CropConnect Conference 2027

February 10 & 11, 2027

Victoria Inn Hotel and Convention Centre,
Winnipeg, MB.

SPONSORSHIP OPPORTUNITIES

WELCOME BACK

Please join us for CropConnect 2027 at the Victoria Inn and Convention Centre in Winnipeg on Feb. 10 – 11, 2027.

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 many of 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. 20, 2026**, at cropconnectconference.ca. Visit our website for the most up-to-date information.

SOCIAL MEDIA

Follow us on Facebook (**CropConnect Conference**), X (**@CropConnect**) and Instagram (**@cropconnectconference**).

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

Elena Gagliardi
Lead Project Manager
CropConnect 2027
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T: 204-995-8997

IMPORTANT DATES

ACCOMMODATION INFORMATION

The Victoria Inn Hotel and Convention Centre is the official hotel for the 2027 CropConnect Conference.

Before booking a room, review the following information:

- Conference rate of $143 plus applicable taxes, per room, per night for a standard room on Feb. 9-11, 2027.
- Complimentary parking.
- Upgraded rooms are available at a discounted rate.
- Book before Jan. 15, 2027, 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: **#380264.**

Attendee and Sponsorship Registration Opens	Tuesday, Oct. 20, 2026
Sponsorship Registration Closes	Friday, Jan. 8, 2027
Attendee Registration Closes	Friday, Jan. 29, 2027

HARVEST SPONSORSHIP OPPORTUNITIES

The following HARVEST sponsorship opportunities include these benefits:

- Website logo recognition.
- Social media recognition (Facebook, X, Instagram).
- Digital and print recognition.
- Logo recognition in the conference program.
- Two conference registrations
- Logo recognition on video screens throughout the conference.

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.

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).

NETWORKING ROOM
(2 AVAILABLE) – $5,000

A great opportunity to exclusively brand this room and engage with all conference attendees. This networking room will be located at the centre of the conference and host 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

SESSION ROOM SPONSOR
(3 AVAILABLE) – $5,000

Each session at the 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.

PROGRAM SPONSOR
(1 AVAILABLE) – $5,000

This is an excellent opportunity to have maximum visibility, as each conference attendee receives 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.

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.

GROW SPONSORSHIP OPPORTUNITIES

The following GROW sponsorship opportunities include these benefits:

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

PHONE CHARGING KIOSK SPONSOR

(2 AVAILABLE) – $3,500

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

RESTROOM 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!

BREAKFAST SPONSOR

(1 AVAILABLE) - $3500

A hot breakfast will be served on Feb. 11 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
- Opportunity to provide corporate video (3 minutes)
- Exclusive logo recognition on video screens during breakfast.

HEAD SHOT SPONSOR

(1 AVAILABLE) – $3,500

Provide attendees onsite with a new professional head shot! Attendees will get the complete portrait taking experience with the opportunity to sit for a professional and get photographed. Your company logo will be prominently displayed and each attendee will receive an electronic copy of the headshot via an e-mail with your customized message.

PLANT SPONSORSHIP OPPORTUNITIES

The following PLANT sponsorship opportunities include these benefits:

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

FARMERS' SALOON SPONSOR

(4 AVAILABLE) – $2,500

Join CropConnect Conference attendees, sponsors and speakers for a fun, well-attended networking opportunity in the networking room. This is a great place for guests to mingle and share industry insights over some refreshments on Wednesday, Feb. 10.

Farmers' Saloon Sponsor Benefits:

- Access to this reception for one sponsor representative.
- Complimentary beer and wine service
- A company banner stand/pop-up banner along with 1 x 8ft table to display your company's products and services in the networking room.

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 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.).

MEDIA PARTNER (IN KIND)

In return for complimentary advertising in their publications/outlets, the CropConnect media partner will receive a dedicated space in the Networking Room to conduct interviews throughout the conference.

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	✓	✓		
Conference passes	4	2	1	0

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 attendeess.

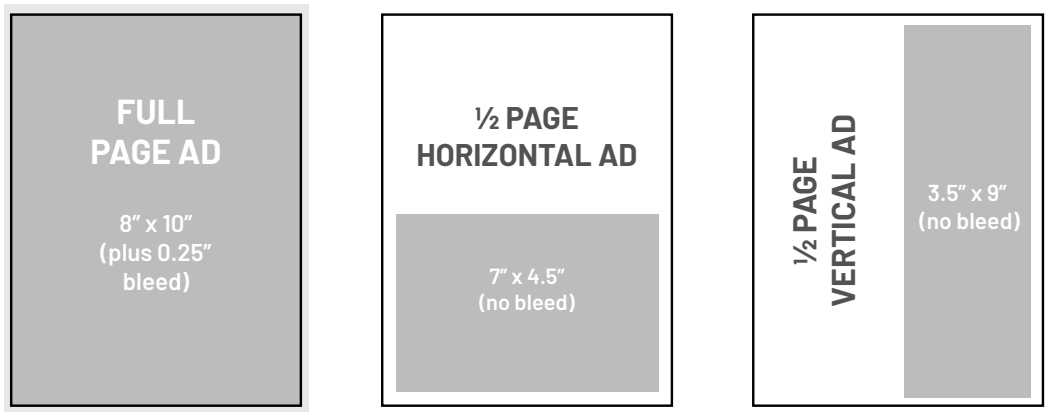
ADVERTISE IN OUR CONFERENCE PROGRAM

- All advertising materials need to be submitted via email to elena@cropconnectconference.ca by Jan. 8, 2027
- Files need to be in PDF/X-1a format with embedded fonts, ensuring all images are CMYK colour mode and at 300dpi, and must meet the size requirements listed below.

FULL PAGE AD – $500
8" x 10" (plus 0.25" bleed)

½ PAGE HORIZONTAL AD – $350
7" x 4.5" (no bleed)

½ PAGE VERTICAL AD – $350
3.5" x 9" (no bleed)



TERMS AND CONDITIONS

PAYMENT INFORMATION

All funds must be received by **Friday, Jan. 8**. 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. 8.** Contact **Elena Gagliardi at elena@cropconnectconference.ca** for refund information.