



**AgGateway**

# 2022 Conference Sponsorship Program

**Mid-Year Meeting**  
June 13-16, 2022  
Altoona, IA

**Annual Conference**  
November 14-16, 2022  
Clearwater Beach, FL

Select sponsor packages for both meetings by **May 15, 2022** and receive a **10% discount** on the total package

AgGateway is looking forward to the full return of its two in-person events – the Mid-Year Meeting and Annual Conference. And now is your opportunity to support the important work of our member volunteers and staff through your sponsorship of one or both events.

Sponsor support allows 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, which in turn benefits your company by enhancing the more efficient exchange of information.

We've developed a broad selection of sponsorship opportunities and 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.

**Questions? Contact a Sponsorship Specialist:**  
**+1 866.251.8618**  
[Sponsorship@AgGateway.org](mailto:Sponsorship@AgGateway.org)

**Locking in your Sponsorship has never been easier! Use MyAgGateway and reserve your package today.**



## 2022 AgGateway Mid-Year Meeting

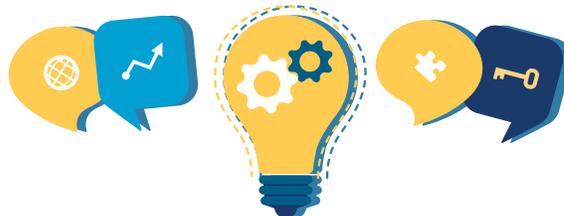


**June 13-16, 2022**

Prairie Meadows Racetrack and Casino  
Altoona, Iowa

The Mid-Year Meeting features important face-to-face project and task team meetings that advance the organization's annual initiatives, as well as valuable networking and educational opportunities. This working meeting is focused on making progress on goals and projects currently underway. Trading partners and prospective new members are encouraged to attend and participate.

**Attendees: Over 250 industry professionals**, many of whom are very active on committees and working groups. Companies interested in participating in ongoing industry projects and initiatives are encouraged to send representatives to add their voices and ideas.





# 2022 Mid-Year Meeting Sponsor Packages

## June 13-16, 2022

### **\$7,000 Mid-Year Meeting Gold Sponsor** (2 available)

This sponsorship offers the highest level of visibility of your support and commitment to AgGateway and the Mid-Year Meeting by providing you with the opportunity to sponsor either our Networking Reception or Networking Lunch.

**Benefits include:**

- Sponsorship of the Networking Reception on Tuesday June 14th or the Networking Lunch on Wednesday, June 15th (First-come, first-served)
- Three minutes of podium time during the General Session
- Signage at the reception or lunch
- Full screen display of your company name and logo at beginning and end of the General Session
- Company logo and sponsor link on AgGateway website
- Option to place collateral at the Registration desk
- One (1) Mobile App push notification during the conference
- Listing on Sponsor Page of Mobile App
- Recognition on sponsor signage at Registration
- Sponsor ribbon on your attendees' name tags
- Logo on the "Mid-Year Meeting Sponsor Thank You" Banner
- "Thank You" in the eblast for May, June and at Year-End





**For \$750, Enhance a Gold, Silver or Bronze Sponsorship with these High Value Add Ons**

- Name tags (1 available)
- Lanyards (1 available)
- Not available separately

**\$4,000 Mid-Year Meeting Silver Sponsor**

This sponsorship provides a high level of visibility of your support and commitment to AgGateway and the Mid-Year Meeting.

**Benefits include:**

- Sponsorship (with all Silvers) of Welcome Drinks on Monday, June 13th
- Shared screen display of your company logo at beginning and end of the General Session
- Verbal acknowledgement from the podium at the General Session
- Option to place collateral at the Registration desk
- Sponsorship (with all Silvers) of First-Time Attendee Luncheon
- Company logo and sponsor link on AgGateway website
- Banner ad in the Mobile App
- Listing on Sponsor Page of Mobile App
- Sponsor ribbon on your attendees' name tags
- Logo on the "Mid-Year Meeting Sponsor Thank You" Banner
- "Thank You" in the eblast for May, June and at Year-End

**\$3,000 Mid-Year Meeting Bronze Sponsor**

- Sponsorship of one break
- Shared screen display of your company logo at beginning and end of the General Session
- Company logo and sponsor link on AgGateway website
- Verbal acknowledgement from the podium at the General Session
- Listing on Sponsor Page of Mobile App
- Sponsor ribbon on your attendees' name tags
- Logo on the "Mid-Year Meeting Sponsor Thank You" Banner
- "Thank You" in the eblast for May, June and at Year-End

**\$1,500 Mid-Year Meeting Conference Sponsor**

- Company logo and sponsor link on AgGateway website
- Sponsorship of one Break Out Session
- Listing on Sponsor Page of Mobile App
- Sponsor ribbon on your attendees' name tags
- Logo on the "Mid-Year Meeting Sponsor Thank You" Banner
- "Thank You" in the eblast for May, June and at Year-End



# 2022 AgGateway Annual Conference

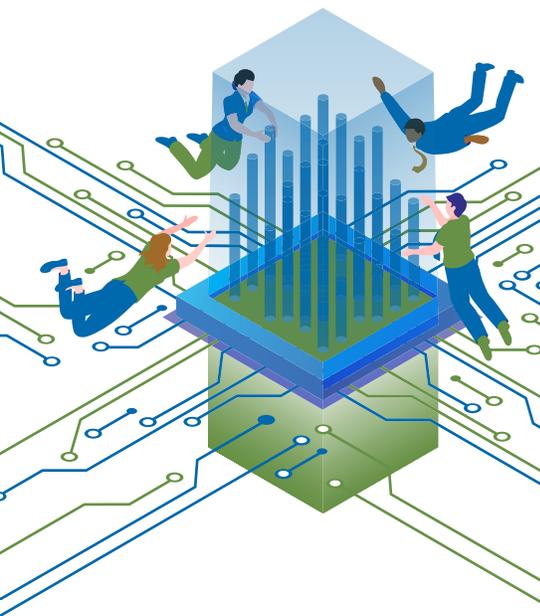
**Wyndham Grand  
Clearwater Beach  
Clearwater, Florida, USA**

**November 14-16, 2022**

The Annual Conference features organizational meetings, general sessions with industry leaders, presentation of industry awards, educational sessions on a wide variety of interesting topics and multiple open working group sessions focused on the many AgGateway projects underway.

The conference also features popular networking receptions, lunches and breaks. As the organization's flagship meeting, the Annual Conference attracts AgGateway members, as well as industry leaders and decision-makers interested in exploring what AgGateway has to offer and the important advances taking place in digital agriculture.

**Attendees: Over 200 industry professionals** interested in discovering ways to move digital connectivity forward in the agriculture industry and in learning about the latest efforts in this mission. Attending the Annual Conference is essential for business professionals and information technology (IT) professionals whose role is using, directing or implementing effective information exchange within their organizations. Registrants include companies in ag retail, distribution, manufacturing of ag inputs (e.g., seed, crop nutrition, crop protection) and software and data service providers, as well as professionals in precision ag, academia, agricultural organizations, ag media and students.



# Sponsorship Options

**\$11,000**  
(3 available)

## Titanium Conference Sponsorships

The premier sponsorship opportunity at the AgGateway Annual Conference. The highlight of this premium package is sponsorship of a reception, highly visible branding and collateral distribution.

### Benefits include:

- Three minute speaking opportunity during General Session
- Logo placement at reception on signage
- Recognition on the full-screen display in the General Sessions
- Verbal acknowledgement from the podium at the General Sessions
- Recognition on top-level sponsor banner
- Titanium Sponsor ribbon on your attendees' name tags
- Printed collateral insert (provided by the sponsor) at the registration desk
- Option to include branded gift giveaway to all attendees
- Company logo and sponsor link on AgGateway website and event Mobile App (provided by the sponsor)
- Recognition in the AgGateway newsletters prior to and after the conference
- One collateral or promotional chair drop (provided by sponsor) in a General Session of your choice
- During the conference, one attendee notification/mobile text on the conference App thanking the sponsor



*\*\*2022 Schedule will have 2 evening Networking Receptions and 1 Networking Lunch. Titanium sponsors will select event on a first-come-first-served basis.*

**\$9,000**  
(3 available)

## Platinum Conference Sponsorships

This special sponsorship provides a high level of visibility of your support and commitment to AgGateway and the conference.

### Benefits include:

- Signage with your company name/logo posted at breakfast event
- Individual full screen display of your company at beginning and during breaks in the General Sessions
- Verbal acknowledgement from the podium at the General Sessions
- Recognition on top-level sponsor banner with your company name and/or logo at the Registration Desk throughout the week
- One collateral or promotional chair drop in a General Session
- Printed collateral insert (provided by sponsor) in the conference welcome bag
- Company logo and sponsor link on AgGateway website and event Mobile App
- Platinum Sponsor ribbon on your attendees' name tags
- Recognition in the AgGateway newsletters prior to and after the conference
- Exclusive recognition at one conference meal



**\$7,000** **Gold Level Conference Sponsorships**  
(3 available)

Gold level sponsors are recognized among the top tier supporters of AgGateway's mission and vision. Benefits from this sponsorship include high and frequent visibility of your organization's name and logo in public areas and on each attendee's program.



**Benefits include:**

- Shared screen display of your company name and logo at the beginning of and during breaks in the General Sessions
- Recognition on the top-level sponsor banner with your company name and/or logo at the Registration Desk throughout the week
- Introduce and sponsor a general session speaker to all attendees
- Company logo and sponsor link on AgGateway website and event Mobile App
- Gold Sponsor ribbon on your attendees' name tags
- Printed collateral insert (provided by sponsor) at the conference registration desk
- Recognition in the AgGateway newsletters prior to and after the conference
- Exclusive recognition at one conference break

**\$4,000** **Silver Level Conference Sponsorships**  
(Unlimited)

Silver level sponsors are recognized for their commitment to improving information exchange in the agriculture industry. **Benefits from this sponsorship include public area recognition and:**

- Shared screen display of your company name and logo at that beginning of and during breaks in the General Sessions
- Recognition on the top-level sponsor banner with your company name and/or logo at the Registration Desk throughout the week
- Recognition in the AgGateway newsletters prior to and after the conference
- Company logo and sponsor link on AgGateway website and event Mobile App
- Silver Sponsor ribbon on your attendees' name tags

**\$4,000** **First-Time Attendee Orientation**  
(1 available)

All first-time attendees are invited to a luncheon and presentation on Monday, November 14th, as an orientation to AgGateway and the conference. This is a great opportunity to make a lasting impression with these first-time attendees.

**Benefits include:**

- Verbal acknowledgement during the presentation and/or the opportunity to introduce and emcee the luncheon
- Company name and/or logo will be displayed full-screen as the first and last slides of the presentation
- Company logo and sponsor link on AgGateway website and event Mobile App
- Recognition on sponsor signage at the Registration Desk

**\$4,000** **Internet Access in Conference Space**  
(1 available) A great opportunity for your company's exposure to each attendee.

**Benefits include:**

- All attendees will log into your website or custom landing page each time they access the complimentary wireless internet
- Company logo and sponsor link on AgGateway website and event Mobile App
- Recognition on sponsor signage at the Registration Desk

**\$2,500** **Event Mobile App "Splash Page" Sponsor**  
(1 available) Place your company name, logo and website link 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.

**\$2,500** **Gateway to Ag Careers Sponsorships**  
(Several available) 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.

**\$1,000** **Break Out Session Sponsorship**  
per meeting  
(several available) Show your support by sponsoring one of the "Meet-Up" sessions planned at the conference, which are designed to dive into a specific topic or sector issue related to digital connectivity. Verbal acknowledgement at the meeting as well as signage with your company name/logo posted at the meeting.

**\$4,000** **Room Key Cards**  
(1 available) We will have hotel room key cards with your company logo on them. Each time a conference participant enters his or her room at the conference hotel, your logo will be front and center!

**\$3,000** **Attendee Lanyards Sponsorship**  
(1 available) This provides the opportunity for your company name and/or logo to be placed on the lanyards attached to each attendee name tag.

**\$3,000** **Attendee Nametags**  
1 available 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.

**\$2,000** **Water Station Sponsorship**  
Per day When our attendees get thirsty, they will see your logo next to every water station in every meeting room for an entire day.





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

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

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***Thank you for your support of AgGateway! We look forward to promoting your company and its products and services to AgGateway attendees in 2022!***

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**[www.AgGateway.org](http://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.*