



CropConnect Conference 2019

February 13 & 14

Sponsor &
Exhibitor
Package



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CropConnect Conference 2019

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

Introduction Letter

October 3, 2018

Dear Sponsors and Exhibitors,

We are excited to invite you to participate in the sixth annual CropConnect Conference. This two-day event will take place in Winnipeg on February 13 and 14, 2019, 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 2019 CropConnect Conference. The sponsorship registration website will open Tuesday, October 9, 2018 and the exhibitor registration website will open Tuesday, October 16, 2018.

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)), on Instagram ([cropconnectconference](https://www.instagram.com/cropconnectconference)) and like us on Facebook ([@cropconnectconference](https://www.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 2019
E: info@cropconnectconference.ca
T: 204-255-7006





Sponsorship, Booth Information and Important Dates

Sponsorship Registration opens:	Tuesday, October 9, 2018
Early-bird Tradeshow Exhibitor Booth Registration opens:	Tuesday, October 16, 2018
Early-bird Tradeshow Exhibitor Booth Registration closes:	Friday, December 7, 2018
Early-bird Attendee Registration opens:	Tuesday, October 23, 2018
Swag Bag Insert Deadline:	Friday, January 11, 2019
Early-bird Attendee, Tradeshow Exhibitor Booth and Sponsor Registration closes:	Friday, January 11, 2019
Regular Attendee Registration opens:	Saturday, January 12, 2019
Regular Attendee Registration closes:	Friday, February 1, 2019

Booth set up times:

Tuesday, February 12: 1:00 p.m. – 6:00 p.m.

Booth removal time:

Thursday, February 14: 4:20 p.m. – 6:30 p.m.

** Exhibitors can begin display removal after the last tradeshow break on February 14 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.*

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.

Refund Policy

All refunds are subject to a 25% holdback. Please refer to the confirmation of registration email for complete details. The deadline to receive a partial refund is **Friday, January 11, 2019**. Attendees and booth exhibitors can contact info@cropconnectconference.ca for refund information.





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CropConnect Opportunities

The CropConnect Conference has been the premier crop production event in Manitoba since it began in 2013. This conference aims to deliver outstanding educational and networking opportunities to enhance farm operations, in areas such as new technologies, environmental issues, agronomy, farm management practices and more. We bring in renowned speakers on current topics of interest covering production issues, soil health, climate impacts, technology and much more.

Please join us as we host an exciting CropConnect Conference in 2019. Your sponsorship is key to our success! We have customized a number of unique sponsorship opportunities to help maximize your company's exposure. Don't miss your chance to get involved with our event.

New this year:

Registration passes (one- or two-day) do NOT include banquet tickets. This change has been made due to the banquet being "sold out" in the past, however, many unused seats have remained. Banquet tickets can be purchased separately after sponsorship has been secured. Planners Plus will communicate applicable dates for sponsorship banquet ticket purchases. All sponsors will have the ability to purchase banquet tickets, up to four per sponsor. See page 18 for banquet ticket information.





Platinum Opportunities

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

The banquet, a highlight of the CropConnect Conference, will be held on February 13, 2019. The evening will bring 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. This year we are excited to have **Rick Mercer** as our guest speaker. Rick Mercer chronicles, satirizes and ultimately celebrates all that is great and irreverent about this country. More than any other comedian (or journalist for that matter), he talks to Canadian newsmakers with a refreshing candour, and is uniquely able to spin topical hilarity from the people and the things deeply embedded in the national consciousness.

The Banquet Sponsorship Package Includes:

- Prominent display of company logo (with link) on CropConnect Conference website indicating sponsorship of the banquet
- Exclusive logo recognition on printed banquet tickets, evening program and video screens throughout evening
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- Opportunity to welcome banquet guests (max. five min), as well as introduce and thank the evening's speaker
- Photo opportunities with corporate logo on background screen
- Four banquet tickets with prominent seating (ability to choose seating if desired)
- Two, two-day attendee registration passes





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

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
- Exclusive logo recognition on all materials and video screens throughout event
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- Opportunity to welcome Farmer's Saloon guests (max. five min)
- Two, two-day attendee registration passes





Gold Opportunities

Tradeshow Floor Gold Sponsor - \$5,000 (15 Available)

As part of the CropConnect Conference tradeshow, you have a unique opportunity to engage with growers and industry partners from all over the province. The tradeshow floor is the ideal place to invite current and potential customers to network with your team. While all exhibitors reach the tradeshow traffic, gold sponsorship raises your company's profile and exposure well above the rest.

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.

Tradeshow Floor - Gold Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship
- Two 8x10 booths (Gold Sponsors are permitted to have two side-by-side booth displays on the tradeshow floor)
- Ability to choose preferred booth placement (in gold booth zone) on a first come basis
- Four, two-day attendee registration passes
- Opportunity to include two paper inserts in the attendee swag bag (physical items may be accepted with prior committee approval)
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- On-screen recognition throughout the tradeshow in Gold category

NEW

Footprint Decal Sponsor - \$5,000 (2 Available)

The CropConnect Conference is excited to offer many new ways to display sponsorship for the 2019 event. One such item is the footprint decal opportunity, leading attendees through the facility to the AGM rooms.

Footprint Decal Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship
- Company logo on footprint decals throughout the facility
- Sponsor to provide decals





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NEW

Window Decal Sponsor - \$5,000 (2 Available)

CropConnect is excited to offer decal opportunities to promote your business! Window decals including the CropConnect logo and the sponsor's logo will be prominently displayed in the windows by the registration area, making your logo highly visible to all who attend CropConnect!

Window Decal Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship
- Large decal with company logo on window near the registration desk
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- Sponsor to provide decals

NEW

Online Registration Sponsor - \$5,000 (1 Available)

More than 1,000 attendees will see your logo as they register for this event! Branding will include the hosts of the CropConnect Conference as well as the sponsor's logo.

Online Registration Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference registration system indicating sponsorship
- As the Registration Sponsor, a "presented by" banner with your company logo will appear on every page of the CropConnect registration system





Keynote Speaker Sponsor - \$5,000 (3 Available)

There will be three high-profile keynote speakers at CropConnect 2019, each one poised to provide exposure to your company. We will begin each day with one of our keynote speakers, as well as have one to close the conference on the second day. Keynote speaker sessions are well attended and are highlights of the conference.

Each Keynote Speaker Sponsorship Package Includes:

- Display of company logo (with link) on CropConnect Conference website indicating sponsorship
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- 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
- One-day conference registration (for the day of the sponsored speaker)

Choose from the following 2019 CropConnect Conference Keynote speakers:

Wednesday Feb 13 AM

Michael “Pinball” Clemons, is a Canadian Football League legend and an icon of sporting excellence, community leadership, and personal integrity. With boundless energy and moments of quiet introspection, he talks about teamwork and the potential each of us has to achieve anything we set our minds to. Good-natured and unabashedly emotional, he shows you how to put your heart into everything you do.

Thursday Feb 14 AM

Darby Allen. Known as the face of the Alberta wildfires—and widely celebrated as a national hero—Darby Allen is an exemplar of selfless courage and level-headedness under pressure. Allen was Regional Fire Chief of the Regional Municipality of Wood Buffalo, an area that encompasses the community of Fort McMurray.

Thursday Feb 14 PM

Kevin Cheveldayoff, a former defenceman, enters his sixth season as General Manager of the Winnipeg Jets, having earned them a winning record of 176-156-44. He was assistant GM of the Chicago Blackhawks when they won the Stanley Cup in 2010, and before that he led the AHL's Chicago Wolves to four league championships. Kevin and his wife, Janet, have one son, Chase, and one daughter, Alexi.





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

What better way to welcome attendees to the conference than to sponsor a hot meal? A HOT breakfast will be served on February 14th, 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
- Provide signage for breakfast room, promotional material on dining tables and logo placement on screen
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- Opportunity to address the crowd (max. four min)
- One, one-day attendee registration pass (for the day of the sponsored breakfast)

Lunch Sponsor - \$5,000 (2 Available)

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

The Lunch Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship of meal
- Prominent signage at lunch buffet and logo placement on screen in lunch room
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- One, one-day attendee registration pass (for the day of the sponsored lunch)





Silver Opportunities

NEW

Mini Program Sponsor \$4,500 (1 Available)

CropConnect's mini booklet-style program was well received in 2018, so it will be back by popular demand in 2019. This is an excellent opportunity to have maximum visibility as each conference attendee will have one in their name-tag holder.

Mini Program Sponsorship Package Includes:

- Sponsor's logo on the outside, back cover of the mini program
- Corporate recognition on social media (Facebook, Twitter, Instagram)

Hockey Night at CropConnect Sponsor - \$4,000 (1 Available)

What about the Jets game? Don't worry, we have you covered. Join us at the 2019 Pre- Conference Reception to watch our Winnipeg Jets face off against the New York Rangers. 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 5:00 p.m. and 6:30 p.m. - all while cheering on the Jets. Reception is from 6:30pm - 11:00pm.

Hockey Night at CropConnect Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship of reception
- Exclusive logo recognition in the room
- 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)
- Corporate recognition on social media (Facebook, Twitter, Instagram)





Swag Bag Sponsor - \$4,000 (1 Available)

Place your logo on the always-popular CropConnect Conference swag 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 provide the swag bags, in consultation with the sponsor.

The Swag Bag Sponsorship Package Includes:

- Co-branded swag bags given to 500 conference attendees
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- One swag bag insert

Session Room Sponsor - \$3,000 (3 Available)

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.

Session Room Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship of room
- Provide signage for room and logo placement on screens between speakers
- Opportunity to include sponsor pop-up banner if desired (sponsor to provide)
- Opportunity to include branded pen or paper in the room (sponsor to provide)
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- Opportunity for company representative to introduce session speakers for both days of conference
- One, two-day attendee registration pass





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

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

The Rest Stop Sponsorship Package Includes:

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

Key Card and Mobile App Sponsor - \$3,000 (1 Available)

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:

- Company logo (with link) on CropConnect Conference website indicating sponsorship
- Company logo on hotel keycard and mobile app
- Corporate recognition on social media (Facebook, Twitter, Instagram)

Water Bottle Sponsor - \$3,000 (1 Available)

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





Bronze Opportunities

Tradeshow Floor Bronze Sponsor - \$2,000 (25 available)

Tradeshow Floor Bronze Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating bronze sponsorship
- One 8x10 booth
- Two, two-day attendee registration passes
- Recognition on social media (Facebook, Twitter, Instagram)
- On-screen recognition throughout the tradeshow in bronze category

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

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 event agenda
- Recognition on social media (Facebook, Twitter, Instagram)

Nutrition Sponsor - \$2,000 (3 Available)

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.

Nutrition Sponsorship Package Includes:

- Welcome signage at two nutrition stations
- Recognition on social media (Facebook, Twitter, Instagram)





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NEW

Swag Bag Insert Sponsor - \$500 (per item)

In lieu of the program advertisement opportunities this year, CropConnect invites sponsors to place a paper item in the attendee bag. Any other (physical) items need to be pre-approved by the CropConnect Committee.

Swag Bag Insert Sponsorship Includes:

- One paper or approved (small) physical item in the attendee swag bag
- Recognition on social media (Facebook, Twitter, Instagram)

Other Exclusive Sponsorship Opportunities

The CropConnect Conference Committee understands that your company is unique, and we want your involvement in our event to feel the same. If you are interested in sponsoring our exciting event but have other ideas that are not listed here, we are happy to discuss other exclusive opportunities for you to showcase your brand, products and services. Please contact Elena Gagliardi, Conference Coordinator, Planners Plus Inc. at elena@plannersplus.ca.





Tradeshow Exhibitor Booth Information - \$1,000 (46 available)

Is your company interested in exhibiting at the 2019 CropConnect Conference? Exhibitor booths are sold on a first-come, first-served basis and historically have sold out before the booking deadline in January.

Exhibitor Booth Option:

Tradeshow Floor Booth: early-bird booth purchases are **\$1,000**; regular booth purchases are **\$1,250**. This includes:

- One 8x10 booth
- Name recognition for booth space on the website
- Two, two-day attendee registration passes.

Exhibitor Hallway Booth Option:

Hallway Booth: early-bird hallway booth purchases are **\$600**; regular booth purchases are **\$750**. This includes:

- One 8x10 booth in the hallway
- Name recognition for booth space on the website
- One, two-day attendee registration pass

NOTE: Exhibitor booth purchases are limited to one (1) per company.

Booth Details:

Display space will be assigned by the CropConnect committee

- All exhibits must be contained within the assigned 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
- Booth sizes are 8' X 10', and include:
 - One 8' draped table
 - Electricity
 - Two folding chairs
 - Buffet lunch
 - Wireless internet
 - Nutrition Breaks





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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.

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:

CropConnect Conference
106-475 Provencher Blvd.
Winnipeg, MB R2J 4A7

Refund Policy

All refunds are subject to a 25% holdback. Please refer to the confirmation of registration email for complete details. The deadline to receive a partial refund is **Friday, January 11, 2019**. Attendees and booth exhibitors can contact info@cropconnectconference.ca for refund information.





CropConnect Banquet Tickets

Banquet Information

Wednesday, February 13, 6:00 p.m. to 9:00 p.m. South Centennial

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 province. Tickets for the banquet are limited so book early to ensure you don't miss out.

There will be **NO BANQUET TICKETS** provided with any sponsorship or booth purchases. The CropConnect Conference Committee aims to provide an opportunity for as many people to attend the banquet as are interested. Be sure to book your banquet tickets as they are typically sold out early!

Tickets are \$50.00 each and can be booked during online registration. Sponsors will have the opportunity to purchase banquet tickets prior to them being available to the general public. If the banquet does not sell out, tickets will be available at on-site registration.

Accommodation Information

The Victoria Inn Hotel and Convention Centre is the official hotel for the 2019 CropConnect Conference. Before booking a room review the following information.

- Conference rate of \$135.00 plus tax per night has been negotiated for a standard room on February 12, 13 and 14
- Complimentary parking
- Upgraded rooms are available at a discounted rate
- Book before **January 31, 2019** 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 794867, pin: crop





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Media Sponsor - \$7,500 (in-kind)

CropConnect invites all media to take advantage of the conference's media sponsorship opportunity! As CropConnect is a well-attended and established event, this sponsorship enables you to reach a wide audience. We are excited to work together with our media partners, and are pleased to discuss what this looks like for your particular business.

Media Sponsorship Includes:

- CropConnect advertising on your platform for \$7,500 value
- Company logo (with link) on CropConnect Conference website indicating media sponsorship
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- Logo recognition on news releases
- One complimentary banquet pass

