



CropConnect Conference

February 14 & 15, 2018

2018 Conference and Tradeshow -
Sponsorship Opportunities



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Important Dates to Note:

| | |
|---------------------|---|
| October 3, 2017 | Advance invitation sent out |
| October 10, 2017 | Online registration opens for sponsors |
| October 17, 2017 | Online registration opens for exhibitors |
| October 24, 2017 | Early-bird registration for attendees |
| December 8, 2017 | Early-bird deadline for sponsors and exhibitors |
| December 8, 2017 | Tradeshow Sponsorship closes |
| December 9, 2017 | Regular rate exhibitor registration opens |
| January 19, 2018 | Last date for sponsor and exhibitor refunds |
| January 19, 2018 | Exhibitor and Exclusive Program Sponsorship closes |
| January 31, 2018 | Last date for Victoria Inn hotel room reservations (Event Code 758353) |
| February 3, 2018 | Early Bird registration for attendees closes |
| February 4-10, 2018 | Regular rate registration for attendees open (Attendees may register onsite at the conference after February 10, 2018, online registrations will not be processed between February 10 and February 14, 2018) |



CropConnect Conference

February 14 & 15, 2018

Victoria Inn Hotel and Convention Centre
1808 Wellington Avenue
Winnipeg, Manitoba

October 3, 2017

Dear Sponsor and Exhibitor,

We are excited to invite you to participate in the fifth annual CropConnect Conference. This two-day event will take place in Winnipeg on February 14 and 15, 2018, at the Victoria Inn Hotel and Convention Centre.

Whether your company is large or small, this event is a prime business opportunity. Imagine how you could increase your visibility among the many commodity groups contributing to Manitoba's vibrant agriculture industry.

The CropConnect Conference is filled with inspiring keynote speakers and a collection of informative concurrent sessions that promise to be innovative and thought-provoking, ensuring participants receive ample opportunity to learn and grow their businesses. The event will also include eight provincial commodity organizations' Annual General Meetings.

Please review the sponsorship opportunities outlined in the enclosed package and plan to attend the 2018 CropConnect Conference. The sponsorship registration website will open Tuesday, October 10, 2017 and the exhibitor registration website will open Tuesday, October 17, 2017.

For the most up-to-date information on the CropConnect Conference, please visit our website at www.cropconnectconference.ca. It features the full agenda, speaker biographies, tradeshow and sponsorship opportunities, venue information and online registration for sponsors, exhibitors and attendees.

Follow us on Twitter ([@cropconnect](https://twitter.com/cropconnect)), and like us on Facebook ([@cropconnectconference](https://facebook.com/cropconnectconference)).

On behalf of the CropConnect Conference Committee, we look forward to seeing you in February!

Regards,

Elena Gagliardi, CHSP
Lead Project Manager
Planners Plus Inc.
For CropConnect 2018
E: info@cropconnectconference.ca
T: 204-255-7006





Tradeshow Sponsorship

The CropConnect Conference has been the premier crop production event in Manitoba since it began in 2013. The CropConnect Conference brings together farmers, suppliers and growers from all over the country to engage in learning about new technologies, environmental issues, agronomy, farm management practices and more. Our speakers are informative, thought-provoking experts in their fields ranging from farmers, researchers and agronomists to inspiring individuals from across the world.

Please join us as we host an exciting CropConnect Conference in 2018. Your sponsorship is key to our success! We have customized a number of unique sponsorship options to help maximize your company's exposure. There are three ways you can get involved in our event:

- 1) Become a Tradeshow Sponsor
(Gold, Silver or Bronze opportunities – see chart on page 4)
- 2) Become an Exclusive Program Sponsor (see page 6-11)
- 3) Become an Exhibitor (see page 5)

Tradeshow Sponsorship Opportunities

As part of the CropConnect Conference tradeshow, you have an opportunity to engage with farmers, suppliers, growers and industry partners from all over the country. The tradeshow floor is the ideal place to invite current and potential customers to network with your team.

Attendees surveyed in the past have told us our tradeshow is a “great networking event” and it provided “good traffic flow and grower contact.” We'll let you be the judge.

Please review the Tradeshow Sponsorship Options on the next page to find out how you can become a part of Manitoba's leading crop production Conference!

Tradeshow Sponsorship opens: October 10, 2017

Tradeshow Sponsorship closes: December 8, 2017



Exhibitor Booth Information

Tradeshow Sponsorship Options

| Sponsor Benefits | Gold \$6,000 | Silver \$4,000 | Bronze \$2,000 |
|---|--|---|----------------------------------|
| Booth (includes 1 - 8' draped table, 2 chairs, WiFi) | 2 - 8'x10' booths | 1 - 8'x10' booth | 1 - 8'x10' booth |
| Full 2 day Conference registration | 4 attendees (includes banquet) | 2 attendees (includes banquet for 2) | 2 attendees |
| Registration materials (attendee packages) | Insert opportunity in each attendee registration package | n/a | n/a |
| Banquet | 4 banquet tickets | 2 banquet tickets | n/a |
| Show Guide 2018 | Full-page ad | Half-page ad | Quarter-page ad |
| On screen recognition throughout conference | Gold Category logo recognition | Silver Category logo recognition | Bronze Category logo recognition |
| MARKETING | | | |
| Internet: (cropconnectconference.ca) | Logo recognition, Link to your website on every page | Logo recognition, Link to your website | Logo recognition |
| ADVERTISING | | | |
| ADVERTISING Available for purchase in the Show Guide | Please see rates and sizing on the <i>Advertising Opportunities</i> page | | |

Booth Details

- Display space will be allocated by the CropConnect Committee
- All exhibits must be contained within the allocated space and cannot be over 11' 6" high.
- All exhibitors must adhere to a good-neighbour policy and ensure their space or anything in it does not interfere with or reduce visibility of a neighbouring space
- Deadline to book exhibitor's space is January 19, 2018
- Booth sizes are 8' X 10', and include:
 - One - 8' draped table
 - Two chairs
 - Free wireless internet
 - Electrical services
 - Buffet lunch
 - Nutrition Breaks

Payment: Full payment must accompany registration submitted through our online registration system. **Registration will be honoured as of the date it was processed.** For payment by cheque, please make payable to: Planners Plus Inc., c/o CropConnect Conference 2018, 106-475 Provencher Blvd., Winnipeg, MB R2J 4A7



Tradeshow and Exhibitor Booth Information

Is your company interested in exhibiting at the 2018 CropConnect Conference? Important dates and information are outlined below. Exhibitor booths are sold on a first-come, first-served basis and historically have sold out before the booking deadline in January.

NOTE: Exhibitor booth purchases are limited to one (1) per company. Only Gold Level Sponsors will be permitted to have two side-by-side booth displays on the tradeshow floor.

Exhibitor booth registration opens:

Tuesday, October 17, 2017

Exhibitor booth sales close:

Friday, January 19, 2018

Booth set up times:

Tuesday, February 13 6:00 p.m. – 9:00 p.m.

Wednesday, February 14 7:00 a.m. – 8:30 a.m.

Booth removal time:

Thursday, February 15 4:20 p.m. – 6:30 p.m.

**Exhibitors can begin display removal after the last tradeshow break on February 15 at 4:20 p.m. Any booths not removed by 6:30 p.m. will be dismantled and stored by Central Display at the cost of the exhibitor. Exhibitors must contact Central Display directly for the return of their displays. Dismantling of the displays prior to the official removal time is not permitted.*

Cancellation: All refunds are subject to a 25% holdback. Please refer to the confirmation of registration email. The deadline to receive a partial refund is January 19, 2018. Attendees and booth exhibitors can contact info@cropconnectconference.ca for refund information.

Additional items and costs: For additional chairs, tables and furnishings, please contact Central Display directly at (204) 237-3367 to place your order. Please visit www.centraldisplay.ca to obtain your Exhibitor Package.

Door prizes: Door prizes are welcome at CropConnect exhibitors' booths. Please note that it is the exhibitor's responsibility to contact door prize winners from your booth.

Booth Options

| | Booth Early Bird \$1,000 After E.B. \$1,100 | Hallway Booth Early Bird \$600 After E.B. \$700 |
|---|---|---|
| Booth (includes 1 - 8' draped table, 2 chairs, WiFi) | 1 - 8'x10' Booth | 1 - 8'x10' Booth |
| Full 2 day Conference registration | 2 attendees | 1 attendee |
| Registration materials (attendee packages) | n/a | n/a |
| Banquet | n/a | n/a |
| Show Guide 2018 | Option to purchase ad space | Option to purchase ad space |
| On screen recognition throughout conference | n/a | n/a |
| MARKETING | | |
| Internet: (cropconnect conference.ca) | Name recognition only | Name recognition only |
| ADVERTISING | | |
| ADVERTISING Available for purchase in the Show Guide | Please see rates and sizing on the Advertising Opportunities page 12 | |



Exclusive Program Sponsorship Opportunities

The CropConnect Conference Committee understands that your company is unique, and we want your involvement in our event to feel the same. We have a number of exclusive opportunities for you to showcase your brand, products and services. Questions? Please contact Riel (Ree) Dion, Planners Plus Inc., at ree@plannersplus.ca.

Exclusive Program Sponsorship Opportunities open: Tuesday, October 10, 2017

Exclusive Program Sponsorship Opportunities close: Friday, January 19, 2018

Banquet Sponsor - \$7,500 (1 Opportunity)

The Banquet, a highlight of the CropConnect Conference, is held on February 14, 2018. The evening brings together about 350 guests in a celebration of Manitoba's vibrant agriculture industry, honouring the people who stand out in our communities in an environment that is both engaging and highly entertaining.

The Banquet Sponsorship Package includes:

- Prominent display of company logo (with link) on CropConnect Conference website indicating sponsorship of the banquet
- Logo recognition in the show guide (printed and online) and event agenda
- Exclusive logo recognition on printed banquet tickets, evening program and video screens throughout evening
- Recognition on social media (Facebook and Twitter)
- Opportunity to greet 350 banquet guests (max. five min)
- Opportunity to close banquet and thank entertainment as the host
- Photo opportunities with corporate logo on background screen
- Four banquet tickets with prominent seating
- Opportunity to introduce the evening speaker - Greg Johnson - Tornado Hunter
www.tornadohunter.com



Farmer's Saloon - \$7,500 (1 Opportunity)

Join CropConnect Conference attendees, sponsors and speakers for a fun, always well-attended networking opportunity on the tradeshow floor. Our Farmer's Saloon is a great place for guests to mingle and share industry insights over some refreshments after the first day of the conference.

The Farmer's Saloon Sponsorship Package includes:

- Prominent display of company logo (with link) on CropConnect Conference website indicating sponsorship of the event
- Logo recognition in the show guide (printed and online) and event agenda
- Exclusive logo recognition on all materials and video screens throughout event
- Recognition on social media (Facebook and Twitter)
- Opportunity to greet Farmer's Saloon guests (max. five min)
- Opportunity to close the Farmer Saloon as the host

Keynote Speakers - \$5,000 (3 Opportunities)

There are three keynote speakers who promise to draw a big crowd and provide exposure to your company. Each of our thought-provoking speakers will open one of the mornings of the Conference, or close the second day and are sure to keep attendees on the edge of their seats.

Each Keynote Speaker Sponsorship Package includes:

- Display of company logo (with link) on CropConnect Conference website indicating sponsorship of speaker
- Logo recognition in the show guide (printed and online) and event agenda
- Recognition on social media (Facebook and Twitter)
- Provide signage for speaker room and logo placement on screen prior to speaker and immediately following
- Opportunity to place promotional material on chairs
- Opportunity to address attendees prior to keynote (max. five min)
- Opportunity to thank speaker and have photo taken with logo in background

Choose from the following 2018 CropConnect Conference keynote speakers:

- Keynote Speaker - David Frum
<http://cropconnectconference.ca/speakers/david-frum/>
- Keynote Speaker - David Mead
<http://cropconnectconference.ca/speakers/david-mead/>
- Keynote Speaker - Brian Mulroney
<http://cropconnectconference.ca/speakers/brian-mulroney/>



Opening Day Nutrition Sponsor - \$2,500 (1 Opportunity)

Be the first sponsor of the Conference! Coffee, tea and light refreshments will be placed at nutrition stations during registration and mid morning on the first day of the CropConnect Conference. Take the opportunity to be one of the first to welcome attendees to the event.

The Opening Day Nutrition Sponsorship Package includes:

- Welcome signage in keynote room and at two nutrition stations
- Logo recognition in the show guide (printed and online) and event agenda
- Recognition on social media (Facebook and Twitter)

Breakfast Day Sponsor - \$5,000 (1 Opportunity)

What better way to welcome attendees to the second day of the Conference than to sponsor a hot meal? Breakfast will be served in the tradeshow area for attendees to enjoy, as they get ready to hear the morning keynote speaker.

The Breakfast Day Sponsorship Package includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship of meal
- Logo recognition in the show guide (printed and online) and event agenda
- Provide signage for breakfast room, promotional material on dining tables and logo placement on screen
- Recognition on social media (Facebook and Twitter)
- Opportunity to address the crowd (max. four min.)
- One Full Conference Registration

Nutrition Sponsors - \$2,000 (3 Opportunities)

The CropConnect Conference program is filled with inspiring and innovative speakers, and attendees will need to refuel. There are three opportunities throughout the conference to provide coffee and snacks - the fuel attendees need to stay engaged.

Each Nutrition Sponsorship Package includes:

- Welcome signage at two nutrition stations
- Logo recognition in the show guide (printed and online) and event agenda
- Recognition on social media (Facebook and Twitter)



Lunch Sponsors - \$5,000 (2 Opportunities)

The CropConnect Conference will serve a wholesome lunch to our attendees. Spread the word about your company by sponsoring lunch. What farmer doesn't love a fresh, wholesome meal?

The Lunch Sponsorship Package includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship of meal
- Logo recognition in the show guide (printed and online) and event agenda
- Prominent signage at lunch buffet and logo placement on screen in lunch room
- Recognition on social media (Facebook and Twitter)

Session Room Sponsors - \$3,000 (3 Opportunities)

Each session at the CropConnect Conference features powerful and influential speakers. The sessions cover topics ranging from agronomy and the environment, to technology and farm management practices. The rooms are well attended and guaranteed to maximize your brand exposure.

Each Session Room Sponsorship Package includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship of room
- Logo recognition in the show guide (printed and online) and event agenda
- Provide signage for room and logo placement on screens between speakers
- Recognition on social media (Facebook and Twitter)
- Opportunity for company representative to introduce session speakers for both days of conference

Rest Stop Sponsor - \$3,000 (1 Opportunity)

There are three restrooms situated throughout the CropConnect Conference facilities where your company could be featured. As the sponsor, tasteful, easy-to-remove messaging (prescreened by the CropConnect Committee) may be placed throughout the restrooms.

The Rest Stop Sponsorship Package includes:

- Placement of easily removable messaging on washroom mirrors, stall doors and walls
- Recognition on social media (Facebook and Twitter)
- Decals provided by sponsor



Tote Bag Sponsor - \$4,000 (1 Opportunity)

Place your logo on the always-popular CropConnect Conference tote bags. Each attendee will receive a bag at the registration desk so your logo will be seen throughout the Conference and beyond. The CropConnect Committee will produce the tote bags, in consultation with the sponsor.

The Tote Bag Sponsorship Package includes:

- Co-branded tote bags given to all Conference attendees
- Recognition on social media (Facebook and Twitter)

NEW

Key Card and Mobile App Sponsor - \$3,000

(1 Opportunity)

When attendees check-in, they will receive a key card on which your logo will be prominently displayed. But there's more! Your company's logo will also be featured on the Victoria Inn Hotel and Convention Centre's App.

The Key Card and Mobile App Sponsorship Package includes:

- Logo recognition in the show guide (printed and online) and event agenda
- Recognition on social media (Facebook and Twitter)



NEW

Hockey Night at CropConnect Sponsor - \$4,000

(1 Opportunity)

What about the Jets game? Don't worry, we have you covered. Join us at the 2018 Pre-Conference Reception to watch our Winnipeg Jets face off against the Washington Capitals. The evening will include drinks, food, and multiple screens so guests won't miss a second of the action. Hockey Night at CropConnect is a great opportunity for you to network, welcome guests and beat the morning rush by registering for the conference between 6:30 p.m. and 8:30 p.m. - all while cheering on the Jets.

Hockey Night at CropConnect Sponsorship includes:

- Exclusive logo recognition on video screens showing the game throughout evening and pick up your registration package
- Opportunity to distribute welcoming gift/brochures/greetings at entry door
- Provide signage for reception room including banners and small signage for buffet tables
- Opportunity to address guests (max. five min)
- Recognition on social media (Facebook and Twitter)

Water Bottle and Recycling Sponsor - \$3,000

(1 Opportunity)

The water bottle and recycling sponsor will co-brand the water bottles and recycling bins with part being CropConnect Conference logo and branding and part being the co-sponsor. Sourcing the bottles will be done by the CropConnect Committee.



Show Guide Advertising Opportunities

Want to place an advertisement in the official CropConnect Conference Show Guide?

Advertising is available for purchase. See specifications below:

| Standard Units: | Width x Depth | Price |
|-------------------------------------|--|---------|
| Outside Back Cover (four-colour ad) | 8.5" x 11" trim (bleed 8.75" x 11.25") | \$1,500 |
| Inside Front Cover (four-colour ad) | 8.5" x 11" trim (bleed 8.75" x 11.25") | \$1,000 |
| Inside Back Cover (four-colour ad) | 8.5" x 11" trim (bleed 8.75" x 11.25") | \$1,000 |
| Full Page Ad | 7.5" x 10" | \$500 |
| Half-Page Ad—Horizontal | 7.5" x 4.75" | \$350 |
| Quarter-Page Ad—Horizontal | 7.5" x 2" | \$200 |
| Quarter-Page Ad—Vertical | 3.75" x 4.75" | \$200 |

All advertisements are to be sent via email to info@cropconnectconference.ca by January 19, 2018. Any ads received after this date may not be included in the official Show Guide.

Advertising is included as part of sponsorship opportunities. All ads will be in colour. All ads are to be supplied to the CropConnect Committee in ready to print, high resolution (300dpi), .jpeg or .pdf formats.

Ad Specifications

All advertisements are to be sent via email to info@cropconnectconference.ca.



Full-Page Ad



Quarter-Page
Ad Horizontal



Half-Page Ad



Quarter-Page
Ad Vertical



Want Tickets to the Crop Connect Banquet?

Banquet Information

Wednesday, February 14, 6:00 p.m. to 8:45 p.m.

Centennial 2

The ever-popular CropConnect Conference Banquet brings together 350 guests to celebrate Manitoba's vibrant agriculture industry. It's an opportunity to network with producers and industry representatives and celebrate the impact agriculture has in our country. Tickets for the Banquet are limited so book early to ensure you don't miss out.

Tickets are \$50.00 each and can be booked during online registration. If the Banquet does not sell out, tickets will be available at on-site registration on February 14.

Accommodation Information

Victoria Inn Hotel and Convention Centre will be the official hotel for the 2018 CropConnect Conference. Before booking a room review the following information.

- Conference rate of \$134.00 plus tax per night has been negotiated for a standard room on February 13, 14 and 15
- Complimentary parking
- Upgraded rooms are available at a discounted rate
- Book before January 31, 2018 to qualify for the conference rate
- Reservations can be made by contacting the hotel directly at 1-877-VIC-INNS or online at www.vicinn.com using the event code 758353, pin: crop