



2022

Sponsorship
Opportunities

Reaching New Heights

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





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.



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.



1000 Attendees

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.

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 **ALL** of the following ***basic*** benefits.

In Person

- 1 Complimentary Registration
- Logo on Conference promotions and displays
- An exhibitor booth
- An item in the Conference swag bag

Virtual

- 1 Premium Virtual Registration
- Logo on the Conference platform
- Customizable exhibitor page
- Upload a resource to the Online Library

Title Sponsor

\$25,000

Full

SPONSOR BENEFITS



- Opening Remarks
- Keynote Presentation
- 5 Complimentary Registrations
- Farm Management Initiatives Showcase Table
- Branding around the event
- 4 Premium Virtual Registrations
- On-Demand Sessions

30TH ANNIVERSARY BANQUET DINNER SPONSOR

\$15,000

1 Opportunity / Open

SPONSOR BENEFITS

- Opening Remarks at the Banquet
- Consult on Menu, Activities & Entertainment
- 4 Complimentary Registrations
- Farm Management Initiatives Showcase Table
- Branding during Banquet
- 3 Premium Virtual Registrations
- On-Demand Sessions

Workshop Sponsor

\$10,000

2 of 4 Opportunities / Open

SPONSOR BENEFITS



- Present a Concurrent Workshop
- 3 Complimentary Registrations
- Farm Management Initiatives Showcase Table
- Branding of Workshop room
- 3 Premium Virtual Registrations
- On-Demand Sessions

Panel Sponsor

\$10,000

2 Opportunities / Open

SPONSOR BENEFITS

- Introduce the Panel
- Provide input on topic, panelists & moderator
- 3 Complimentary Registrations
- Farm Management Initiatives Showcase Table
- Branding during Panel
- 3 Premium Virtual Registrations
- On-Demand Sessions

Session Sponsor

\$7,500

4 of 6 Opportunities / Open

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



Keynote Speaker Sponsor

\$5,000

1 of 2 Opportunities / Open

SPONSOR BENEFITS

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



Welcome Reception Sponsor

\$5,000

1 Opportunity / 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

**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 Health Break Sponsor

\$5,000

6 Opportunities / Open

SPONSOR BENEFITS

- Address the Conference during Breakfast, Lunch or before a Health Break
- 2 Complimentary Registrations
- Farm Management Initiatives Showcase Table
- Branding during sponsored meal or break
- 2 Premium Virtual Registrations
- On-Demand Sessions

On-Demand Session Sponsor

\$3,000

Unlimited Opportunities / Open

SPONSOR BENEFITS

- Provide a session to be viewed on-demand
- 1 Complimentary Registration
- 1 Premium Virtual Registration

Kick-Start Sponsor

\$2,000

Unlimited Opportunities / Open

- Receive the basic sponsor benefits.

Over 350,000 Touch Points!

ADDITIONAL EXPERIENCE OPPORTUNITIES

Photo or Video Contest Sponsor

1 Opportunity / Open

\$6,000

- Host a contest to send 3 winners to AgEx!

Farm Tour Sponsor

Full

\$5,000

- Host a farm tour for delegates with your company branding on the bus and tour materials.



Shuttle Sponsor

1 Opportunity / Open

\$5,000

- Help registrants arrive in Canmore in style. Your logo will appear on the shuttle bus.

Photo Booth Sponsor

1 Opportunity / Open

\$4,000

- A professional photographer will capture photos of delegates with your branding at the photo booth and on each photo available from FMC's website.

Hospitality Suite Sponsor

1 Opportunity / Open

\$4,000

- 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.

Decal Sponsor

1 Opportunity / Open

\$4,000

- Have your company logo decals in the hotel elevators, hallways, conference lobby, and bathrooms.

Seeding Excellence Student Program

Cost of \$750 per student

- 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.

Supporting Partners

No Cost

- 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.



CONTACT

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