



CropConnect
Conference 2025

February 12 & 13, 2025

Victoria Inn Hotel and Convention Centre,
Winnipeg, MB.

**SPONSORSHIP
OPPORTUNITIES**

WELCOME BACK

Please join us for CropConnect 2025 at the Victoria Inn and Convention Centre in Winnipeg on Feb. 12 -13, 2025.

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 OPPORTUNITIES

CCC offers many unique opportunities to promote your services, products and resources. Reserve your 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. Sponsorship registration will open on **Tuesday, Oct. 22, 2024**, at cropconnectconference.ca. Visit our website for the most up-to-date information.

SOCIAL MEDIA

Follow us on Facebook ([CropConnect Conference](https://www.facebook.com/CropConnectConference)), X ([@CropConnect](https://twitter.com/CropConnect)) and Instagram ([@cropconnectconference](https://www.instagram.com/cropconnectconference)).

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

Elena Gagliardi

Lead Project Manager
CropConnect 2025
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IMPORTANT DATES

ACCOMMODATION INFORMATION

The Victoria Inn Hotel and Convention Centre is the official hotel for the 2025 CropConnect Conference.

Before booking a room, review the following information:

- Conference rate of \$140 plus applicable taxes, per room, per night for a standard room on Feb. 11 – 13, 2025.
- Complimentary parking.
- Upgraded rooms are available at a discounted rate.
- Book before Jan. 21, 2025, 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: **#312614**.

BANQUET TICKETS

The banquet will take place on Wednesday, February 12, 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 **Tuesday, Oct. 22, 2024**. 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. 22, 2024
Attendee and Banquet Registration Opens	Tuesday, Oct. 22, 2024
Sponsorship Registration Closes	Friday, Jan. 10, 2025
Attendee Registration Closes	Friday, Jan. 24, 2025



EXCLUSIVE SPONSORSHIPS

The following exclusive sponsorship opportunities include the following benefits:

- Website logo recognition.
- Social media recognition (Facebook, X, Instagram).
- Digital and print recognition.
- Logo recognition in the conference program.
- Opportunity to include an insert in the attendee swag bag (physical items may be accepted with prior committee approval).
- Two conference registrations.

NETWORKING ROOM

(1 AVAILABLE) – \$7,500

A great opportunity to make an impression and engage with conference attendees. The networking room is the heart of the conference and will host all nutritional breaks.

Networking Room Sponsor Benefits:

- Networking room will be named after your organization
- Includes one Network and Learn session.
- Couch corner to display materials and pop-up banners or booth.

PROGRAM SPONSOR

(1 AVAILABLE) – \$5,000

This is an excellent opportunity to have maximum visibility, as each conference attendee will receive a full-size conference program.

Program Sponsor Benefits:

- Sponsor logo on the outside back cover of the conference program.
- Full page advertisement of your products or services.

BREAKFAST SPONSOR

(1 AVAILABLE) – \$5,000

A hot breakfast will be served on Feb. 13 for attendees to enjoy as they get ready to hear the morning keynote speaker.

Breakfast Sponsor Benefits:

- A company banner stand/pop-up banner will be on display in the plenary 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).
- Opportunity to show a three-minute video on your product and services.

SCAVENGER HUNT SPONSOR

(1 AVAILABLE) – \$5,000

- Co-branded bingo card included in the delegate program.
- Opportunity to draw and introduce the winner at lunch on day two of the conference.

SWAG BAG SPONSOR

(1 AVAILABLE) – \$5,000

Place your logo on the always popular CropConnect Conference swag bags. Each attendee will receive a conference 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!

LANYARD SPONSOR

(1 AVAILABLE) – \$5,000

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 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.



EXCLUSIVE SPONSORSHIPS (CONT.)

PHONE CHARGING STATION SPONSOR

(1 AVAILABLE) – \$5,000

- Co-branded, free-standing charging station.
- Located in the Networking Room.

LUNCH SPONSOR

(2 AVAILABLE) – \$5,000

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

Lunch Sponsor Benefits:

- Signage in the South Centennial room.
- A company banner stand/pop-up banner will be on display in the plenary 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).
- Opportunity to show a three-minute video on your product and services.

WATER BOTTLE SPONSOR

(1 AVAILABLE) – \$5,000

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 and provided during all nutritional breaks.

KEYNOTE SPEAKER SPONSOR

(2 AVAILABLE) – \$5,000

There are two keynote speakers who will provide exposure to your company. We will begin each day with one of our thought-provoking speakers.

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.

BANQUET SPONSOR

(1 AVAILABLE) – \$5,000

The banquet, a highlight of the CropConnect Conference, is held on February 12. 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.

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.
- Logo recognition in the conference program.
- Two banquet tickets with prominent seating.



EXCLUSIVE SPONSORSHIPS (CONT.)

The following exclusive sponsorship opportunities include the following benefits:

- Website logo recognition.
- Social media recognition (Facebook, X, Instagram).
- Digital and print recognition.
- Logo recognition in the conference program.

SESSION ROOM SPONSOR

(3 AVAILABLE) – \$3,500

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 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.

REST STOP SPONSOR

(1 AVAILABLE) – \$3,500

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!

PHOTO AREA SPONSOR

(1 AVAILABLE) – \$3,500

Brand your own space within the Networking Room.

FARMERS' SALOON SPONSOR

(1 AVAILABLE) – \$2,500

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 on Wednesday, Feb. 12.

Farmers' Saloon Sponsor Benefits:

- Opportunity to address Farmers' Saloon guests (maximum of five minutes).
- Access to this reception for one sponsor representative.
- Themed cocktail/mocktail at reception.
- A company banner stand/pop-up banner will be on display in the refreshment area.

NUTRITION SPONSOR

(3 AVAILABLE) – \$2,500

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.
- Your company has the opportunity to provide napkins and cups for the serving of the refreshments.
- A company banner stand/pop-up banner will be on display in the refreshment area.
- Opportunity to place a small item for attendees (e.g., pamphlet, notepad, pens, etc.).

NETWORK AND LEARN

(2 AVAILABLE) – \$1,500

A great opportunity to give a short presentation to conference attendees (maximum of five minutes) in the Networking Room.

SWAG BAG INSERT

(\$500 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. Deadline for insert is Friday, Jan. 10.

Our sponsorships can be customized to meet the needs of your brand. Please share your ideas with us and we will work with you to create a unique experience that will meet your goals and elevate the conference experience for our attendees.



SPONSORSHIP OPPORTUNITIES

TYPE OF RECOGNITION	GOLD \$4,000	SILVER \$3,000	BRONZE \$2,000	FRIEND \$1,500
Website logo recognition	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓
Digital & print recognition	✓	✓	✓	✓
Logo recognition in conference program	✓	✓	✓	✓
Swag bag insert	✓	✓	✗	✗
Conference passes (Feb. 12-13, 2025)	4	2	1	0



TERMS AND CONDITIONS

PAYMENT INFORMATION

All funds must be received by **January 10**. Sponsorship 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: Morgan Cott

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. 10**. Contact **Elena Gagliardi** at elena@cropconnectconference.ca for refund information.

