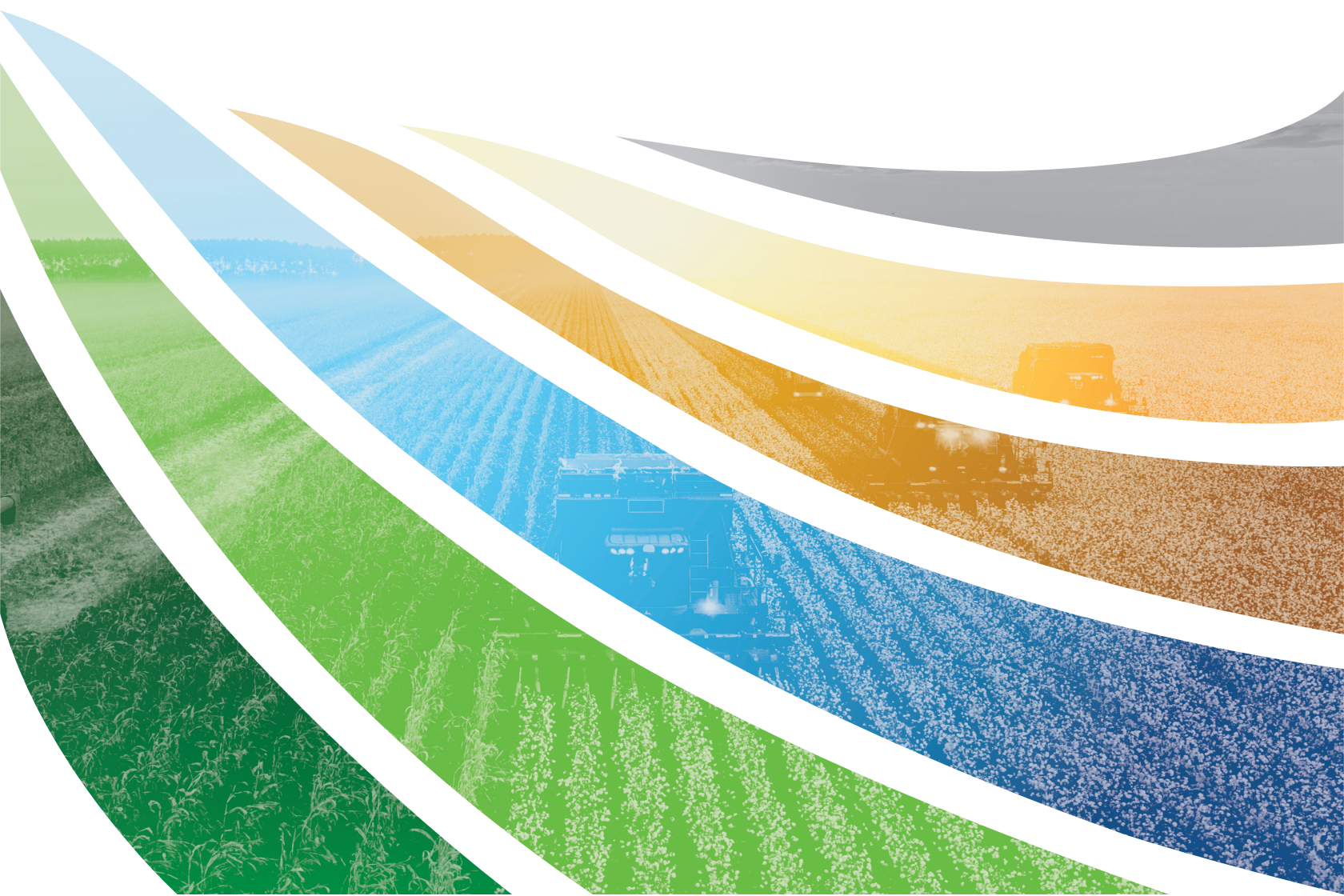




# CropConnect Conference 2020

February 12 & 13

Sponsor &  
Exhibitor  
Package



[cropconnectconference.ca](http://cropconnectconference.ca)

 [CropConnectConference](https://www.facebook.com/CropConnectConference)

 [@CropConnect](https://twitter.com/CropConnect)

 [cropconnectconference](https://www.instagram.com/cropconnectconference)



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# Welcome

## About the Conference

The CropConnect Conference has been the premier crop production event in Manitoba since it began in 2013. This annual two-day event provides you with the opportunity to promote your services, products and resources to over 800 delegates from across Manitoba. This conference delivers outstanding educational and networking opportunities to enhance farm operations, bringing in world renowned speakers covering relevant topics, including production issues, soil health, technology, agronomy and much more. It also includes eight provincial commodity organizations Annual General Meetings, giving producers the opportunity to hear what commodity groups are doing in terms of research, development and marketing.

## Your Involvement

The sponsorship and exhibitor package outlines several opportunities and related benefits to sponsor and/or exhibit in the trade show to prominently position your business in front of this engaged audience. If you have other ideas for your sponsorship, please contact Elena Gagliardi at [info@cropconnectconference.ca](mailto:info@cropconnectconference.ca). The Sponsorship registration opens **Tuesday, October 8, 2019**, and exhibitor registration opens **Tuesday, October 15, 2019** at [cropconnectconference.ca](http://cropconnectconference.ca).

Visit our website for the most up-to-date information.

Please join us for this exciting conference. Your sponsorship is key to our continued success!

## 2020 Specifics

Banquet tickets for this year's conference will be available for purchase on October 22. The event is a sell-out. To avoid disappointment please purchase your tickets early.

Follow us on

### Facebook:

CropConnect Conference

### Twitter :

@CropConnect

### Instagram:

cropconnectconference

Thank you for choosing to be a part of this exciting conference.

If you have any questions please contact:

**Elena Gagliardi, CHSP**  
**Lead Project Manager**  
**Planners Plus Inc.**

**E:** [info@cropconnectconference.ca](mailto:info@cropconnectconference.ca)

**T:** 204-255-7006



CropConnect  
Conference 2020

## Sponsorship, Exhibitor Information and Important Dates

Tuesday, October 8, 2019	Sponsorship Registration opens
Tuesday, October 15, 2019	Early-bird Trade Show Exhibitor Booth Registration opens
Tuesday, October 22, 2019	Early-bird Attendee Registration opens
Friday, December 6, 2019	Early-bird Trade Show Exhibitor Booth Registration closes
Friday, January 10, 2020	Swag Bag Insert Deadline
Friday, January 10, 2020	Early-bird Attendee, Trade Show Exhibitor Booth and Sponsor Registration closes
Saturday, January 11, 2020	Regular Attendee Registration opens
Friday, January 31, 2020	Regular Attendee Registration closes

### REFUND POLICY

All refunds are subject to a 25% holdback. Please refer to the confirmation email for complete details. The deadline to receive a partial refund is **Friday, January 10, 2020**. Attendees and booth exhibitors can contact [info@cropconnectconference.ca](mailto:info@cropconnectconference.ca) for refund information.

### Booth ingress

Tuesday, February 11:  
1:00 p.m. – 6:00 p.m.

### Booth egress

Thursday, February 13:  
4:20 p.m. – 6:30 p.m.

*\* Exhibitors can begin display removal after the last trade show break on February 13 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](http://www.centraldisplay.ca) to obtain your exhibitor package.

### Door prizes

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



## Platinum Opportunities

*Be it resolved that The Debaters Live! is heading to CropConnect Conference 2020 for a hilarious night where comics going toe to toe in a battle of laughs and logic and where you – the audience – picks the winner! This special live event features host Steve Patterson and two of his favourite comics performing stand-up and a hilarious debate, in a format familiar to hundreds of thousands of loyal Canadian fans of the radio show.*



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

The banquet, a highlight of the CropConnect Conference, is held on February 12, 2020. The evening brings together about 400 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
- Exclusive logo recognition on printed banquet tickets, on the banquet evening program and on the video screens throughout evening
- Recognition on social media (Facebook, Twitter, Instagram)
- Opportunity to welcome banquet guests (max. five minutes), as well as introduce and thank the evening's entertainment The Debaters Live!
- Photo opportunities with corporate logo on background screen
- Four banquet tickets with prominent seating
- Two, two-day attendee registration passes
- Logo recognition in the mini-program

## Gold Opportunities

*Take a look at the many gold opportunities offered for CropConnect 2020.*

*All gold sponsors will receive recognition on social media, in the mini-program and on-screen throughout the trade show in the gold category.*

### Trade Show Floor Gold Sponsor \$5,000 (12 Available)

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

Attendees surveyed in the past have told us our trade show is a "great network event" and it provided "good traffic flow and grower contact." We'll let you be the judge.

### Trade Show Floor Gold Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating gold sponsorship
- Two 8x10 booths (Gold Sponsor will have two side-by-side booth displays on the trade show floor)
- Ability to choose preferred booth placement (in gold category) on a first come basis
- Four, two-day attendee registration passes

- Opportunity to include one paper insert 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 trade show in the gold category
- Logo recognition in the mini-program

### Footprint Decal Sponsor \$5,000 (1 Available)

Brand the entrance to the trade show, session rooms through to the AGM rooms with your logo. Your company logo will be displayed on the floor decals. Highly visible and used by all attendees.

### 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
- Logo recognition in the mini program



### Registration System Presenting Banner Sponsor \$5,500 (1 Available)

The ultimate sponsorship opportunity is the "presented by" banner on the CropConnect registration system. More than 1,000 registered delegates 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.



### Presenting Banner Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference registration system indicating sponsorship
- Logo recognition in the mini-program



### Farmer's Saloon Sponsor \$5,500 (1 Available)

Join CropConnect Conference attendees, sponsors and speakers for a fun, always well-attended networking opportunity on the trade show 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:

- Company logo (with link) on CropConnect Conference website indicating sponsorship
- Exclusive logo recognition on video screens throughout event
- Recognition on social media (Facebook, Twitter, Instagram)
- Opportunity to welcome Farmer's Saloon guests (max. five minutes)
- Logo recognition in the mini-program
- One, one-day attendee registration pass



### Breakfast 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 13, in the trade show area for attendees to enjoy, as they get ready to hear the morning keynote speaker.

#### The Breakfast Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship
- Signage in the South Centennial room, promotional material on dining tables
- Logo placement on-screens
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- Opportunity to address the crowd (max. four minutes)
- One, one-day attendee registration pass for the day of the sponsored breakfast
- Logo recognition in the mini-program



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

The CropConnect Conference will serve 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
- Prominent signage at lunch
- Logo placement on-screens in South Centennial room
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- One, one-day attendee registration pass for the day of the sponsored lunch
- Logo recognition in the mini-program



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

There will be three high-profile keynote speakers at CropConnect 2020, 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.

### Keynote Speaker Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- Signage for speaker room and logo placement on-screens prior to speaker and immediately following
- Opportunity to place promotional material on chairs
- Opportunity to address attendees prior to keynote (max. five minutes)
- Opportunity to thank speaker and have photo taken with logo in background
- One, one-day attendee registration pass for the day of the sponsored speaker
- Logo recognition in the mini-program

Choose from the  
following 2020  
CropConnect  
Conference Keynote  
Speakers

## Keynote Speakers

**Wednesday February 12, 2020, 9:00AM – 10:00AM**

### **Darrell Bricker**

***CEO of IPSOS Public Affairs & Expert on National/International Trends***

Demographic trends speaker Darrell Bricker is an expert on public opinion, offering audiences an invaluable peek into the future. His presentations are custom-made for your group, combining deep knowledge, powerful insights and a dash of humor. As the CEO of the public opinion research firm IPSOS Public Affairs, he has his finger on the pulse of Canada. He co-authored Empty Planet: The Shock of Global Population Decline, a cautionary tale about looming worldwide demographic shifts and the impact they will have on our economy, social programs and government. In his presentations, he demonstrates how organizations will be dramatically affected by changes to the consumer and labor markets.

**Thursday February 13, 2020, 9:00AM – 10:00AM**

### **Dr. Brynn Winegard**

Dr. Winegard is an award-winning professor and expert in business-brain sciences. She specializes in explaining everyday work and life phenomena using the secrets of brain science, all with aim of making her audiences happier, healthier, wealthier, and more successful. As the principal of Winegard & Company, an independently run management consultancy and research incubator, she helps clients build better business brains.

**Thursday February 13, 2020, 2:30PM – 3:30PM**

### **Chris Hadfield**

***Astronaut, First Canadian Commander of the International Space Station***

Referred to as “the most famous astronaut since Neil Armstrong,” Colonel Chris Hadfield became a household name as the first Canadian commander of the International Space Station. A heavily decorated astronaut, engineer, and pilot, Hadfield’s many awards include the Order of Canada, the Meritorious Service Cross, and the NASA Exceptional Service Medal. Hadfield is also a bestselling author of three books, an acclaimed musician, and the host of two internationally acclaimed television series, including National Geographic’s One Strange Rock.

## Silver Opportunities

*Take a look at the many silver opportunities offered for CropConnect 2020. All silver sponsors will receive recognition on social media, in the mini-program and on-screen throughout the trade show in the silver category. Don't miss out on these exciting sponsorship opportunities.*

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

This is an excellent opportunity for maximum visibility as each conference attendee will have one in their name-tag holder.

#### Mini-Program Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- Logo recognition in the mini-program

### Swag Bag Sponsor \$3,000 (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 all conference attendees (to a maximum of 550 attendees)
- Company logo (with link) on CropConnect Conference website indicating sponsorship

- One swag bag insert
- Corporate recognition on social media (Facebook, Twitter, Instagram)
- Logo recognition in the mini program
- One, one-day attendee registration pass

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

Help attendees keep hydrated with an opportunity to sponsor each custom water bottle. Co-branding will include the sponsor's logo as well as the CropConnect Conference logo. Sourcing the bottles will be done by the CropConnect committee.

#### Water Bottle Sponsor Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship
- Logo recognition in the mini-program



## 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
- 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
- Logo recognition in the mini-program





## Bronze Opportunities

### Trade Show Floor Bronze Sponsor \$2,500 (24 Available)

#### Trade Show Floor Bronze Sponsorship Package Includes:

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

*Take a look at the many bronze opportunities offered for CropConnect 2020. All bronze sponsors will receive recognition on social media, in the mini-program and on-screen throughout the trade show in the bronze category.*

### Kick-Off Reception Sponsor \$2,500 (1 Available)

CropConnect attendees (including exhibitors) are welcome to attend the 2020 pre-conference reception. The casual evening of drinks, food and entertainment is a great opportunity to mingle. Beat the morning rush and register for the conference during the reception as the registration desk will be open from 1:00 pm – 6:00 pm.

#### Kick-Off Reception Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship
- Exclusive logo recognition in the room
- Opportunity to distribute welcoming gift/ brochures/ greeting at entry door
- Logo recognition in the mini-program
- One, one-day attendee registration pass



### Window Decal Sponsor \$2,500 (2 Available)

Window decals including the CropConnect logo and the sponsor 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
- Sponsor to provide decals
- Logo recognition in the mini-program
- One, one-day attendee registration pass



### 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.

#### Opening Day Nutrition Sponsor Package Includes:

- Company logo (with link) on Cropconnect Conference website indicating sponsorship.
- Signage at two nutrition stations
- Recognition on social media (Facebook, Twitter, Instagram)
- Logo recognition in mini-program

### Nutrition Sponsor \$2,000 (2 Available)

There are two opportunities throughout the conference to provide coffee and snacks – the fuel attendees need to stay engaged.

#### Nutrition Sponsorship Package Includes:

- Signage at two nutrition stations
- Company logo (with link) on CropConnect Conference website indicating sponsorship.
- Recognition on social media (Facebook, Twitter, Instagram)
- Logo recognition in the mini-program

# Trade Show Exhibitor Booth Information

## Trade Show Exhibitor Booth Information

Is your company interested in exhibiting at the 2020 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 \$1,000 (47 Available)

**Trade Show Floor Booth:**  
Early-bird booth purchases are **\$1,000** until Friday December 6, 2019. After this date booth price is **\$1,250**. This includes:

- One 8x10 booth
- Company name recognition on website
- Two, two-day attendee registration passes
- Company recognition in the mini-program

### Exhibitor Hallway Booth \$600 (6 Available)

#### Hallway Booth:

Early bird hallway booth purchases are **\$600** until Friday December 6, 2019. After this date hallway booth price is **\$750**. This includes:

- One 8x10 booth in the hallway
- Company name recognition on website
- One, two-day attendee registration pass

- Company name recognition in the mini-program

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

#### 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
  - Electrical services
  - Two chairs
  - Buffet lunch
  - Wireless internet
  - Nutrition breaks

# Terms and Conditions

## 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](http://www.centraldisplay.ca) to obtain your exhibitor package.

## Door prizes

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

## Payment

Full payment must accompany registration 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 email for complete details. The deadline to receive a partial refund is **Friday, January 10, 2020**. Attendees and booth exhibitors can contact [info@cropconnectconference.ca](mailto:info@cropconnectconference.ca) for refund information.





## Additional Information

### 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 Package 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 ticket

### Banquet Tickets

**Wednesday, February 12,  
6:00 p.m. to 8:45 p.m. South Centennial**

The ever-popular CropConnect Conference banquet brings together 400 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.

The CropConnect Conference committee aims to provide an opportunity for as many people to attend the banquet as are interested.

Tickets are \$50.00 each and can be purchased online. Tickets are limited, so be sure to purchase yours early to avoid disappointment.

### Accommodation Information

The Victoria Inn Hotel and Convention Centre is the official hotel for the 2020 CropConnect Conference.

- Conference rate of \$136.00 plus tax per night has been negotiated for a standard room on February 11, 12, and 13
- Complimentary parking
- Upgraded rooms are available at a discounted rate
- Book before January 31, 2020 to qualify for the conference rate
- Reservations can be made by contacting the hotel directly at 1-877-VIC-INNS and using the event code 127898 or refer to the CropConnect Conference