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.
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.
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
Anuvia 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
Constellr GmbH
Corteva Agriscience
CRD Agronomics
CSIRO
D.C. Legislative and Regulatory Services, Inc.
Data Honey, LLC
Deveron
DigiFarm
Dragon-Line, LLC
DTN/The Progressive Farmer
Eldon C. Stutsman Inc.
Esri
Eurofins EAG Agscience, LLC
Ever.Ag Agribusiness
Falker
Farm 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.
Innvictis
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

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Companies who attended last year’s conference:

- Marco Liquid Fertilizer
- McGregor/AgWorks
- McKee, Voorhees & Sease PLC
- MFA Incorporated
- Midwest Laboratories
- MillPonr
- 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 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

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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

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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

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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