

Graan SA/Grain SA
NAMPO
OESDAG HARVEST DAY

B O T H A V I L L E

16 - 19 May 2023
and beyond...

***INNOVATING
AGRICULTURE***

FS FARMSPACE

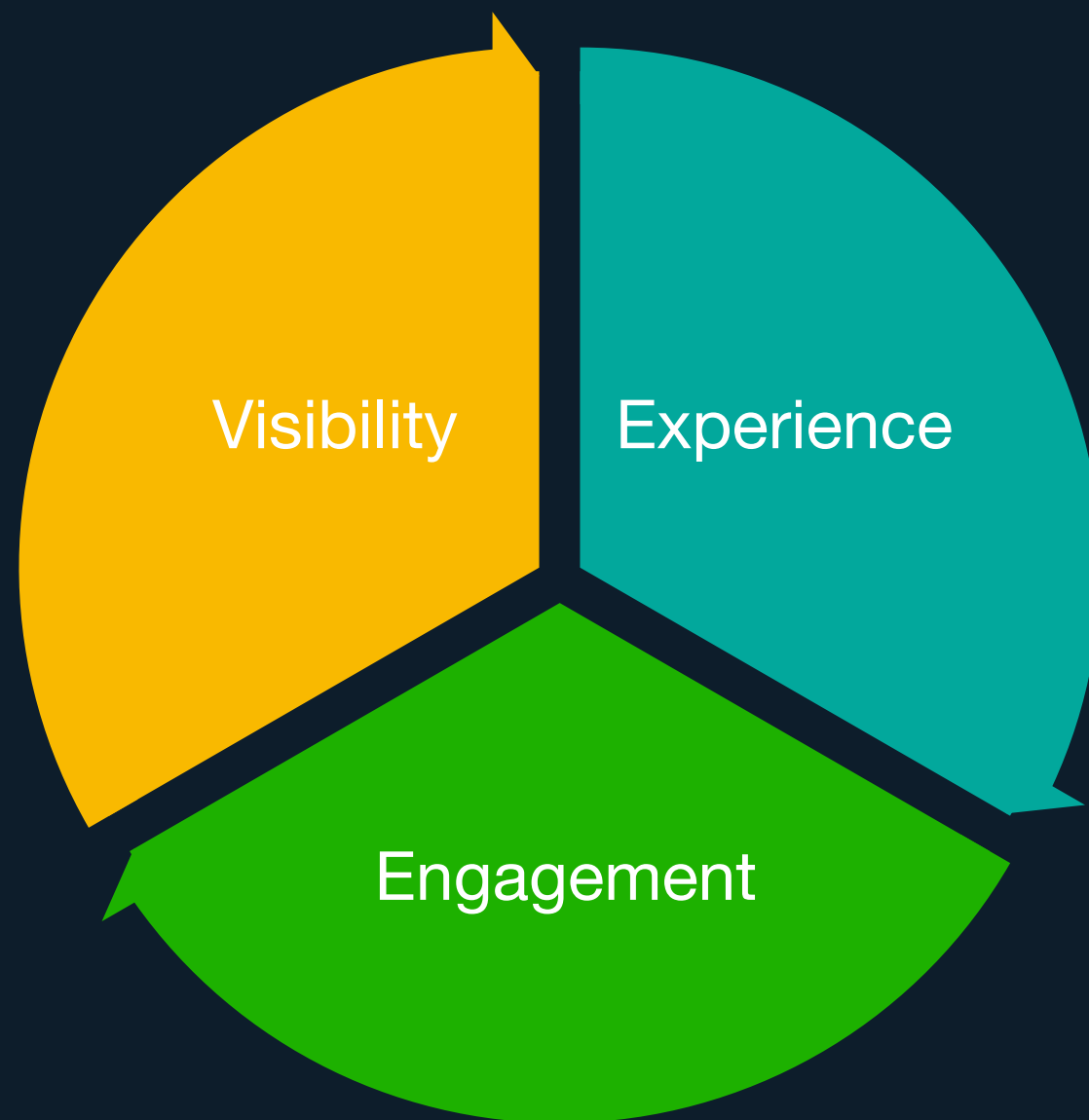




Graan SA/Grain SA
NAMPO
OESDAG HARVEST DAY
MOBILE APP 2023

**THE AUGMENTED
EXPERIENCE**

DRIVING VALUE TO YOUR BUSINESS

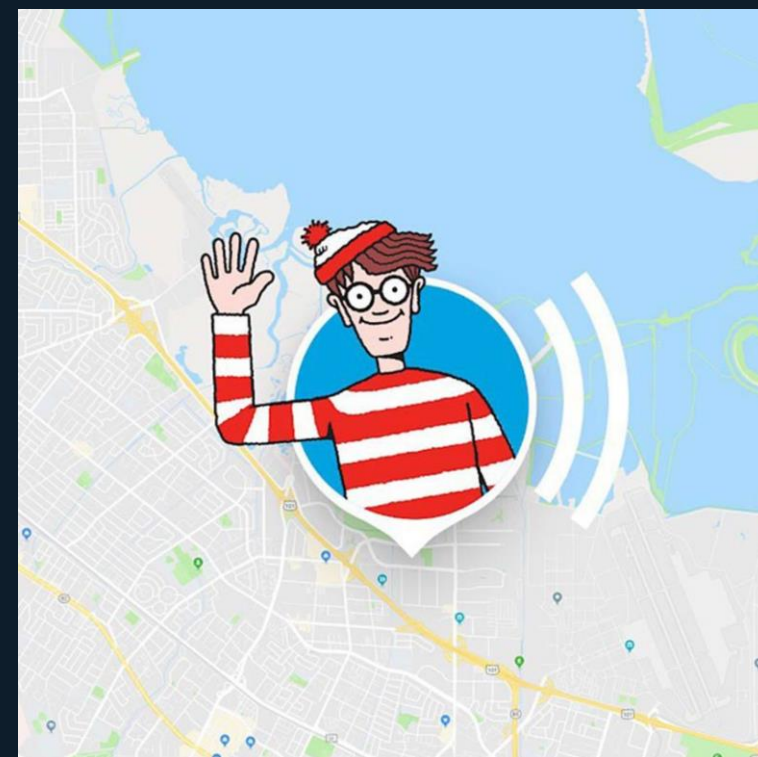
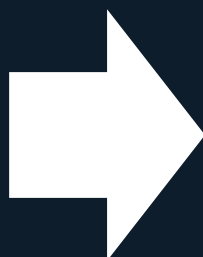


BE VISIBLE



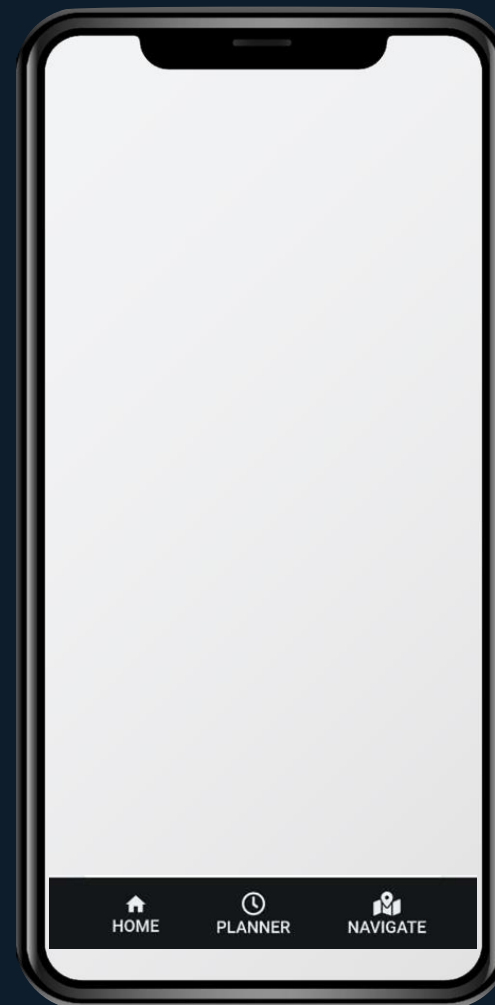
Graan SA/Grain SA
NAMPO
OESDAG HARVEST DAY

**DON'T GET LOST
IN THE NOISE**



**LET US HELP YOU
CUT THROUGH THE
CLUTTER**

***DOES YOUR NAMPO
STAND LOOK LIKE THIS?***



***We are
here to help!***

***WHY SHOULD YOUR DIGITAL
PRESENCE LOOK LIKE THIS?***

DIGITAL CONTENT ENHANCES YOUR CUSTOMERS' EXPERIENCE

- **SEARCH**
- **COMPANY INFO**
- **PRODUCT INFO**
- **VIDEOS**
- **ARTICLES**
- **OTHER DIGITAL ASSETS**

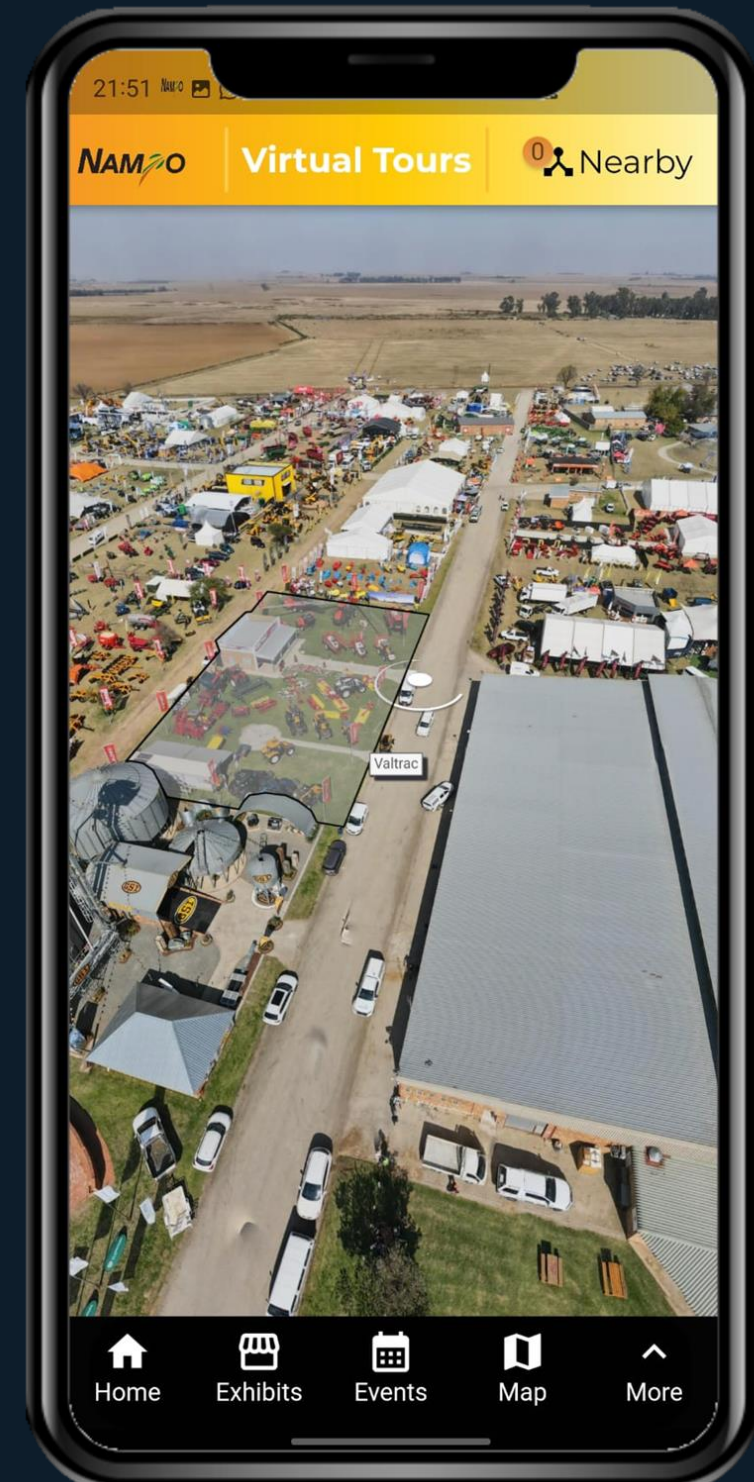


EXPERIENCE DRIVES ENGAGEMENT

Graan SA/Grain SA
NAMPO
OESDAG HARVEST DAY



WHICH DRIVES VISIBILITY





MOBILE APP 2023



Increase **visibility 90 times**



Maximum **engagement**



Extend **365 days**



MOBILE APP 2023

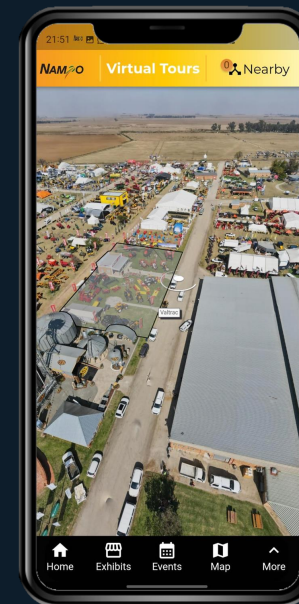
Exhibitor Information

Advertising Banners

Product Tags

Virtual Tours

Treasure Hunt

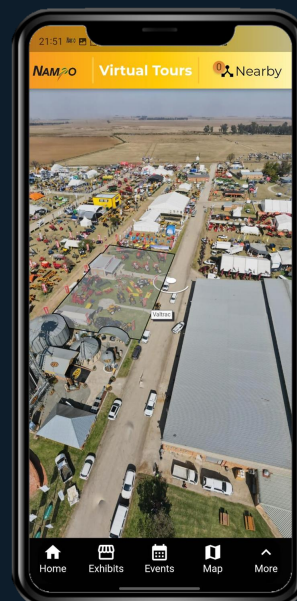


Call to action

Navigation & Tracking

Planner & Events

Digital assets



Exhibitor Information

Basic

- Listed on app
- Basic Info
- Category Listing
- Navigation

Free

Products

- Basic +
- 20 products
- Images & Brochures
- Keyword Listing
- SEO

R 2k

Extras

- Video link*
- Article link
- Extra products

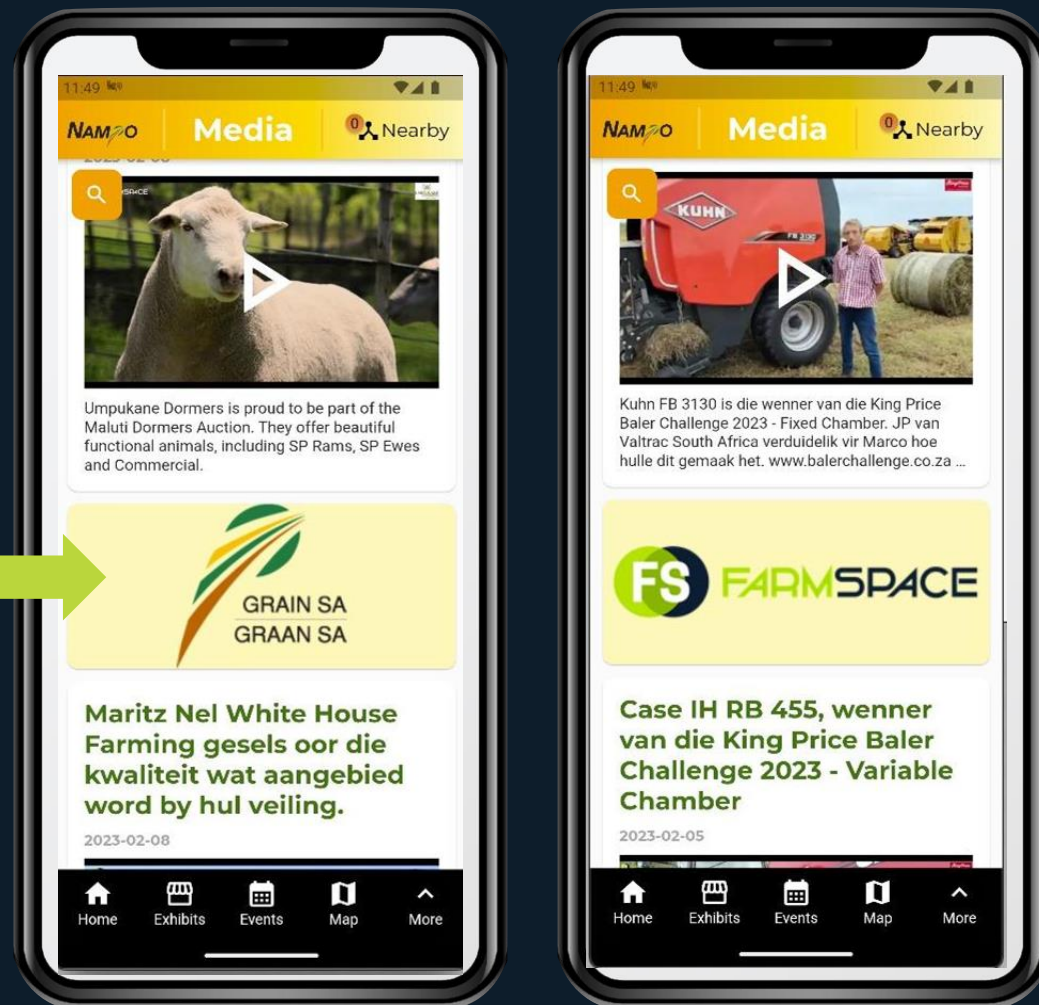
* links provided by you

R 100 / unit

Advertising for the year

Main Banner*

Category Banner



* 50 available

R 10K

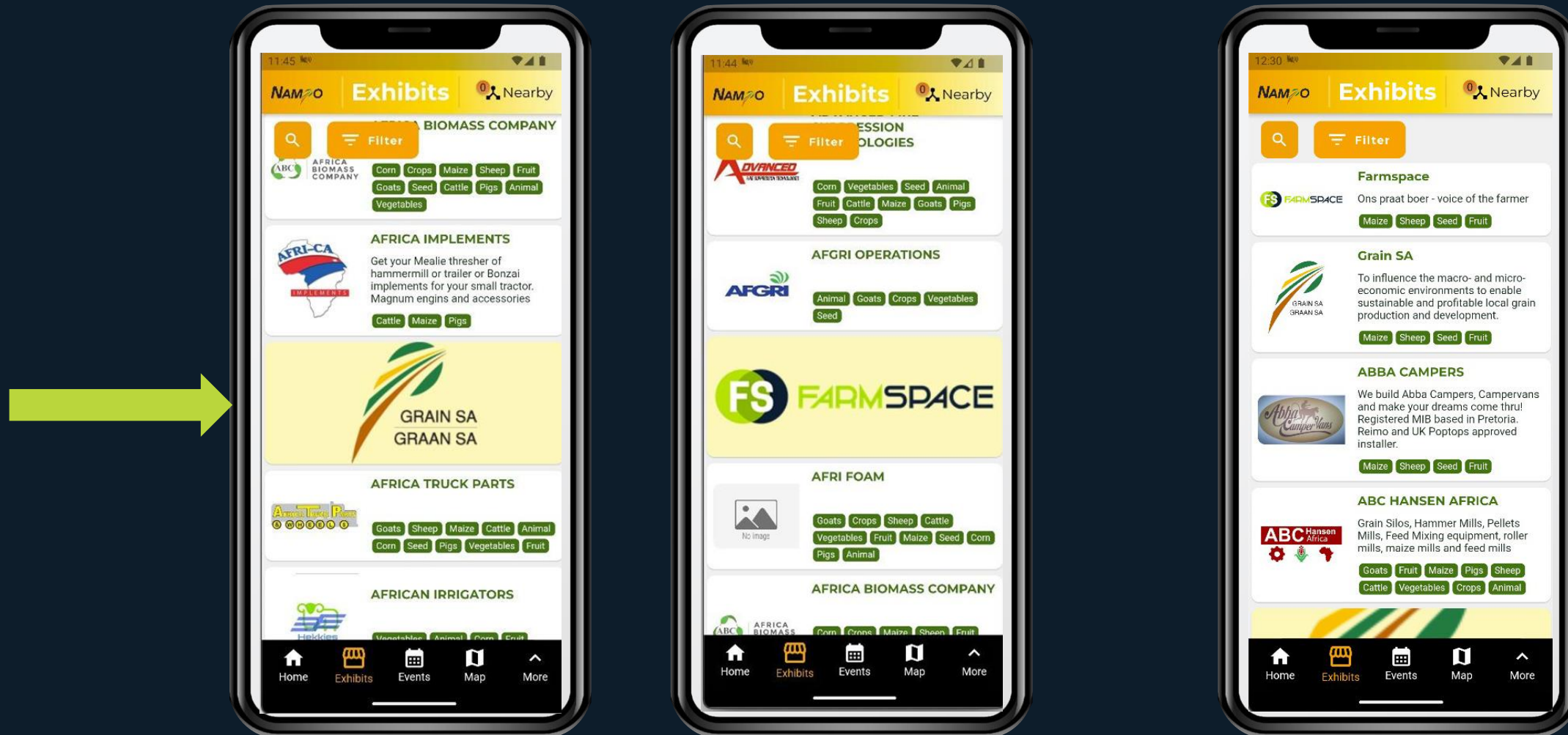


* 70 available

R 3K

Advertising for the year

Exhibitor Rank On Catch-up Basis



Only 30 available : **R 3K**

Advertising for the year

Category Rank
For example : Tillage

Top Rank - R 3K

Second Rank - R 2K

Third Rank - R 1K

Treasure Hunt

Participation

- **Unique** route per participant, according to their interests
- **Points awarded** per check-point across multiple levels
- **Prizes** given based on final score

R 5K / Brand + prizes



Virtual Tours

Per Panorama
R 2K



- Full Virtual Tour of exhibition
- Number of Panoramas is stand dependent
- 3 hotspots (digital assets)
- Included in navigation
- R 200 / hotspot extra



https://virtualexpert.co.za/nampo_virtual_example/



https://farmspace-virtual.co.za/Jones_Masjiene/

Navigation & tracking



Product Tag- R 300 / unit

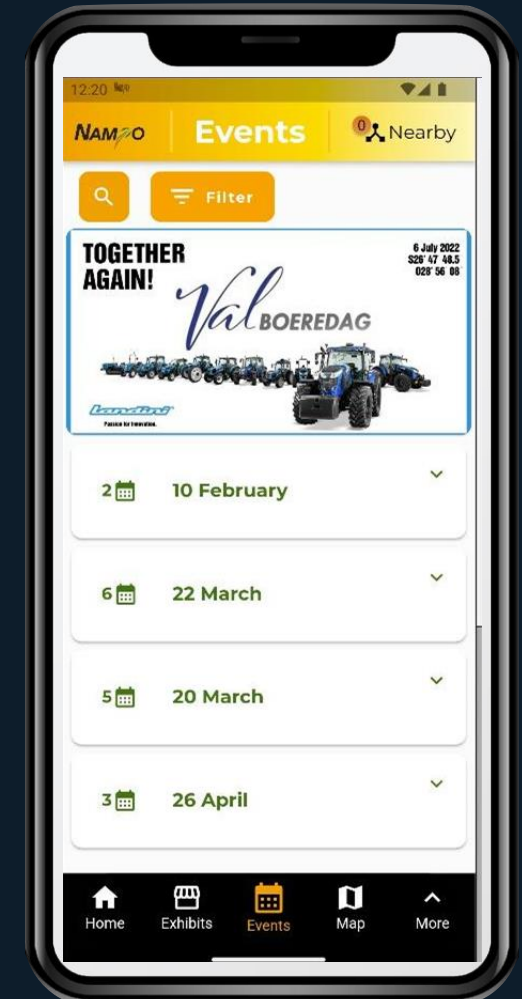
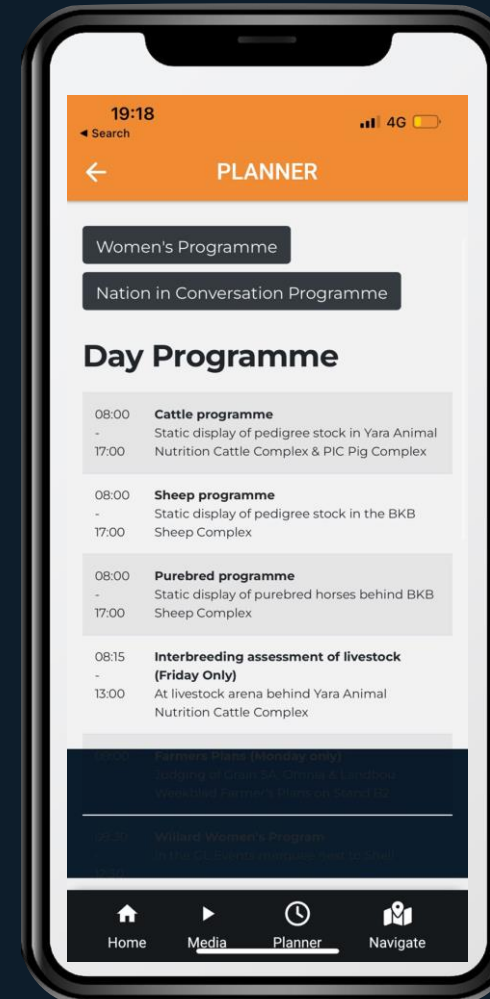
- Incl. free product listing
- Track participant engagement
- Treasure hunt check-points
- Navigation to products
- QR code offline back-up incl.

Planner & events



List events – Free
Promote events
R1K per day

- Participants use exhibitor info & events to plan their day @ Nampo



Farmspace Videos



Live @ Nampo

- Interview style with an influencer @ Nampo
- Aired **on the day**

R 6.5K



Post Nampo Air

- Interview style with an influencer @ Nampo
- Aired **after** Nampo

R 6K



A Video

- Recorded with media team @ Nampo
- Aired **after** Nampo

R 4K



Publish existing content on Nampo social feed

Social - R 500 / post

WHY



WE ARE:



Biggest Agri Social
Media Influencer
in South Africa



35k+ followers



10k+ subscribers



4.8k+ followers

WE DELIVER:



Best brand
positioning



Farmer centric **content**



Value to farmers
and customers



Perfect audience selection,
maximum **engagement**



SAAL UITSTALLERS

Voetjies nat - R 4.1K

- 1 Panorama
- 3 Hotspots
- 20 Products
- 1 Bluetooth unit

Kuite & Knieë - R 10.6K

- 1 Panorama
- 3 Hotspots
- 20 Products
- 1 Live Video
- 1 Bluetooth unit

Halflyf In - R 15.6k

- 1 Panorama
- 3 Hotspots
- 20 Products
- 1 Bluetooth unit
- 1 Live video
- Treasure Hunt

Pens & Pootjies - R 25.6k

- 1 Panorama
- 3 Hotspots
- 20 Products
- 1 Bluetooth unit
- 1 Live video
- Treasure Hunt
- 1 Main category banner



BUITE UITSTALLERS

Voetjies nat - R8.3k

- 3 Panoramas
- 3 Hotspots per Panorama
- 20 Products
- 3 Bluetooth units

Kuite & Knieë - R14.8k

- 3 Panoramas
- 3 Hotspots
- 20 Products
- 3 Bluetooth units
- 1 Live Video

Halflyf In - R27.3k

- 6 Panoramas
- 3 Hotspots per Panorama
- 20 Products
- 10 Bluetooth units
- 1 Live video
- Treasure Hunt

Pens & Pootjies – R51.3k

- 12 Panoramas
- 3 Hotspots per panorama
- 20 Products
- 20 Bluetooth units
- 1 Live video
- Treasure Hunt
- 1 Main advertising banner

Graan SA/Grain SA
NAMPO
OESDAG HARVEST DAY

B O T H A V I L L E

THANK YOU

Angeliqa Vorster

angeliqa@farmspace.co.za

078 381 5298

