



THE
FERTILIZER
INSTITUTE

August 12-14, 2024

St. Louis Union Station Hotel

St. Louis, Missouri



Agronomy Conference & Expo

transforming ag retail through innovation

P R O S P E C T U S

The InfoAg Conference is now the **Agronomy Conference and Expo**



Centered on retail agronomy leaders, the new Agronomy Conference and Expo serves as a platform to expand agronomic knowledge, network with peers, and discover new market opportunities, while digging into the dynamics of effective business practices. The conference aims to empower attendees with actionable solutions they can bring back to their businesses and customers while exploring the future of agriculture. The expo will provide hands-on engagement and exhibits that showcase the latest innovations.



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Conference & Expo

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Agronomy Conference & Expo

Who attends?

Agricultural retail agronomy leaders, including retail professionals who make management decisions within their companies, especially related to hiring and purchasing or sales and marketing decisions, and anyone with divisional, regional/multi-location, or country level responsibilities.

Additional attendee categories include, but are not limited to:

- Local/frontline agronomists
- Independent crop consultants
- Scientist agronomists from the crop input industry

**Key supporters of the Agronomy Conference and Expo include TFI members
GROWMARK, Helena, MFA, Nutrien Ag Solutions, and Simplot.**





Agronomy Conference & Expo

Companies who attended last year's conference:

| | | |
|---------------------------------|---------------------------------------------------|------------------------------------------------|
| 39 North Innovation District | Brownfield Ag News For America | FTI Consulting |
| AAA Holding Group | CADA Turkey Farm | Geonics Limited |
| AcreValue | CF Industries, Inc. | Geoprospectors GmbH |
| Advanced Agrilytics | ChrysaLabs | Gold-Eagle Cooperative |
| aerial PLOT | Climate LLC/Bayer Crop Science | Haifa North America |
| Ag Leader Technology | CNH Industrial | Helena Agri-Enterprises, LLC |
| AGI | Columbus Chemical Industries, Inc. | Holganix |
| Agmatix | Compass Minerals | Horizen |
| AgroLiquid | Consensus Advisors | Htsag |
| AgSwag | Constellr GmbH | Huma |
| AGVISE Laboratories | Corteva Agriscience | Huntsman International LLC |
| Agworld | CRD Agronomics | ICL Specialty Fertilizers |
| AgXplore International LLC | CSIRO | INMARSAT |
| Air Tractor | D.C. Legislative and Regulatory Services, Inc. | Innophos, Inc. |
| Alchemy Experts | Data Honey, LLC | Innqvist |
| Alynix | Deveron | Intelinair |
| American Crystal Sugar Company | DigiFarm | INTENT |
| American Plant Food Corporation | Dragon-Line, LLC | Iowa-Nebraska Equipment Dealers Association |
| AMVAC Chemical Corporation | DTN/The Progressive Farmer | John Deere Limited |
| Anuvia Plant Nutrients | Eldon C. Stutsman Inc. | JumpGrowth |
| APagri Consultoria Agronomica | Esri | Kincannon |
| Argo Development Partners | Eurofins EAG Agrosience, LLC | Koch Agronomic Services, LLC |
| Argus Media | Ever.Ag Agribusiness | Kuhn North America, Inc. |
| Azotic North America | Falker | Kynetec |
| B & M Crop Consulting, Inc. | Farm Journal Media | Land O'Lakes, Inc. |
| BASF | FarmWeek and RFD Radio Network | Landus Cooperative |
| Bayer Crop Science | FCS Financial | Leaf Agriculture |
| Bio-Growth.net | Fertiglobe | Lincoln Memorial University |
| Bioline Corporation | FieldWatch | Linwood University |
| BioSTL | Frontier Precision DBA Vantage America West | Lygos |
| Borregaard USA | | M&M Ag Consulting, LLC |
| BRANDT, Inc. | | |



Agronomy Conference & Expo

Companies who attended last year's conference:

| | | |
|--------------------------------------------------------|-------------------------------|-----------------------------------------------------------|
| Marco Liquid Fertilizer | Poole Agribusiness | TDN, LLC |
| McGregor/AgWorks | Praxidyn | TeeJet Technologies |
| McKee, Voorhees & Sease PLC | Precision Ag Reseller | TELUS Agriculture |
| MFA Incorporated | Precision AI | Tessengerlo Kerley, Inc. |
| Midwest Laboratories | Precision Planting | The Mosaic Company |
| MillPont | Proagrica | The Nature Conservancy |
| Missouri Agribusiness Association | Professionals for Fertilizers | The Western Producer |
| Missouri Partnership | Quorum Bio | The Yield Lab |
| Missouri S&T | RiceTec | Tiger-Sul Products, LLC |
| Missouri University of Science and Technology Rolla | Rio Tinto | Tom Earth/Object Computing |
| Moonraker Insights LLC | Rogo Ag LLC | Top Ag Cooperative |
| MyAgData | Rowland Materials Company | ucrop.it LLC |
| MyFarms | Sabanto, Inc. | University of Illinois Urbana- Champaign |
| Nachurs Alpine Solutions Corp. | Sackett-Waconia | University of Illinois: Data-Intensive Farm Management |
| NDSU Agricultural and Biosystems Engineering | SAS | UW-Whitewater |
| New Leader | Scott Equipment | Vantage Midsouth |
| North Dakota State University | Sentera | Virginia Polytechnic Institute and State University |
| Northern Country Coop | SharkFarmer | Vision Technology Management, LLC |
| Nutrien Ag Solutions | Shell Thiogro | Visionary Agronomics |
| OCP North America | Simplot | Wabash Valley Service Company - Allendale |
| Ohio State University | SNF Holding Company | Waters Agricultural Laboratories, Inc. |
| Oklahoma State University | Software Solutions Integrated | Waypoint Analytical |
| Organisan Corp | Soilmap | Willard Agri-Service of Frederick, Inc. |
| Ostara | SoilView LLC | Wright Ag Consulting |
| PatternAg | Source Allies | Yale University |
| PCT Agcloud | Southwest Research Institute | Yara North America |
| Peko | Spectrum Technologies, Inc. | Zhejiang University |
| Perfect Flight | SQM North America Corp. | |
| Phospholutions | Stoller USA | |
| Planet | Stratovation Group, LLC | |
| | Syngenta Crop Protection | |
| | Taranis | |



Agronomy Conference & Expo

Who should exhibit and sponsor?

If your company offers innovative products or services that can alleviate or provide solutions for some of the challenges facing the retail agronomy industry, this is the tradeshow for you! Showcase your brand at to expand your market share, educate and inform current and prospective customers, and network with thought leaders in the industry.

Prospective exhibitors and sponsors include those who provide the following products or services:

- Biotech and biologicals
- Consulting
- Crop inputs
- Farm management systems
- Farming equipment
- Precision farming
- Robotics
- Satellite imaging and drones
- Sensors
- Software
- Soil testing and analysis
- And more!

Featuring enhanced business development opportunities in 2024

We heard your feedback and are focused on bringing more agronomists and retail professionals to this year's conference. We have also made the following enhancements focused on increasing sponsor and exhibitor value:

- Increased engagement on the show floor
 - Designated expo-only time on [the schedule](#)
 - Innovation Spotlights: exhibitors can secure a 10-minute presentation to share their products and services on stage
- New and improved thought-leader sponsorship opportunities: contact us to develop a personalized sponsorship in alignment with your company's brand; themes include education, environmental stewardship/4Rs, innovation, and more.
- 10 complimentary customer invites for exhibitors (customers must be a qualified agronomist or grower who is not already registered)
- Pre-conference marketing assets to help exhibitors maximize their presence at the show

Exhibitor Opportunity

Display Space Features:

Each booth comes furnished with the following items:

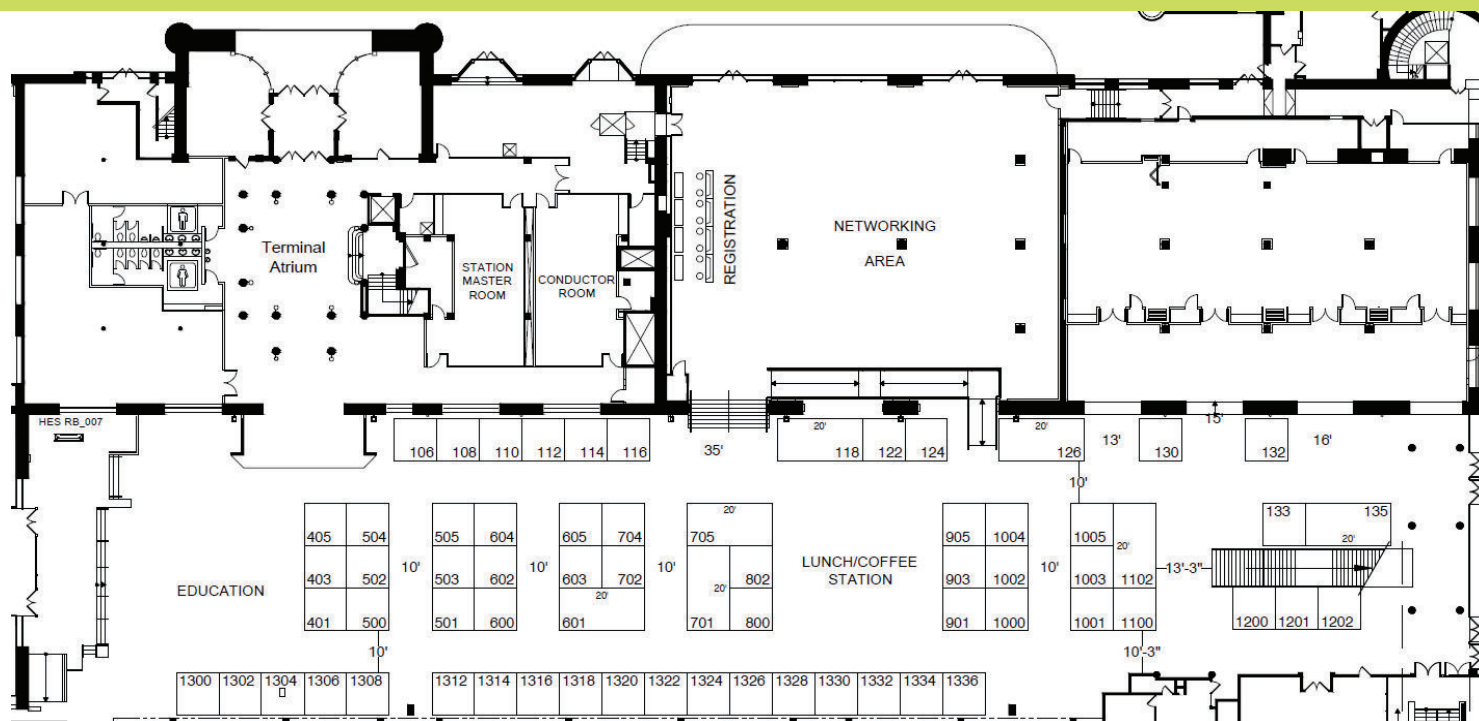
- 8' high draped back and 3' side skirting
- One (1) 6' draped table
- Two (2) folding chairs
- One (1) exhibitor identification sign 7" x 44"
- One (1) wastebasket
- Opportunity for lead retrieval
- Two full conference registrations with each booth space purchased
- Up to 10 complimentary customer invites for qualified agronomists and retail professionals

Exhibit space is available in increments of 10'x10'.

Price per 10'x10' booth:

- Member of The Fertilizer Institute: \$2,400
- Non-Member: \$2,500

*floor plan subject to change



Why Sponsor?

- Create, develop and enhance credibility
- Highly-targeted marketing
- Media exposure
- Brand awareness & recognition
- Generate new sales & relationships
- Drive lead generation
- Access to contact lists & broadcast opportunities

Sponsorship Opportunities

Increase your ROI with exciting sponsorship opportunities that will enhance your visibility at the Agronomy Conference and Expo. Choose from a wide variety of advertising and sponsorship options that will fit your needs. For more information or questions, contact Bethany Murphy at +1 732-804-7166 or bethany@bigredm.com.



Sponsorship Benefits

- Recognition on event website, marketing emails, and event signage
- Logo and description listed in exclusive sponsor section of the Mobile App
- Recognition of sponsorship during event programming
- List of attendees with contact details
- Two complimentary conference registrations
- Right of first refusal for sponsorship of same event, if offered, in 2025

Contact us to build a customized solution that demonstrates your company's thought leadership in agriculture or select one of the following options on the next page

Sponsorships

Platinum

- 4R Advocate Sponsor: \$15,000
- Retail Industry Leader Keynote: \$15,000
- Wednesday Keynote Sponsor: \$12,000
- Late Night Party (includes customized light show in the historic hotel lobby bar): \$10,000
- Networking Lunch Sponsor: \$10,000
- Education Sponsor: \$8,000

Gold

- St. Louis FC Field Tour Sponsor: \$7,500
- Hotel Key Cards: \$7,500 + cost
- Registration & Badge: \$7,500
- Agronomist-to-Agronomist Networking Lounge: \$7,000
- Happy Hour on the Show Floor: \$7,000

Silver

- Coffee & Networking Breaks: \$5,000 per day
- Conference Mobile App: \$5,000
- Conference WiFi: \$5,000

Upgrades Available to Exhibitors or Sponsors

- Speaking Opportunities
 - Innovation Spotlight - first come, first served limited slots available \$2,500
 - Demo in booth - first come, first served on a complimentary basis
- Email to Attendees: \$3,000
- Promotional Item at Registration
 - Pricing based on selected item
 - Options include branded tote bags, pens, journals, and more
- Floor Clings: \$2,000 + Cost
- Meeting Rooms: \$1,000 for 2 days

Exhibit & Sponsor Contract



Please confirm that the following information is correct, as it will be used to contact you regarding operational aspects of the exhibit. Please write the company name as you would like it listed in event materials.

Company Name _____

Exhibit/Sponsor _____ Contact Title _____

Street Address _____

City _____ State _____ Zip _____ Country _____

Telephone _____ Email _____

Please refer to the prospectus for items included in your exhibit space and/or benefits included in your sponsorship.

Sponsorship(s) Selected: _____

Price per 10'x10' Booth:

☐ **Member of The Fertilizer Institute:** \$2,400 per 10'x10' x (# of 10'x10' booth spaces) = \$ _____

☐ **Non-Member:** \$2,500 per 10'x10' x (# of 10'x10' booth spaces) = \$ _____

Please rank below your top 4 booth space preferences from current the floorplan. (Floorplan subject to change)

1. _____ 2. _____ 3. _____ 4. _____

Companies from whom we desire separation: Requests cannot be guaranteed

1. _____ 2. _____ 3. _____ 4. _____

CANCELLATION POLICY: Show management must receive written notice of sponsor cancellation (voicemails NOT accepted) by April 1, 2024, to receive a refund. Cancellation requests must be sent to Alice McKinnon amckinnon@tfi.org. No refunds will be issued after April 1, 2024. There will be a \$150 processing fee for cancellation. We understand this is a contract with Agronomy Conference & Expo, and agree to the provisions of the cancellation clause and fees found on this contract. Agronomy Conference & Expo assumes no risk by our acceptance of the contract. We expressly release Agronomy Conference & Expo from any and all liability for any damage, injury or loss to any person or goods and agree to hold and save Agronomy Conference & Expo harmless of and from any loss or damage. We further agree that our organization's attendees will participate in the event's room block, and to abide by the terms and conditions and any further rules and regulations issued prior to, or at, the show.

Authorized Signature _____ Date _____

PAYMENT OPTIONS:

☐ Charge my: ☐ VISA ☐ MasterCard ☐ American Express

Card Number _____ CVV # _____ Expiration Date _____

Billing Address _____

Name on Card _____ Total Amount to Be Charged: \$ _____

☐ Invoice me (only available for sponsorships)

Return completed contract to: Bethany Murphy | bethany@bigredm.com