



CropConnect
Conference 2024

February 14 & 15

Victoria Inn Hotel and Convention Centre,
Winnipeg, MB.

**SPONSORSHIP
& EXHIBITOR
OPPORTUNITIES**

WELCOME BACK

Please join us for CropConnect 2024 at the Victoria Inn and Convention Centre in Winnipeg on Feb. 14 and 15, 2024.

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

We appreciate your ongoing support and are very excited to see you in February. CropConnect has managed to stay vibrant and relevant in the ever-changing ag world, which is largely due to your continued support.

ABOUT THE CONFERENCE

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 opportunities now and take advantage of this excellent marketing tool! Choose from one of the listed opportunities or let us customize a sponsorship approach to best profile your company to our attendees. The sponsorship registration will open on **Tuesday, Oct. 10, 2023**, and exhibitor registration access opens **Tuesday, Oct. 17, 2023**, at cropconnectconference.ca. Visit our website for the most up-to-date information.

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
For CropConnect 2024
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IMPORTANT DATES

ACCOMMODATION INFORMATION

The Victoria Inn Hotel and Convention Centre is the official hotel for the 2024 CropConnect Conference.

Before booking a room, review the following information:

- Conference rate of \$138.00 plus tax per night has been negotiated for a standard room on Feb. 13-15, 2024.
- Complimentary parking.
- Upgraded rooms are available at a discounted rate.
- Book before Jan. 23, 2024, 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: **#278282**.

BANQUET TICKETS

The banquet will take place on Wednesday, Feb. 14, from 6 p.m. to 9 p.m. in the Centennial South room. Banquet tickets are \$75.00 each and can be purchased online on **Oct. 24, 2023**. Tickets are limited so book early.

Please note that banquet tickets are NOT included in any of the opportunities, please book them separately if you plan to attend.

Sponsorship Registration Opens..... Tuesday, Oct. 10, 2023

Exhibitor Booth Registration Opens..... Tuesday, Oct. 17, 2023

Attendee and Banquet Registration Opens Tuesday, Oct. 24, 2023

Sponsorship and Exhibitor Registration Closes Friday, Jan. 12, 2024

Attendee Registration Closes Friday, Jan. 26, 2024



GOLD LEVEL OPPORTUNITIES

EACH AT \$5,000

All gold sponsors include receive the following opportunities:

- Company logo (with link) on CropConnect Conference website indicating gold sponsorship.
- 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 exhibit floor in gold category.
- Logo recognition in the conference program.

EXHIBITOR GOLD SPONSOR (14 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 trade show floor well above the rest!

Additional Exhibitor Gold Sponsor Benefits:

- Two 8x10 booths (gold sponsors will have two side-by-side booth displays on the exhibit floor).
- Ability to choose preferred booth placement (in gold category) on a first come, first served basis.
- Four, two-day attendee registration passes.

BREAKFAST SPONSOR (1 AVAILABLE)

A breakfast will be served on Feb. 15 on the exhibit floor for attendees to enjoy as they get ready to hear the morning keynote speaker.

Additional Breakfast Sponsor Benefits:

- 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).
- One, one-day attendee registration pass for Thursday, Feb. 15.

LUNCH SPONSOR (2 AVAILABLE)

The CropConnect Conference will serve a wholesome lunch to our attendees. Spread the word about your company by sponsoring lunch.

Additional Lunch Sponsor Benefits:

- 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).
- One, one-day attendee registration pass for the day of the sponsored lunch.



GOLD LEVEL OPPORTUNITIES CONT.

EACH AT \$5,000

CONFERENCE PROGRAM SPONSOR

(1 AVAILABLE)

This is an excellent opportunity to have maximum visibility, as each conference attendee will have a mini program in their nametag holder.

Additional Exhibitor Gold Sponsor Benefits:

- Sponsor Logo on the outside back cover of the conference program.

BANQUET SPONSOR

(1 AVAILABLE)

The banquet, a highlight of the CropConnect Conference, is held on Feb. 15. 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 Sponsor Benefits:

- Exclusive logo recognition on printed banquet tickets, on the evening program and video screens throughout evening.
- 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.
- Two banquet tickets with prominent seating.

KEYNOTE SPEAKER SPONSOR

(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.

Keynote Speaker Sponsor Benefits:

- 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.
- One, one-day attendee registration pass for the day of the sponsored speaker.



SILVER LEVEL OPPORTUNITIES

EACH AT \$3,000

All silver sponsors receive the following opportunities:

- Company logo (with link) on CropConnect Conference website indicating silver sponsorship.
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- On-screen recognition throughout the exhibit floor in silver category.
- Logo recognition in the conference program.
- Opportunity to include one paper insert in the attendee swag bag (physical items may be accepted with prior committee approval).

SESSION ROOM SPONSOR

(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.

Additional Session Room Sponsor Benefits:

- Session room signage 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.

LANYARD SPONSOR

(1 AVAILABLE)

Sponsorship of the official conference lanyards offers excellent exposure, as it provides one organization with leading sponsorship benefits during the conference. The lanyard will be attached to the conference name badge and worn by all attendees, sponsors, exhibitors and speakers for the duration of the conference. Lanyards will be sourced by the conference organizers. An artwork proof of the branding on the lanyard will be sent to you prior to print for your approval.

SWAG BAG SPONSOR

(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. This is a great opportunity to have your company's logo displayed throughout the conference and viewed long after the event!

REST STOP SPONSOR

(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. This is one way to reach every attendee at some point during the event!

WATER BOTTLE SPONSOR

(1 AVAILABLE)

The water bottle sponsor's logo will be prominently displayed alongside the CropConnect Conference logo on conference water bottles. The bottles will be sourced by the CropConnect Committee.



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BRONZE LEVEL OPPORTUNITIES

EACH AT \$2,500

All bronze sponsors receive the following opportunities:

- Company logo (with link) on CropConnect Conference website indicating bronze sponsorship.
- Corporate recognition on social media (Facebook, Twitter, Instagram).
- On-screen recognition throughout the exhibit floor in bronze category.
- Logo recognition in the conference program.

FARMERS' SALOON (2 AVAILABLE)

Join CropConnect Conference attendees, sponsors and speakers for a fun, well-attended networking opportunity on the exhibit floor. This is a great place for guests to mingle and share industry insights over some refreshments Wednesday, Feb. 14.

Farmers' Saloon Sponsor Benefits:

- Opportunity to address Farmers' Saloon guests (maximum of five minutes).
- Access to this reception for one sponsor representative.

EXHIBITOR BRONZE SPONSOR (25 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 it is a "great networking event" and it provided "good traffic flow and grower contact." We'll let you be the judge.

Exhibitor Bronze Sponsors Benefits:

- One 8x10 booth.
- Two, two-day attendee registration passes.

KICK-OFF RECEPTION SPONSOR

(1 AVAILABLE)

CropConnect attendees and exhibitors are invited to attend a kick-off reception the evening of Tuesday, Feb. 13. This 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 p.m. to 6 p.m.

Kick-Off Reception Sponsor Benefits:

- Opportunity to distribute welcome 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).



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 Sponsor Benefits:

- Welcome signage at nutrition stations.
- Opportunity to place a small item for attendees (e.g., pamphlet, notepad, pens, etc.).

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 Sponsor Benefits:

- Company logo displayed at the station.

SWAG BAG INSERT **\$250 PER ITEM**

CropConnect invites sponsors to place small items (pre-approved by the CropConnect Committee) in the attendee bag. This is a great way to ensure that guests have a reminder of your company's presence at the event.



EXHIBITOR BOOTH INFORMATION

Exhibitor booths are sold on a first come, first served basis. Historically, these opportunities have sold out before the booking deadline in January.

EXHIBITOR FLOOR BOOTH - \$1,500 (42 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.
- Two, two-day attendee registration passes.

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.

TERMS AND CONDITIONS

PAYMENT INFORMATION

All funds must be received by Jan. 12. 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 PAYMENTS BY CHEQUE, PLEASE MAKE CHEQUES PAYABLE TO:

CropConnect Conference Inc.

CHEQUES CAN BE MAILED TO:

CropConnect
Box 188
38-4th Avenue NE
Carman, Manitoba R0G 0J0
Attention: Melissa Denys

For EFT/Direct Deposit payment, please send your request to:
elena@cropconnectconference.ca

REFUND AND CANCELLATION 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, Jan. 12.** Attendees and booth exhibitors can contact Elena Gagliardi at **elena@cropconnectconference.ca** for refund information.



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