

## **2022** Sponsorship Opportunities

# **Reaching New Heights**

NOVEMBER 22-24, 2022 | CANMORE, ALBERTA & VIRTUAL PLATFORM





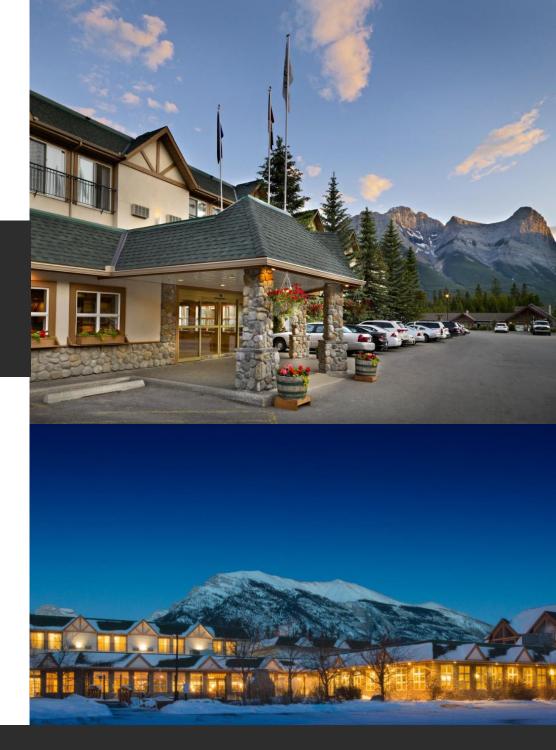
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## **Reaching New Heights**

November 22-24, 2022 Canmore, Alberta

In an increasingly complex and global marketplace, farm managers must be able to access the information, resources and tools to continue to develop their farm business management skills and gain the confidence to compete and succeed.





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OVERVIEW

## **Reaching New Heights**

This year's Conference theme, **Reaching New Heights,** is a celebration of the opportunity ahead for Canadian agriculture and acknowledging and embracing the farm business management practices that provide the foundation for success.



Averaged through our virtual conference.

Our hybrid event format ensures maximum reach and impact across the country. Having both a physical meeting place and a virtual platform provides the best of both worlds and an opportunity for sponsors and delegates alike to build their business network with other like-minded professionals. The in-person event includes a variety of networking opportunities including our National Farm Business Initiatives Showcase and 30th Anniversary Banquet, while the virtual platform includes On-Demand sessions and access to session recordings. In-person participants will also have access to the virtual platform through our conference app.



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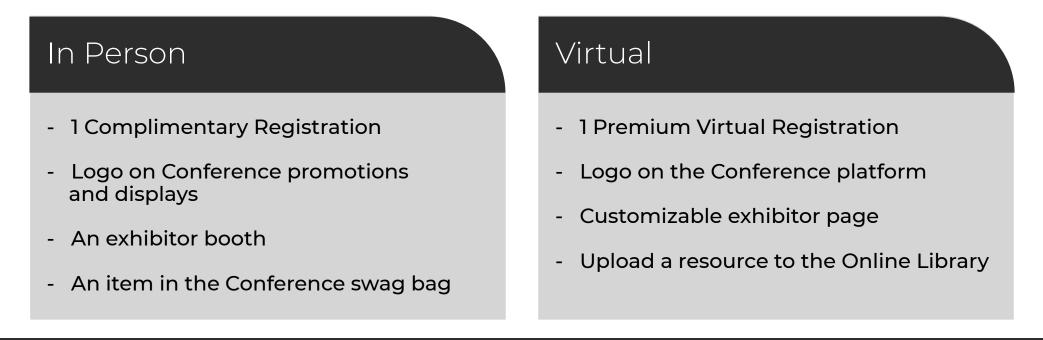
#AGEX2022

### **SPONSORSHIP OPTIONS**

As a valued contributor to Canada's agricultural success, there are a number of ways to participate in AgEx. Our delegates are your business. Put your message front and centre during the event, showing your clients and/or potential business partners just how dedicated you are to helping them achieve success.

### **SPONSORSHIP PACKAGES**

AgEx Conference sponsors will receive **<u>ALL</u>** of the following **basic** benefits.





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### SPONSORSHIP INFORMATION

Title Sponsor	30™ ANNIVERSARY BANQUET\$15,000DINNER SPONSOR1 Opportunity / Open	
<ul> <li>SPONSOR BENEFITS</li> <li>Opening Remarks</li> <li>Keynote Presentation</li> <li>5 Complimentary Registrations</li> <li>Farm Management Initiatives Showcase Table</li> <li>Branding around the event</li> <li>4 Premium Virtual Registrations</li> <li>On-Demand Sessions</li> </ul>	<ul> <li>SPONSOR BENEFITS</li> <li>Opening Remarks at the Banquet</li> <li>Consult on Menu, Activities &amp; Entertainment</li> <li>4 Complimentary Registrations</li> <li>Farm Management Initiatives Showcase Table</li> <li>Branding during Banquet</li> <li>3 Premium Virtual Registrations</li> <li>On-Demand Sessions</li> </ul>	
\$10,000 Workshop Sponsor 2 of 4 Opportunities / Open	\$10,000Panel Sponsor2 Opportunities / Open	
<ul> <li>SPONSOR BENEFITS</li> <li>Present a Concurrent Workshop</li> <li>3 Complimentary Registrations</li> <li>Farm Management Initiatives Showcase Table</li> <li>Branding of Workshop room</li> <li>3 Premium Virtual Registrations</li> <li>On-Demand Sessions</li> </ul>	<ul> <li>SPONSOR BENEFITS</li> <li>Introduce the Panel</li> <li>Provide input on topic, panelists &amp; moderator</li> <li>3 Complimentary Registrations</li> <li>Farm Management Initiatives Showcase Table</li> <li>Branding during Panel</li> <li>3 Premium Virtual Registrations</li> <li>On-Demand Sessions</li> </ul>	



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### SPONSORSHIP INFORMATION

#### Session Sponsor

### 4 of 6 Opportunities / Open

\$7,500

#### **SPONSOR BENEFITS**

- Provide a plenary speaker
- 3 Complimentary Registrations
- Farm Management Initiatives
   Showcase Table
- On-Stage Branding during session
- 3 Premium Virtual Registrations
- On-Demand Sessions



\$5,000

#### Keynote Speaker Sponsor

Welcome Reception Sponsor

#### **SPONSOR BENEFITS**

- Introduce Keynote Speaker
- 2 Complimentary Registrations
- Farm Management Initiatives
   Showcase Table
- Branding during Keynote Session
- 2 Premium Virtual Registrations
- On-Demand Sessions



1 of 2 Opportunities / Open

#### SPONSOR BENEFITS

- Speak at the Welcome Reception
- 2 Complimentary Registrations
- Farm Management Initiatives
   Showcase Table
- Branding during Welcome Reception
- 2 Premium Virtual Registrations
- On-Demand Sessions



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Participant Impacts - 100% increased their awareness of business strategies, tools and practices. 85% became more aware of risks and opportunities and the implications for their business and 71% report they're likely to make changes to their business.

Breakfast, Lunch or \$5,000 Health Break Sponsor 6 Opportunties / Open	On-Demand \$3,000 Session Sponsor Unlimited Opportunities / Open	
<ul> <li>SPONSOR BENEFITS</li> <li>Address the Conference during Breakfast, Lunch or before a Health Break</li> <li>2 Complimentary Registrations</li> <li>Farm Management Initiatives Showcase Table</li> <li>Branding during sponsored meal or break</li> <li>2 Premium Virtual Registrations</li> <li>On-Demand Sessions</li> </ul>	<ul> <li>SPONSOR BENEFITS</li> <li>Provide a session to be viewed on-demand</li> <li>1 Complimentary Registration</li> <li>1 Premium Virtual Registration</li> </ul>	
	Kick-Start Sponsor Unlimited Opportunities / Open	
Over 350,000 Touch Points!	<ul> <li>Receive the basic sponsor benefits.</li> </ul>	



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GESTION AGRICOLE DU CANADA

#### ADDITIONAL EXPERIENCE OPPORTUNITIES

Photo or Video Contest Sponsor	1 Opportunity / Open	\$6,000	
<ul> <li>Host a contest to send 3 winners to AgEx!</li> </ul>			
Farm Tour Sponsor	Full	\$5,000	
$\cdot$ Host a farm tour for delegates with your company branding on the bus	and tour materials.	John Deere	
Shuttle Sponsor	l Opportunity / Open	\$5,000	
$\cdot$ Help registrants arrive in Canmore in style. Your logo will appear on the	shuttle bus.		
Photo Booth Sponsor	1 Opportunity / Open	\$4,000	
<ul> <li>A professional photographer will capture photos of delegates with your branding at the photo booth and on each photo available from FMC's w</li> </ul>	ebsite.		
Hospitality Suite Sponsor	1 Opportunity / Open	\$4,000	
<ul> <li>Take charge of AgEx hospitality! This is your opportunity to put a memorable theme to our rockin' hospitality suite, sure to be a memorable experience.</li> </ul>			
Decal Sponsor	1 Opportunity / Open	\$4,000	
<ul> <li>Have your company logo decals in the hotel elevators, hallways, conference lobby, and bathrooms.</li> </ul>			
FARM MANAGEMENT CANADA WWW.agexcellenceconference.ca	#AGE	EX2022	



#### SPONSORSHIP INFORMATION

Seeding Excellence Student Program

- Support the next generation by sponsoring a post-secondary student to attend AgEx. Covers registration and accommodation fees.
- Students will report back on what they learned.



#### CONTACT

Nick Oakley

Business Development Lead



FARM MANAGEMENT CANADA GESTION AGRICOLE DU CANADA

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No Cost

Cost of \$750 per student

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Supporting Partners

- Send delegates to AgEx. Clients, staff or students. Discounted registration rate for 5 or more.
- Promote the conference through your network. Send emails and/or include information in your member newsletter/updates/social media.