

## Geo Fence Event Marketing

### Why Geo Fencing your next event makes sense

#### What Is Geo-Fencing and Why Does It Matter?

Geo-fencing is a digital marketing strategy that places a virtual boundary around a physical location - such as a conference, trade show, or expo - to identify devices present at the event.

#### Why rely on a day?

Event Geo-Fencing isn't limited to reaching people only while they're physically at the event. Instead, devices are anonymously captured while attendees are within the geo-fenced location and can then be **reached with ads for up to 30 days after the event** - creating far more opportunities for engagement, brand recall, and action.

With event geo-fencing, you can:

- **Capture attendees and extend engagement beyond the event**

Identify attendees' devices during the event and continue reaching them across smartphones, tablets, and laptops for up to 30 days after the event - without the cost of booths or on-site staff.

- **Reach users across multiple devices**

Anonymous device IDs allow ads to be served seamlessly across screens, increasing frequency and message retention.

- **Maximize impact while minimizing cost**

Geo-fencing offers a cost-effective alternative to traditional event marketing while significantly extending the lifespan of your event investment.

#### Added Value: Bonus Site Retargeting Impressions

To further amplify results, this campaign includes a **bonus of 25,000 Site Retargeting impressions**.

Site Retargeting creates additional impact by extending engagement even further - allowing you to re-connect with users who visit your website after seeing your event messaging.

Let me help you capture your next event starting at 100,000 impressions for \$1,000 investment.

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*Impression availability & number needed may vary depending on size of event.*

*Site Retargeting requires pixel placement on your website.*



# Geo Fence Various Agricultural Events

- Colusa Farm Show February 5, 2026 Colusa Fairgrounds, Colusa
- World Ag Expo February 10-12, 2026 Tulare, Ca.
- American Pistachio Growers February 16-18, 2026 Indian Wells, Ca.
- California Walnut Conference February 19, 2026 Turlock Fairgrounds
- Western Pecan Growers March 1 -3, 2026 Las Cruces, New Mexico
- New Ag International April 2026 Madrid, Spain
- Clovis Rodeo April 22-26, 2026 Clovis, Ca.
- Almond Alliance Convention April 27<sup>th</sup>, 2026 Huntington Beach, Ca.
- Duarte Friends Day May 1, 2026 Hughson, Ca.
- WAPA Annual Meeting June 10-12, 2026 Monterey Conference Center
- California State Fair July 17 – Aug 2, 2026 Sacramento, Ca.
- Fresno State Ag Booster BBQ September 13, 2026 Fresno, CA
- Crop Consultant Conference September 23-24, 2026 Visalia Convention Center
- Fresno Fair October 7-18, 2026 Fresno, Ca.
- Western Plant Health Annual Meeting October 2026 (TBD)
- CAPCA October 2026 (TBD)
- Tree Nut & Citrus Conference November 2026 (TBD)
- Sustainable Ag Expo November 2026 (TBD)
- Western Growers Annual Meeting November 2026 (TBD)
- Bioimulant World Conference November 2026 (TBD)
- Grape, Nut & Tree Fruit Expo November 026 (TBD)
- California Citrus Mutual Annual Meeting November 2026 (TBD)
- Tree & Vine Expo November 2026 (TBD) Stanislaus County Fairgrounds
- Organic Grower Summit December 305, 2026 Hyatt Regency, Monterey, CA
- Almond Conference December 10- 12, 2026 Safe Credit Union Convention Center, Sacramento, Ca.
- Unified Wine & Grape Symposium January 26-28, 2027 Safe Credit Union Convention Center, Sacramento, Ca

Client Name \_\_\_\_\_

Client Signature \_\_\_\_\_

Date \_\_\_\_\_



Example Banner Ads  
Sizes needed:  
160x600, 300x250, 300x600, 320x50, 728x90



# Geofencing Advertising

**Geofencing Ads create awareness for your business by targeting locations like your own location(s), your competitions' location(s), or locations your ideal**



## Additional Display Tactics



## Keyword Search • Targeting



## Addressable Geofencing



## Contextual Search Targeting



# Retargeting Display Ads

# How Does Geofencing Work?



## A mobile device enters a Geofence location.

## GPS captures the device ID.

User is served ads for up to 30 days.

User enters your location after qds are served.

## Benefits of Geofencing Advertising

- ✓ Geofencing allows you to continue to get in front of people who visited your location for up to 30 days, helping you stay top-of-mind!
- ✓ Why stop at people who already know your business? Target individuals who recently visited your competitors' locations so they may bring their business to you. This is also great for recruiting purposes.
- ✓ When there's an event in the area that is relevant to your business, like a concert, sporting event, or expo, you may serve ads to those individuals who attended the event for up to 30 days.

## **Cumulus Gets Results**

**.08%** National  
Avg. CTR

**.11%** CUMULUS  
Avg. CTR