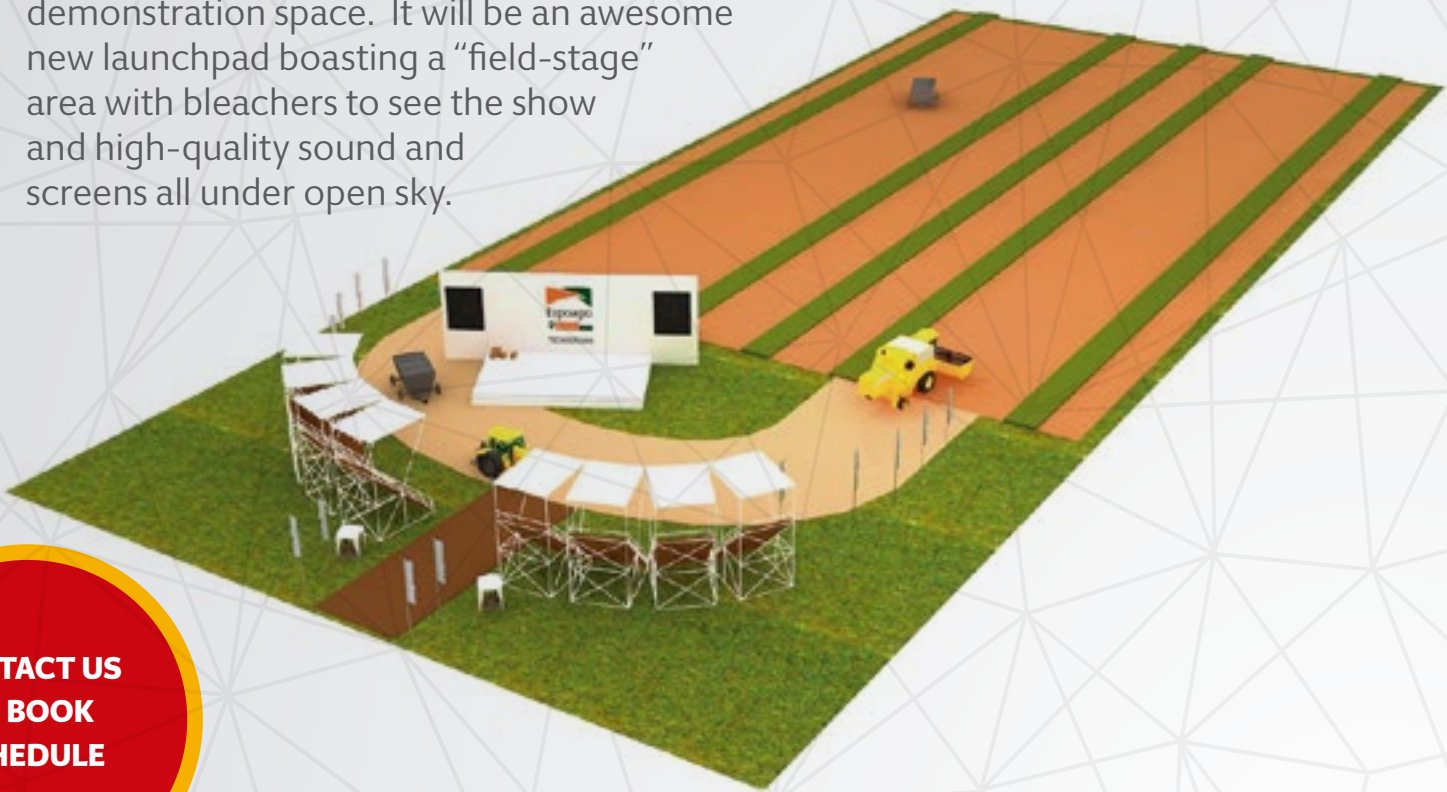
DISTANCES FROM (KM):

9 de Julio	270 km.	Junín	164 km.	Río Cuarto	430 km.
Arias	235 km.	Las Parejas	165 km.	Rosario	76 km.
Armstrong	161 km.	Marcos Juárez	212 km.	San Francisco	332 km.
Arrecifes	92 km.	Monte Maíz	262 km.	San Nicolás	2 km.
Bell Ville	272 km.	Paraná	272 km.	Santa Rosa	610 km.
Cañada de Gómez	139 km.	Pergamino	76 km.	Tandil	537 km.
Capital Federal	225 km.	Rafaela	311 km.	Venado Tuerto	191 km.
Córdoba Capital	468 km.	Ramallo	25 km.	Villa María	324 km.
Guaquaychú	298 km.	Reconquista	559 km.		



THE INAUGURATION OF TECHNODROME A NEW AND SPECTACULAR WAY TO EXHIBIT INNOVATION IN MACHINERY AND TECHNOLOGY

Expoagro 2017 announces a new multipurpose demonstration space. It will be an awesome new launchpad boasting a "field-stage" area with bleachers to see the show and high-quality sound and screens all under open sky.



**CONTACT US
TO BOOK
SCHEDULE**





**TWO DAILY SHOWS
OF 45 MINUTES EACH.**

07



DYNAMIC PRECISION AGRICULTURE AND DYNAMIC LIVESTOCK

Technodrome will offer two daily shows of 45 minutes each of demonstrations for contractors, technicians, and businesses, all coordinated by Expoagro.



MACHINERY WORKSHOPS

A special area for workshops with the technical field-day format offering four themes: planters, headers, sprayers and tractors.



SPACE FOR DYNAMIC DEMONSTRATIONS

Specially designed ground to watch our exhibitors machines in action



**CONTACT US
ABOUT SPECIAL
SPONSORSHIP
FOR THIS
SECTOR AND
ACTIVITIES**

OTHER ACTIVITIES

- ▶ **Extraction and storage**
- ▶ **Irrigation**
- ▶ **Excavators and mixers**

THE BEST OF MACHINERY AND TECHNOLOGY IN ONE PLACE



▶ MACHINERY AND TECHNOLOGY

The technological heart of the event beats stronger than ever with an avid market of tools and materials for value addition and enhanced precision.



▶ PLOTS AND PLANT PROTECTION



Expoagro provides a unique opportunity to exhibit in real conditions, the newest advances in biotechnology, cultivars and inputs; to foster yields. Reserve your Turn-Key Plot now.



▶ AUTOMOBILE INDUSTRY



The new year starts here. The entire spectrum of industrial automotive models can be found at Expoagro at our unique exhibition of new launches and new models. This is four days of pure emotion for auto-lovers. Enjoy tracks for 4x4 demos and the largest open-air showroom in Argentina.



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▶ LIVESTOCK

Premier livestock breeders and producers come together for a huge assortment of conferences and activities, televised auctions and competitions. Come check out this year's stock of champions!



▶ SERVICES

Public and private financial entities at Expoagro provide a vital encounter between supply and demand, both during and after the event. Insurance and communications companies have been added this year for your convenience and assurance.





THE ADDED VALUE OF KNOWLEDGE AND RELATIONSHIPS

All of the organizations that make up the agrifood chain are found at Expoagro. This is a fertile space for the growth and dissemination of their distinct visions for support of sustainable environmental, economic, social, and energy developments in the agro sector.



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THOUSANDS OF CONTRACTORS FROM ALL OVER THE COUNTRY, ALL TOGETHER IN AN UNIQUE MEETING PLACE

Repeating the 2016' success of the "contractor's camp", a dual-purpose block will be designed to host this special sector again alongside the Spare Parts and used components center. A special and complete program will be held in the agricultural auditorium with technical talks and workshops.

- ▶ Spare parts and used components center
- ▶ The Contractor's Camp
- ▶ Themed talks given in the auditorium



AN EXTENDED LEARNING PROGRAM THAT GROWS EVERY YEAR



THEMED AUDITORIUMS

Expoagro will provide 4 auditoriums for talks, workshops, activities, space for press conferences, and livestock auctions.



AGRICULTURAL Auditorium



LIVESTOCK Auditorium



The AUCTION HOUSE



The PRESS Room

CHAMPIONSHIPS



12th National Wire Fencing Championship



11th Chainsaws and Sculptors Championship



Pato Championships - Argentina's National Sport

THE FUTURE PASSES THROUGH OUR GATES

Expoagro will provide a space for Universities and Youth Associations to develop strategic, medium-term links between young future industry, leaders and other students, researchers, and educators. Our goal: create the right conditions for the development of alliances and entrepreneurship.



**CONTACT US
FOR SPECIAL
SPONSORSHIP
ALTERNATIVES
FOR THIS
SECTOR**

A PLATFORM FOR WORLD RECOGNITION



5TH ANNUAL TERNIUM EXPOAGRO PRIZE FOR AGROINDUSTRIAL INNOVATION

Every two years we recognize the best new Argentine Tech in the agroindustry. The prize promotes agroindustrial developments of national origin and international competition in the agro sector.



Organizer



Collaboration and Supervision



Premium Partner



Entities and institutions





EXPOAGRO ON THE INTERNATIONAL STAGE

Expoagro is recognized internationally for its excellence and growth and works constantly to promote and strengthen business abroad. Cooperating with the most important agri-events of the World expands agribusiness and interaction with strategic markets.

AGRICULTURAL MACHINERY AND IMPLEMENTS BUSINESS ROUNDS

We host more than 350 business meetings between national and international buyers and sellers with sales totaling over 25 million Argentine pesos.

WE HAVE A MISSION IN COMMON WITH THE PREEMINENT AGRICULTURAL FAIRS OF THE WORLD

We co-organize Argentine official missions to the World's most important agricultural exhibitions.



Premium Partner  **AGRI TECHNICA**
The World's No.1

Partners

EXPOAGRO IN MEDIA OUTLETS

Year after year, Expoagro continues to grow as a strategic center for the media universe and beyond.

Before, during, and after the 4 days of the event, everything that happens at Expoagro can be seen and heard in graphic, televised, radio, and digital media.

There is always a lot of interest by the press who are constantly transmitting the goings-on to the rest of the world.



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Special supplements printed in Clarín and La Nación national newspapers

+50

specialized national media outlets cover the event including Clarín and La Nación and offer daily updates about the fair

+100.000

contacts receive daily press releases and newsletters

+6.000

seconds of television time are dedicated to Expoagro by Canal Rural, TN, Agro TV, among others

+85.000

seconds of radio time are dedicated to Expoagro by more than 41 Radio Stations such as Mitre, Continental, La Red Rural, , Cadena 3, among others



◀ Download the Press clipping 2016 from our website. Includes over 500 pages of available media links.

WE HAVE JUST THE SPACE YOU NEED TO EXPAND YOUR BUSINESS AND ACHIEVE YOUR GOALS



This plan is subject to modification

CONTENT SPONSORSHIP

All content areas are available for sponsorship. See terms and conditions.

CONSULT US FOR POSSIBLE DISCOUNTS ON:

- ▶ SPECIAL CATEGORIES
- ▶ HIRING DEADLINES
- ▶ PAYMENT PLANS

COMING SOON: NEW OPTIONS ON TURN-KEY STANDS AND OTHER OPTIONAL SERVICES.

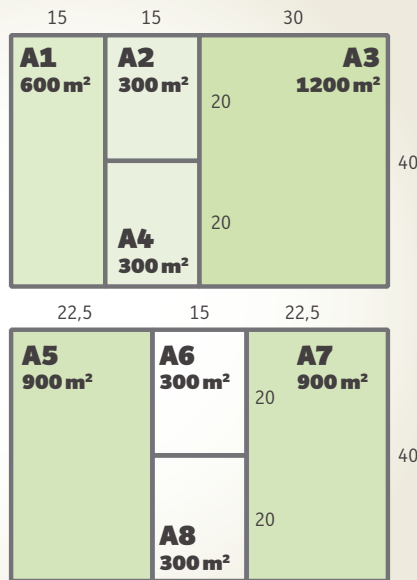
FIRST COME FIRST SERVE, CHOOSE YOUR LOCATION UPON HIRING THIS SERVICE.



FINANCE YOUR PARTICIPATION IN 3, 6, OR 12 PAYMENTS THROUGH BANCO GALICIA

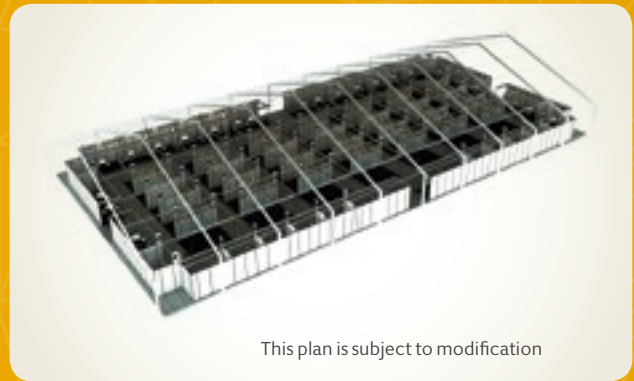
This is a limited time offer subject to credit line offer availability. The cash grant, amount, rates and terms are subject to prior analysis and approval of the bank.

FLOOR PLAN



Example of the floor plan in block A. Please ask us about other options.

This plan is subject to modification and is only an example.



This plan is subject to modification

TENT-COVERED STANDS*:

A great option for small companies.

Square meters	Dimensions	Fee (ARS)
6	3 wide x 2 deep	25,000
12	6 wide x 2 deep	42,000
24	12 wide x 2 deep	75,000

*INCLUDE: air conditioning, walls, edging, carpeting, and lighting

LOTS AND STANDS

Square meters	Style	Fee (ARS)
75	internal	70,000
150	internal	117,500
300	internal	185,000
300	corner	193,000
600	internal	324,000
600	corner	332,000
900	internal	480,000
900	corner	490,000
1200	corner	637,500
1200	block	650,000
2400	block	1,300,000

1500 SQ. METER PLOTS

Square meters	Style	Fee (ARS)
1500	Dirt floor	700,000
1500	Turn-Key Stands	960,000

- ▶ Lot 50x30m sq.
- ▶ Tent 10x12 m sq.
- ▶ Air conditioning
- ▶ Water cooler
- ▶ Chemical lavatories
- ▶ Cleaning service
- ▶ Wifi
- ▶ Lunch tickets

Ask us about a 50% discount in crop sowing directly at your plot.

ADVERTISING IN OUR GUIDE (PRICES ARS)



Footer of cover	105,000
Back cover	95,000
Inside front cover/inside back cover	85,000
Full page	70,000
Half page	40,000
Page footer	30,000

CLOSING DATE FOR ENTRIES: FEBRUARY 10, 2017

HELPLINE DEDICATED SPECIALLY TO THE NEEDS OF OUR EXHIBITORS:

atencionalexpositor@exponenciar.com.ar

These prices do not include IVA

THE 'BIG BANG' IS GETTING STRONGER: AGROSHOCK OFFERS AND PROMOTIONS

The 'Big Bang' will come as a direct result of the increase in demand for technology and inputs and will also reflect the exhibitor's offering, during the four days of Expoagro, promotional prices and conditions; exclusively intended to incentivize the decision to buyers.

Your participation in AgroSHOCK 2017 is one of the best ways to make the 'Big Bang' brighter than ever.








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