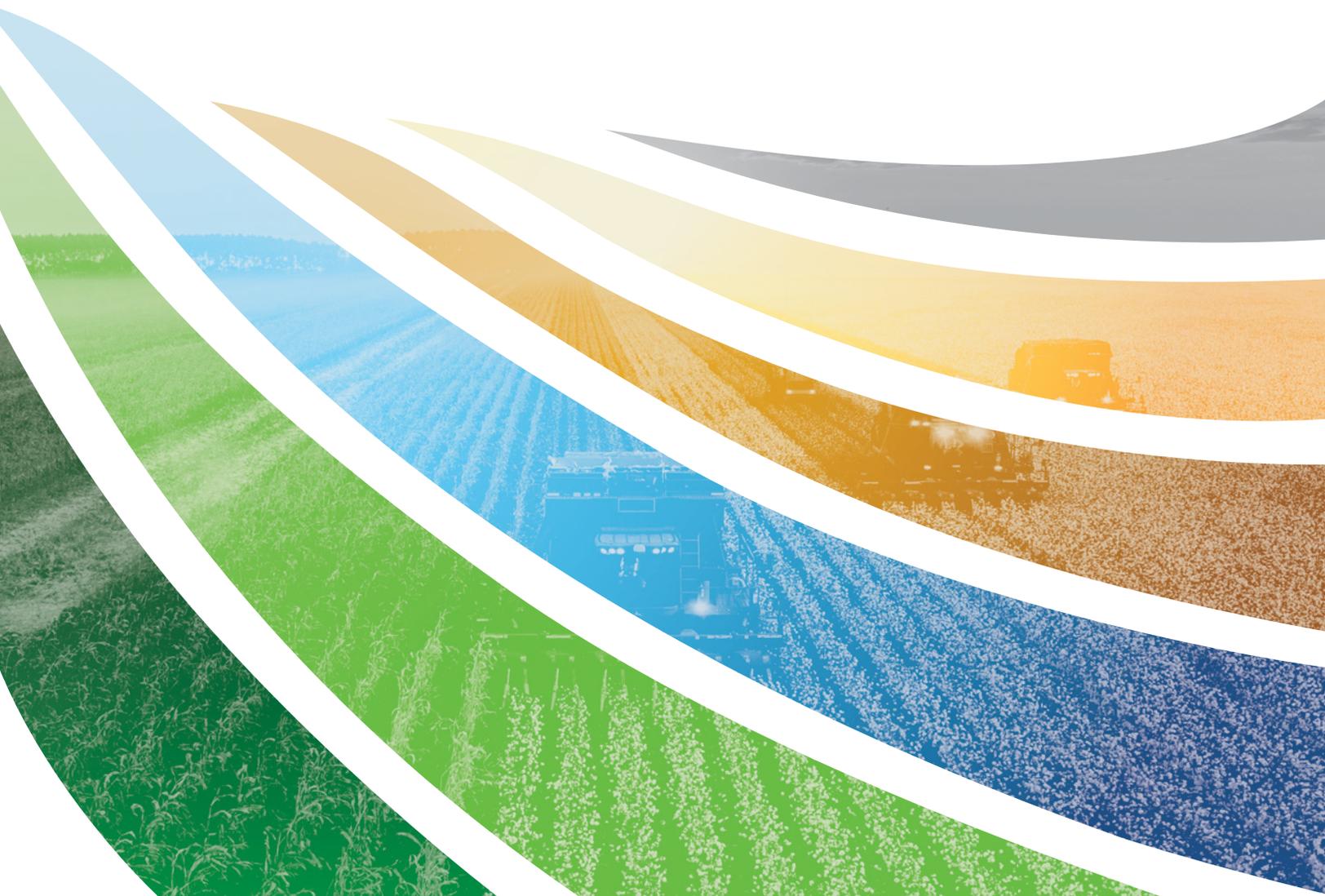




CropConnect Conference 2022

February 16 & 17

Sponsor
& Exhibitor
Package



cropconnectconference.ca

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

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

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



Table of Contents

3	Welcome	12	Bronze Level Opportunities
4	Important Dates, Accommodation and Banquet Information	12	Exhibitor Bronze Sponsor - \$2,500 (23 Available)
5	Platinum Level	12	Registration System Presenting Banner Sponsor - \$2,500 (1 Available)
5	Banquet Sponsor - \$7,500 (1 Available)	13	Kick-Off Reception Sponsor - \$2,500 (1 Available)
6	Gold Opportunities	13	Window Decal Sponsor - \$2,500 (2 Available)
6	Exhibitor Gold Sponsor - \$5,000 (6 Available)	14	Other Opportunities
6	Farmer's Saloon Sponsor - \$5,000 (1 Available)	14	Nutrition Sponsor - \$2,000 (3 Available)
7	Footprint Decal Sponsor - \$5,000 (1 Available)	14	Hand Sanitizer Station Sponsor - \$1,000 (4 Available)
7	Breakfast Sponsor - \$5,000 (1 Available)	15	Webinar Sponsor - \$1,000 (4 Available)
8	Lunch Sponsor - \$5,000 (2 Available)	15	Swag Bag Insert (\$250 per item)
8	Conference Program Sponsor - \$5,000 (1 Available)	16	Exhibitor Booth Information
9	Keynote Speaker Sponsor - \$5,000 (3 Available)	16	Exhibitor Hallway Booth - \$750 (6 Available)
10	Silver Level Opportunities	17	Terms and Conditions
10	Swag Bag Sponsor - \$3,000 (1 Available)	18	Media Sponsor - (\$7,500 in kind)
10	Water Bottle Sponsor - \$3,000 (1 Available)		
11	Session Room Sponsor - \$3,000 (3 Available)		

Welcome Back. We've missed you.

Please join us for CropConnect 2022 at the Victoria Inn Hotel and Convention Centre in Winnipeg on February 16 and 17, 2022.

As always, our ag community's well-being is our top priority. We are working with the venue to meet all public health guidelines and are planning to reduce attendance while maintaining the same structure that CropConnect attendees have enjoyed in the past.

We appreciate your ongoing support and we are very excited to see you in February. We have missed the connection and learning that events like this bring to the agriculture community and we look forward to getting together again.

Your Involvement

The CropConnect Conference (CCC) is the premier crop production event in Manitoba. Our annual conference provides members of Manitoba's grower commodity groups with outstanding educational and networking opportunities to enhance their farm operations. The CCC also includes the host groups Annual General Meetings.

Sponsorship & Exhibitor Opportunities:

CCC offers many unique opportunities to promote your services, products and resources. Reserve your booth or sponsorship package now and take advantage of this excellent marketing opportunity! Choose from one of the listed packages or let us customize a sponsorship approach to best profile your company to our delegates. The sponsorship registration website will open on Monday, September 27, 2021, and exhibitor registration website access opens Monday, October 4, 2021, at 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!

Social Media: Follow us on Facebook (CropConnect Conference), Twitter (@CropConnect), and Instagram (@cropconnectconference).

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

Elena Gagliardi
Lead Project Manager
Planners Plus Inc.
For CropConnect 2022
E: info@cropconnectconference.ca
T: 204-995-8997

Important Dates

ACCOMMODATION INFORMATION

The Victoria Inn Hotel and Convention Centre is the official hotel for the 2022 CropConnect Conference.

The facility follows the latest Manitoba Public Health restrictions. At the time this package was published, ALL guests MUST show proof of double vaccination (digital or physical card) along with valid photo ID, and they must wear a mask.

Before booking a room review the following information.

- Conference rate of \$137.00 plus tax per night has been negotiated for a standard room on February 15, 16, and 17.
- Complimentary parking.
- Upgraded rooms are available at a discounted rate.
- Book before February 1, to qualify for the conference rate.
- Reservations can be made by contacting the hotel directly at 204-786-4801 or toll-free at **1-877-VIC-INNS** and using the event code **#211522**.

Monday, September 27, 2021	Sponsorship Registration Opens
Monday, October 4, 2021	Exhibit Booth Registration Opens
Monday, November 15, 2021	Sponsorship and Exhibit Booth Registration Closes
Monday, December 13, 2021	Attendee and Banquet Registration Opens
Friday, January 14, 2022	Swag Bag Insert Deadline
Friday, January 28, 2022	Attendee Registration Closes

BANQUET TICKETS

The banquet will take place on Wednesday, February 16, from 6:00 pm to 9:00 pm in the Centennial South room. Banquet tickets are \$50.00 each and can be purchased online December 13, 2021. Tickets are limited so book early.

Please note that sponsorship and registration packages do not include banquet tickets, so please book them separately if you plan to attend.

Platinum Level



Banquet Sponsor \$7,500 (1 Available)

The Banquet, a highlight of the CropConnect Conference, is held on February 16. 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 evening program and video screens throughout evening.
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- Opportunity to welcome banquet guests (maximum of five minutes), as well as introduce and thank the evening's speaker.
- Photo opportunities with corporate logo on background screen.
- Logo recognition in the conference program.
- One, one-day attendee registration pass for February 16.
- Two banquet tickets with prominent seating.

Gold Opportunities

Take a look at the many gold opportunities offered for CropConnect 2022.

All gold sponsors will receive recognition on social media, in the conference program and on-screen throughout the exhibit floor in the "gold" category.

Exhibitor Gold Sponsor - \$5,000 (6 Available)

As part of the CropConnect Conference exhibit floor, you have a unique opportunity to engage with growers and industry partners from all over the province. The exhibit 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 exhibit floor well above the rest!

Exhibitor Gold Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating gold sponsorship.
- Two, 8x10 booths (side by side).
- Ability to choose preferred booth placement (in gold category) on a first-come, first-served basis.
- Two, 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 exhibit,

floor in gold category.

- Logo recognition in the conference program.

Farmer's Saloon - \$5,000 (1 Available)

Join CropConnect Conference attendees, sponsors and speakers for a fun, well-attended networking opportunity on the exhibit 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.
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- Opportunity to welcome Farmer's Saloon guests (maximum of five minutes).
- Logo recognition in the conference program.
- Two representatives access to this reception.



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

Let your brand guide attendees through the show, step-by-step! Your logo will be featured on floor decals located throughout the facility and will lead attendees 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.
- Exclusive logo recognition on video screens throughout event.
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- Logo recognition in the conference program.
- Sponsor to provide decals.

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

A cold, continental style breakfast will be served on February 17, on the exhibit floor for attendees to enjoy, as they get ready to hear the morning keynote speaker.

**If breakfast can't be served due to restrictions, a boxed breakfast will be provided with branded stickers of the sponsor.*

The Breakfast Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship.
- Signage in the South Centennial room.
- Opportunity to provide promotional material on dining tables.
- Exclusive logo recognition on video screens during breakfast.
- Opportunity to address the crowd (maximum of five minutes).
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- Logo recognition in the conference program.
- One, one-day attendee registration pass for February 17.



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.

**If lunch can't be served due to restrictions, a boxed lunch will be provided with branded stickers of the sponsor.*

The Lunch Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship.
- Signage in the South Centennial room.
- Opportunity to provide promotional materials on dining tables.
- Exclusive logo recognition on video screens during lunch.
- Opportunity to address crowd (maximum of five minutes).
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- Logo recognition in the conference program.
- One, one-day attendee registration pass for the day of the sponsored lunch.

Conference Program Sponsor – \$5,000 (1 Available)

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

Conference Program Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating sponsorship.
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- Sponsor logo on the outside, back cover of the conference program.
- Logo recognition in the conference program.

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

There are three keynote speakers who will provide exposure to your company. We will begin each day with one of our thought-provoking speakers, as well as one to close the conference on the second day.

Each 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 screen prior to speaker and immediately following.
- Exclusive logo recognition on video screens throughout event.
- Opportunity to place promotional material on chairs.
- Opportunity to address attendees prior to keynote (maximum of five minutes).
- Opportunity to thank speaker and have photo taken with logo in background.
- Logo recognition in the conference program.
- One, one-day attendee registration pass for the day of the sponsored speaker.



Silver Level Opportunities

All silver sponsors will receive recognition on social media, in the conference program and on-screen recognition throughout the exhibit floor in the "silver" level category.

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 produce the tote 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 conference program.

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.

Water Bottle 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 conference 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.

Each 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).
- Opportunity for company representative to introduce session speakers for both days of conference.
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- Logo recognition in the conference program.
- One, two-day attendee registration pass.

Bronze Level Opportunities

All bronze sponsorships will receive recognition on social media, in the conference program and on-screen recognition throughout the exhibit floor in the "bronze" category.

Exhibitor Bronze Sponsor - \$2,500 (23 Available)

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

Attendees surveyed in the past have told us that it is a "great networking event" and it provided "good traffic flow and grower contact."

Exhibitor Bronze Sponsorship Package Includes:

- Company logo (with link) on CropConnect Conference website indicating bronze sponsorship.
- One 8x10 booth.
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- Logo recognition in the conference program.
- On screen recognition throughout the exhibit floor in bronze category.
- One, two-day attendee registration pass.

Registration System Presenting Banner Sponsor - \$2,500 (1 Available)

A great sponsorship opportunity is the "presented by" banner on the CropConnect Registration system. 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.

Presenting Banner Sponsorship Package Includes:

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

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

CropConnect attendees and exhibitors are invited to attend a casual evening on February 15. The casual evening of food and drinks 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 of reception.
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- Logo recognition in the conference program.
- Exclusive logo recognition in the room.
- Opportunity to distribute welcoming gift/brochures/greetings at entry door.
- Signage for reception room including banners and small signage for buffet tables.
- Opportunity to address guests (maximum of five minutes).

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

CropConnect is excited to offer decal opportunities to promote your business! 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.
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- Logo recognition in the conference program.
- Sponsor to provide decals.

Other Opportunities

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 nutrition stations.
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- Logo recognition in the conference program.

Hand Sanitizer Station Sponsor - \$1,000 (4 Available)

CropConnect will be providing hand sanitizing stations strategically located around the facility to help keep attendees safe!

Hand Sanitizing Station Sponsorship Package Includes:

- Company logo displayed at the station.
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- Logo recognition in the conference program.

All sponsorships will receive recognition on social media, in the conference program and on-screen recognition throughout the exhibit floor.

Webinar Sponsor - \$1,000 (4 Available)

For 2022, 4 sessions will be available in webinar form for attendees unable to join CropConnect live. Two sessions will be presented for virtual viewing each day.

Webinar Sponsorship Package Includes:

- Company logo to introduce the webinar series.
- Opportunity to provide a short introduction (maximum of two minutes).
- Corporate recognition on social media (Facebook, Twitter, Instagram).

Swag Bag Insert (\$250 per item)

In lieu of the program advertisement opportunities, CropConnect invites sponsors to place or small physical items (pre-approved by the CropConnect Committee) in the attendee bag.

Swag Bag Insert Sponsorship Package Includes:

- One paper or approved (small) physical item in the attendee swag bag.
- Corporate recognition on social media.



Exhibitor Booth Information

Exhibitor Hallway Booth - \$750 (6 Available)

This includes:

- One 8x10 booth.
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- Company name recognition on the CropConnect website.
- Company name recognition in the conference program.
- One, two-day attendee registration pass.

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

Booth Details:

Booth set up times:

Tuesday, February 15, 1:00 pm – 6:00 pm

Booth removal time:

Thursday, February 17, 4:20 pm – 6:30 pm

** Exhibitors can begin display removal after the last exhibitor break on February 17 at 4:20 pm. Any booths not removed by 6:30 pm 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.*

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.
- Booth sizes are 8X10, and include:
 - 8' high back wall and 3' high side wall in black drape.
 - 1, 6' decorated table with black skirting and 2 folding chairs.
 - 1 electrical outlet.
 - Lunch.
 - Free 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 to obtain your Exhibitor Package.

Use of the Victoria Inn forklift or to store empty crates will be subject to fees, for details on fees please contact Stephanie Enns at stephaniee@vicinn.com.

Removal and cleanup of all transportation crates is the responsibility of the vendor or transportation company.

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: All funds must be received by **January 14**. Sponsorship and/or exhibitor benefits will not be fulfilled until funds are received. 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 Inc.

Cheques can be mailed to:
Planners Plus Inc.
500-167 Lombard Avenue
Winnipeg, MB R3B 0V3

For EFT/Direct Deposit, please send payment to:
info@cropconnectconference.ca along with your payment notification. Your payment notification must include your EventCamp 4-digit Order ID so that we may identify bank deposits with your order.

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 14**. Attendees and booth exhibitors can contact **Elena Gagliardi at elena@plannersplus.ca** for refund information.

NO REFUNDS will be issued if attendees and exhibitors enter the conference and CANNOT provide proof of vaccination.

CropConnect will follow the latest Manitoba Public Health restrictions. At the time this package was published, ALL people entering the facility, over the age of 18, MUST show proof of vaccination (digital or physical card) along with valid photo ID, and they must wear a mask.



Media Sponsorship (\$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 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.
- Company recognition on social media (Facebook, Twitter, Instagram).
- Logo recognition on news releases.
- One complimentary banquet pass.