

2024
Conference Sponsorship Program

Mid-Year Meeting

June 10-12, 2024
Prairie Meadows
Altoona, IA USA

Annual Conference

November 11-13, 2024
Downright Austin, a Renaissance Hotel
Austin, TX USA



2024 Conference Sponsorship Program

Mid-Year Meeting
June 10-12, 2024
Prairie Meadows
Altoona, IA USA

Annual Conference
November 11-13, 2024
Downright Austin,
a Renaissance Hotel
Austin, TX USA

*Select sponsor packages for both meetings by **April 5, 2024** and receive a **10% discount** on the total package*

Locking in your sponsorship is quick and easy! Use MyAgGateway and reserve your package today.

Questions? Contact a Sponsorship Specialist:

+1 866.251.8618
Sponsorship@AgGateway.org

Support Connectivity In Action

For organizations that are on the leading edge of digital connectivity and interoperability, sponsoring AgGateway events offers the opportunity to support the important work of our member volunteers. Sponsorship dollars allow AgGateway to develop highly productive, value-packed experiences for attendees, ensuring that we're advancing on our key goals in an enjoyable, creative, high-energy environment.

In return, sponsors enjoy unique value and benefits for their investment:

1. **Maximize Exposure:** Put your company's name in front of hundreds of leaders focused on advancing digital connectivity in the agriculture industry.

2. **Create Affinity with the Digital Ag Leaders: This is the place to be!** AgGateway is the recognized forum for the exchange of ideas and digital implementation in agriculture. If you want to be seen as a leader in digital ag, sign up now. Hundreds of ag professionals will see your logo and associate it with efforts to increase business efficiency, improve information exchange, and advance the industry's efforts to feed and fuel the world.

3. **Support The Connectivity Cause.** Your investment is critical in supporting AgGateway's work, and we've developed a broad selection of sponsorship opportunities for your consideration. Acting now ensures you get the package you want, which is important – several opportunities are limited and are based on a first-come, first-served basis.

About AgGateway Events

AgGateway hosts two major events annually, bringing together our member companies and affiliated organizations along with connectivity stakeholders from across the agriculture value chain.



Mid-Year Meeting

June 10-12, 2024
Prairie Meadows Racetrack and Casino
Altoona, Iowa USA

The Mid-Year Meeting is a true working event. AgGateway working groups discuss the status of key projects and set plans for the remainder of the year, and attendees representing a wide range of industry segments meet to share connectivity challenges and opportunities that lead to identifying new projects. The event also offers orientation for new members, business-focused sessions providing industry perspective, and numerous high value networking and education opportunities.



Annual Conference

November 11-13, 2024
Downright Austin, a Renaissance Hotel
Austin, Tx USA

The Annual Conference is AgGateway's flagship meeting, attracting not only members but industry leaders and decision-makers that are interested in exploring what AgGateway has to offer – and to gain insight into the important advances taking place in digital agriculture. The event features organizational meetings, general sessions with industry leaders, presentations on a wide variety of interesting topics, prestigious industry awards, and multiple open working group sessions focused on the many AgGateway projects underway.

June 10-12, 2024

2024 Mid-Year Meeting Sponsor Packages

$8,000 (2 available)

Mid-Year Meeting Gold Sponsor

This top-level sponsorship offers superior visibility of your support and commitment to AgGateway and the Mid-Year Meeting, including the opportunity to sponsor either our Networking Reception or Networking Lunch.

Benefits include:

- Sponsorship of a Networking Reception or Lunch (First-come, first-served)
- Screen display of your company logo during the General Session and verbal acknowledgement from the podium
- Company logo and sponsor link on AgGateway website
- One mobile app push notification during the conference
- Listing on Sponsor Page of Mobile App
- Logo on the "Mid-Year Meeting Sponsor Thank You" Banner
- "Thank You" in the AgGateway eNewsletter and social media posts prior to event

$5,000

Mid-Year Meeting Silver Sponsor

Benefits Include:

- Sponsorship (with all Silvers) of First-Time Attendee Activities
- Shared screen display of your company logo during the General Session and verbal acknowledgement from the podium
- Company logo and sponsor link on AgGateway website
- Listing on Sponsor Page of Mobile App
- Logo on the "Mid-Year Meeting Sponsor Thank You" Banner
- "Thank You" in the AgGateway eNewsletter and social media posts prior to event

Ala Carte Sponsor Opportunities

Each features your logo

- **$3,000 Hotel Key Card (1 available)**
- **$2,000 Name tags (1 available)**
- **$2,000 Lanyards (1 available)**



$4,000 Mid-Year Meeting Bronze Sponsor

Benefits include:

- Sponsorship of one refreshment break
- Shared screen display of your company logo during the General Session and verbal acknowledgement from the podium
- Company logo and sponsor link on AgGateway website
- Listing on Sponsor Page of Mobile App
- Logo on the "Mid-Year Meeting Sponsor Thank You" Banner
- "Thank You" in the AgGateway eNewsletter and social media posts prior to event

$2,000 Mid-Year Meeting Conference Sponsor

- Sponsorship of one Break Out Session
- Company logo and sponsor link on AgGateway website
- Listing on Sponsor Page of Mobile App
- Logo on the "Mid-Year Meeting Sponsor Thank You" Banner
- "Thank You" in the AgGateway eNewsletter and social media posts prior to event

Returning By Popular Demand: AgGateway Night at the Races

We're pleased to announce that Prairie Meadows will once again be hosting horse racing on Monday evening during the Mid-Year Meeting. You can show your support for AgGateway and get in on the excitement of live horse racing through a Race Sponsorship.

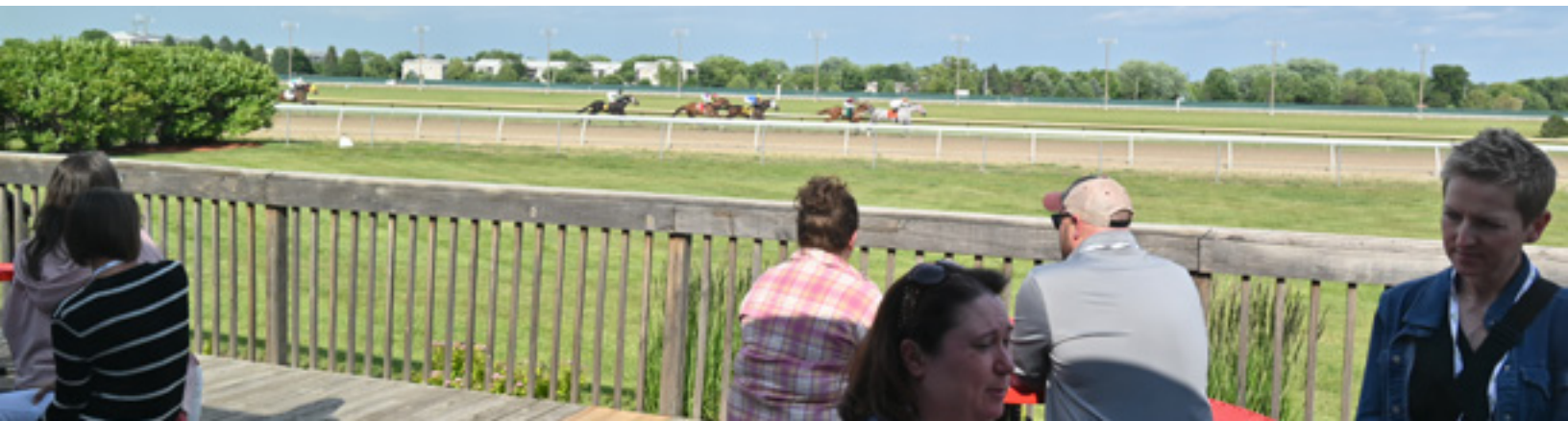
$1,000 Single Race Sponsor (4 available)

This sponsorship includes the following on-site benefits and recognition:

- Keepsake 8 x 10 group photo near the Winner's Circle
- Name recognition of your sponsored race in racing program on sponsorship date
- Name displayed on infield video screen on sponsorship date
- One message broadcast by track announcer on sponsorship date

Sponsors also receive:

- Company logo and sponsor link on AgGateway website
- Listing on Sponsor Page of Mobile App



November 11-13, 2024

2024 Annual Conference Sponsor Packages

$12,000
(3 available)

Titanium Conference Sponsorships

This is the premier sponsorship opportunity at the AgGateway Annual Conference.

Benefits include:

- Three-minute speaking opportunity during General Session
- Recognized as sponsor of one of the two receptions OR lunch (available on first-come, first-served basis)
- Full-screen display of your company name and logo during the General Sessions and verbal acknowledgement from podium
- Recognition on top-level sponsor banner
- Option to distribute collateral or gifts during event as approved by AgGateway management
- Company logo and sponsor link on AgGateway website and event Mobile App (provided by the sponsor)
- During the conference, one push notification on the conference App thanking the sponsor
- "Thank You" in the AgGateway eNewsletter and social media posts prior to event

***2024 Schedule will have 2 evening Networking Receptions and 1 Networking Lunch. Titanium sponsors will select event on a first-come-first-served basis.*

$10,000
(3 available)

Platinum Conference Sponsorships

Benefits include:

- Exclusive recognition at one refreshment break
- Shared screen display of your company name and logo during the General Session
- Recognition on top-level sponsor banner with your company name and/or logo
- Option to distribute collateral or gifts during event as approved by AgGateway management
- Company logo and sponsor link on AgGateway website and event Mobile App
- "Thank You" in the AgGateway eNewsletter and social media posts prior to event





$8,000
(3 available)

Gold Level Conference Sponsorships

Benefits include:

- All Gold Level sponsors are recognized as supporting our First-Time Attendee activities, including an invitation-only lunch
- Shared screen display of your company name and logo during the opening General Session
- Recognition on top-level sponsor banner with your company name and/or logo
- Company logo and sponsor link on AgGateway website and event Mobile App
- Printed collateral (provided by sponsor) at the conference registration desk
- "Thank You" in the AgGateway eNewsletter and social media posts prior to event

$5,000
(Unlimited)

Silver Level Conference Sponsorships

Benefits include:

- Signage with your company name/logo (along with all Silver Sponsors) posted at breakfasts
- Shared screen display of your company name and logo during the opening General Session
- Recognition on top-level sponsor banner with your company name and/or logo
- "Thank You" in the AgGateway eNewsletter and social media posts prior to event
- Company logo and sponsor link on AgGateway website and event Mobile App

Ala Carte Sponsorships

These options provide more targeted opportunities to reach attendees and demonstrate your support. Along with the benefits described below, all sponsors will be acknowledged on the AgGateway website, at the event, and in the conference app.

$5,000 (1 available)

Conference Internet Service

All attendees will use a customized password you define to log onto a landing page featuring your logo.

$5,000 (1 available)

Event Mobile App "Splash Page" Sponsor

Your company name and logo will be featured on the welcome page of the event Mobile App. Every time an attendee logs onto the Mobile App, your splash page will appear. 90% of all attendees use the event Mobile App for the duration of the conference.

$5,000 (1 available)

Room Key Cards

Room key cards are custom printed with your company logo. Each time a conference participant enters his or her room at the conference hotel, your logo will be front and center!



$4,500 (1 available)

Attendee Lanyards Sponsorship

This provides the opportunity for your company name and/or logo to be placed on the lanyards attached to each attendee name tag.

$4,500 (1 available)

Attendee Nametags

This provides the opportunity for your company name and/or logo to be placed on the front of no-flip nametags provided to all meeting attendees.

$3,000 (Several available)

Gateway to Ag Careers Sponsorships

Each year, AgGateway's successful Gateway to Ag Careers program provides a select group of college students with the wonderful opportunity to observe and participate in the conference, providing them with insight into real world operations within their major fields of study. This sponsorship covers a student's travel expenses, lodging and meals at the conference. This is a great opportunity for everyone involved: Students learn about our member organizations, and our members get a first look at new talent. This is truly a unique opportunity for your organization to encourage and support the next generation of leaders in agriculture.

$2,500 1 Per day

Water Station Sponsorship

When our attendees get thirsty, they will see your logo next to every water station for an entire day.

$1,500 (Several available)

Break Out Session Sponsorship

Show your support by sponsoring one of the "Meet-Up" sessions (topics selected are first-come, first-served) planned at the conference, which are designed to dive into a specific topic or sector issue related to digital connectivity. Sponsors receive verbal acknowledgement at the meeting as well as signage with your company name/logo posted at the meeting.



Don't see your ideal sponsorship, or have a special idea? Let's talk!

For special opportunities or questions, please contact: ***Sponsorship@AgGateway.org****, or* ***Member Services*** *at Member.Services@AgGateway.org, +1 866.251.8618.*

Thank you for your support of AgGateway! We look forward to promoting your company and its products and services to AgGateway attendees in 2024!

AgGateway

www.AgGateway.org

AgGateway *is a non-profit organization that helps agri-businesses expand their ability to exchange and use data. Our members develop standards and other resources so that companies can rapidly access information. No other group is doing what AgGateway does; We provide a unique, global forum across industry sectors, where companies come together to solve digital challenges for agriculture and related industries. The result:*

- *More efficient supply chain processes*
- *Producers and their partners can better leverage data to increase profitability, traceability and sustainability*
- *Companies can optimize service to customers and their advisors.*