

# FarmSmart

## 2017 Sponsorship Package

	Presenting Partner	Gold	Silver	Bronze	FarmSmart Friday Tradeshow*
Price Point	\$10,000	\$4,000	\$2,000	\$1,000	\$750
FarmSmart Friday Sponsorship	✓				
Option of Display in Feature Theatre <sup>1</sup>	✓	✓			
Banner Display <sup>2</sup>	✓	✓			
Logo on promotional material <sup>3</sup>	✓	✓			
Digital Presentation <sup>4</sup>	✓	✓			
Includes sponsorship of FarmSmart Expo 2017 <sup>5</sup>	✓	✓			
Logo included in registration package	✓	✓	✓		
Stuffer in registration package <sup>6</sup>	✓	✓	✓		
FarmSmart Trade show space	✓	✓	✓	✓	
FarmSmart Friday Trade show space	✓				✓
Registrations included	4 to each event	4	3	2	1
Between Session Logo Placement <sup>7</sup>	FarmSmart Friday & FarmSmart Full Screen	FarmSmart Full Screen	FarmSmart 4 to a screen	FarmSmart small logo	
Interactive logo on FarmSmart website <sup>8</sup>	large format	large format	small format	text	

Please note that our promotional efforts begin in October 2016. The sooner you sign on as a sponsor the greater your benefit!

\*FarmSmart Friday Tradeshow space is limited – register early!

[www.farmsmartconference.com](http://www.farmsmartconference.com)



[@FarmSmart17](https://twitter.com/FarmSmart17)

**Our 2017 Events:** CompactionSmart is Fri Jan.20, 2017 in Waterloo  
FarmSmart Conference is Saturday Jan.21, 2017 in Guelph

*The FarmSmart brand is a partnership of the Golden Horseshoe and Heartland Soil and Crop Improvement Associations, the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), the University of Guelph and the Ontario Soil & Crop Improvement Association (OSCIA).*

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## The Fine Print

1. Presenting Partner and Gold level sponsors can choose **one** of the following for the FarmSmart conference:
  - 1.1. Display booth in one of the feature lecture theatres (available to a maximum of four sponsors) at FarmSmart, to be staffed only during breaks **OR**
  - 1.2. Display booth on the tradeshow floor, as per the specifications on the Sponsorship sign-up website at <http://fs7.formsite.com/FarmSmart1/form9/index.html>
2. Presenting Partner and Gold level sponsors can have promotional banners displayed as part of their sponsorship benefits. The sponsoring company must supply the promotional banner. It may be a pull-up (free-standing) poster, or a wall mounted banner. Presenting Partner level sponsors will have their material displayed at FarmSmart Friday and in the largest lecture theatres at FarmSmart (capacity 600 people). Gold level sponsors will have their material displayed in the second largest theatres at FarmSmart. Banner size is subject to approval.
3. Presenting Partner and Gold level sponsors will have their logos on promotional material, such as (examples only – actual publications may be different): advertising and articles in the GFO Grain Producer, Country Guide, Ontario Farmer, Farmers Forum and Rural Voice as well as the local Heartland and Golden Horseshoe Soil and Crop Improvement Associations newsletters, various other newspapers, and the FarmSmart brochure. ***If you are considering Presenting Level and Gold level sponsorship and wish to have your logo included in all promotional material, commitment by November 4, 2016 will ensure you are included in all of our promotions.*** Sponsorship committed after this date will be featured in all subsequent promotions, as possible. Presenting Partner sponsors will also have their logo included in the FarmSmart Friday promo materials.
4. Presenting Partner and Gold level sponsors may submit a one minute maximum, professional quality, digital presentation (video or slideshow) that will be shown with other major sponsor presentations before sessions, as indicated below. For FarmSmart Friday, the presentations will be played before the event and after appropriate breaks to a maximum of four times. Presenting Partner level presentations will be shown at FarmSmart Friday and in the Feature lecture theatres at FarmSmart. Gold level presentations will be shown in the Feature lecture theatres at FarmSmart only. Presentations can be emailed to, or shared electronically (ie Dropbox) with, Janice Janiec ([farmsmartsponsor@gmail.com](mailto:farmsmartsponsor@gmail.com)) no later than **January 11th, 2017**. Presentations will not be accepted the day of the event. Presentations must be in a Windows-compatible format. FarmSmart will not be held liable for any distortions that may occur to presentations during transfer. In the event of several submitted presentations FarmSmart reserves the right to distribute the presentations evenly between the applicable lecture theatres, and/or to reduce the number of sessions in which each presentation is shown.
5. FarmSmart Expo is our summer demonstration day held at the Elora Research Farm in July. Our 2016 Expo attracted over 200 participants, most of them primary producers. Gold and Presenting Partner level sponsor logos will be included in FarmSmart Expo promotional material and an opportunity also exists to exhibit at FarmSmart Expo in an outdoor environment.
6. In the interest of reducing our paper footprint, stuffers will be limited to one-page, double-sided inserts to the registration package. Stuffers should be delivered to CountrySense, 680 Gartshore

Street, Fergus ON, N1M 3L7. Staffers must be received by **January 11<sup>th</sup>, 2017**. In the case of special circumstances, please contact Janice Janiec at [farmsmartsponsor@gmail.com](mailto:farmsmartsponsor@gmail.com).

7. Between sessions a slideshow of sponsor logos will run in a continuous loop until the next session is ready to start. At FarmSmart Friday, Presenting level sponsor logos will run before the event, and during nutrition/lunch breaks. At FarmSmart all logos will run in a single slide show. Presenting level sponsors will receive a full screen, and be shown alphabetically in 'section 1' of the loop. Gold level sponsors will receive a full screen, and be shown alphabetically in 'section 2' of the loop. Silver level logos will be shown four to a screen, in alphabetical order, in 'section 3' of the loop. Bronze level logos will be shown all on the same slide, in no particular order, in 'section 4' of the loop. At FarmSmart the same logo presentation will be shown in all suitable rooms. FarmSmart will require a high resolution logo no later than **January 11th, 2017**. FarmSmart reserves the right to reduce the logo size of lower resolution images.
8. Presenting Partner level sponsors will be placed in the first tier of logos in a large format on the FarmSmart website. Gold level sponsors will have their logos placed in a large format in the second tier. Silver level sponsors will have their logos placed together in a small format. Bronze level sponsors will be listed in text. "Large" and "Small" logo scaling will be appropriate to the space allocation of the website and the resolution of the logo provided. They are relative terms.
9. The FarmSmart Friday Tradeshow sponsorship only includes a display in the exhibit space, either tabletop size, or freestanding (maximum 10 foot width) without a table. Tradeshow space is limited, so register for this sponsorship option early!
10. Sponsorship will be billed on the date of your confirmation, and benefits will be received according to your date of commitment. ***Sponsorship funds must be received by January 6, 2016 in order to ensure participation at the conference.***
11. To confirm your sponsorship, contact Janice Janiec at [farmsmartsponsor@gmail.com](mailto:farmsmartsponsor@gmail.com) or 519-994-8619. To sign-up for sponsorship, visit <http://fs7.formsite.com/FarmSmart1/form9/index.html>.

### **Important Dates to Note:**

**November 4, 2016** - Presenting Partner & Gold level sponsors will get the most 'bang' for your sponsorship 'buck' by committing by **November 3!** (as per note 3 above)

**January 6, 2017** – Sponsorship must be paid in full in order to secure your spot

**January 11, 2017**– Logos and digital presentations are due to Janice Janiec at [farmsmartsponsor@gmail.com](mailto:farmsmartsponsor@gmail.com)

**January 11, 2017** – staffers must be received at CountrySense, 680 Gartshore Street, Fergus ON, N1M 3L7

**Sponsorship Sign-up:** <http://fs7.formsite.com/FarmSmart1/form9/index.html>

Sponsorship must be paid in full no later than  
**January 6, 2017** in order to secure your spot.