



# 2023

## Conference Sponsorship Program

### Mid-Year Meeting

June 12-15, 2023

Altoona, IA USA

### Annual Conference

November 13-15, 2023

Nashville, TN USA



# 2023 Conference Sponsorship Program

## Support Connectivity In Action

### **Mid-Year Meeting**

June 12-15, 2023  
Altoona, IA USA

### **Annual Conference**

November 13-15, 2023  
Hilton Nashville Downtown  
Nashville, TN USA

Live events returned in a big way last year, and AgGateway membership responded. Significant increases in attendance at the Mid-Year Meeting and Annual Conference demonstrated real enthusiasm for and commitment to the organization's mission from our members and the industry as a whole. With a full slate of initiatives and projects earmarked for 2023, we're preparing for another year of well-attended, value-rich in-person experiences.

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.

Select sponsor packages for both meetings by **April 1, 2023** and receive a **10% discount** on the total package

### **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.**



## ***2023 AgGateway Mid-Year Meeting***

**June 12-15, 2023**

Prairie Meadows Racetrack and Casino  
Altoona, Iowa USA



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.

**More than 200 industry professionals will be on hand**, 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.



June 12-15, 2023

# 2023 Mid-Year Meeting Sponsor Packages

## \$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:

- Three minutes of podium time during a General Session
- Sponsorship of a Networking Reception or Lunch (First-come, first-served)
- Full 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
- Sponsor ribbon on your attendees' name tags
- Logo on the "Mid-Year Meeting Sponsor Thank You" Banner
- "Thank You" in the AgGateway eNewsletters for May, June and Year-End



## \$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:

- Shared screen display of your company logo during the General Session and verbal acknowledgement from the podium
- Sponsorship (with all Silvers) of First-Time Attendee Activities
- Company logo and sponsor link on AgGateway website
- 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 AgGateway eNewsletters 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*



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

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

### **Benefits include:**

- Sponsorship of one 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
- Sponsor ribbon on your attendees' name tags
- Logo on the "Mid-Year Meeting Sponsor Thank You" Banner
- "Thank You" in the AgGateway eNewsletters for May, June and at Year-End



## **\$1,500 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
- Sponsor ribbon on your attendees' name tags
- Logo on the "Mid-Year Meeting Sponsor Thank You" Banner
- "Thank You" in the AgGateway eNewsletters for May, June and at Year-End





# 2023 AgGateway Annual Conference

**Hilton Nashville  
Downtown  
Nashville, TN USA**

**November 13-15, 2023**

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.

# Annual Conference Sponsor Packages

**\$11,000**  
(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 the podium
- Recognition on top-level sponsor banner
- Option to distribute collateral or gifts during event as approved by AgGateway management
- Titanium Sponsor ribbon on your attendees' name tags
- 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 conference
- During the conference, one push notification on the conference App thanking the sponsor



**\$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:

- Exclusive recognition at one conference break
- Shared screen display of your company name and logo and verbal acknowledgment from the podium during the General Sessions
- 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 (provided by the sponsor)
- Platinum Sponsor ribbon on your attendees' name tags
- Recognition in the AgGateway newsletters prior to and after the conference





**\$7,000**  
(3 available)

### **Gold Level Conference Sponsorships**

Gold level sponsors are recognized among the top tier supporters of AgGateway's mission and vision.

**Benefits include:**

- All Gold Sponsors are recognized as supporting 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
- Gold Sponsor ribbon on your attendees' name tags
- Printed collateral (provided by sponsor) at the conference registration desk
- Recognition in the AgGateway newsletters prior to and after the conference

**\$4,000**  
(Unlimited)

### **Silver Level Conference Sponsorships**

Silver level sponsors are recognized for their commitment to improving information exchange in the agriculture industry.

**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
- 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



## 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 Internet Access in Conference Space**

(1 available)

All attendees will log into your website or custom landing page each time they access the complimentary wireless internet, and the server and password names can be customized for additional branding.

### **\$3,500 Event Mobile App “Splash Page” Sponsor**

(1 available)

Place your company name and logo 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.

### **\$3,000 Gateway to Ag Careers Sponsorships**

(1 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 session  
(multiple are 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 acknowledgment at the meeting as well as signage with your company name/logo posted at the meeting.

### **\$5,000 Room Key Cards**

(1 available)

We will have hotel room key cards made 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!

### **\$4,000 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.

### **\$4,000 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 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***

***or Member Services at***

***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 2023!***

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***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:

***www.AgGateway.org***

- *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.*