August 12-14, 2024
St. Louis Union Station Hotel
St. Louis, Missouri

Agronomy Conference & Expo
transforming ag retail through innovation

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

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
Companies who attended last year’s conference:

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

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

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

Sales Contact: Bethany Murphy | 732-804-7166 | bethany@bigredm.com
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

**Sales Contact:** Bethany Murphy | 732-804-7166 | bethany@bigredm.com
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