

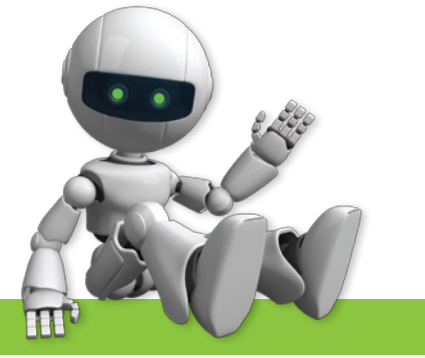
NOVEMBER 16th – 18th, 2010 • TCU PLACE • SASKATOON, SK

IMAGINE THE DECADE AHEAD



INDUSTRY PARTNERSHIP
OPPORTUNITIES





CHECK THIS OUT!

It's me, **AG-DROID 2KI0** and this is the Official Farm Forum Event 2010 Industry Partnership Package. Please take a moment to discover all the exciting opportunities available to you.

2009 Farm Forum Event Attendance Record

42%
SASKATCHEWAN

27%
ALBERTA

22%
MANITOBA

7%
INTERNATIONAL

2%
ONTARIO AND
BRITISH COLUMBIA

YOU ARE INVITED TO PARTICIPATE AS AN INDUSTRY PARTNER IN THE FARM FORUM EVENT 2010.

In the 7th year, we will be targeting over 1,000 attendees who are some of the brightest and most progressive farmers in Canada and the US. The Farm Forum Event brings together Canada's largest agricultural consulting Network, together with the most progressive farmers and industry leaders, making this one of the best events you can attend to move your company forward.

This premier learning opportunity for Canada's best farmers and those who advise them, will be held in **Saskatoon on November 16th to 18th, 2010.**

In 2009, (in spite of an extended harvest), over 700 attendees gathered to exchange ideas with their peers, talk to industry reps about their products and learn from over 70 technical speakers. Again farmer feedback was overwhelming including this response: "This event is unmatched in terms of idea transfer, learning from successful people and getting up to speed on the most innovative and new technologies."

There are no tire kickers in this crowd. They are ALL important farmers and they have made the decision to pay to be at this event. Sure they come to have some fun but the most important reason they attend **The Farm Forum Event is to LEARN how to be more successful.**

In addition to top farmers, there were also more than 100 agronomic consultants, marketing experts and retail agronomists who have a significant influence on what farmers use in their operations. We also get terrific feedback from Industry Sales Managers, Product Managers, Communication Directors, Executives and Frontline Sales Reps who use The Farm Forum Event to network and grow their knowledge by attending some of the sessions. Even your researchers will find this a stimulating environment to share their ideas and findings.

As organizers, Agri-Trend views this event as a true collaboration with the industry – we invite you to be a part of the program!

In addition to our seven keynote speakers who will be talking about **"IMAGINE – The Decade Ahead"**, we have over 70 technical breakout sessions that comprise the main part of the program. These technical sessions are presented by YOU. We encourage you, as industry leaders, to conduct your own breakout sessions. So come prepared to deliver a high level technical talk to an engaged and discerning audience.



There is also a significant exhibit area with ample networking time dedicated to attendee interaction with your company representatives.

The reason why we say that The Farm Forum Event is "the most energetic agricultural event of the year!" is because it is well organized, fun and we pack a whole lot of stuff into the time we are together.

The event begins on the 16th with The Liquid Mixer which is staged in the exhibit area. Each meal is followed by a Keynote speaker. There are then breakout sessions where farmers select which technical updates they would like to attend. Each day there are dedicated networking sessions as well as time between each set of breakout sessions for attendee/industry interaction. On the 17th we will have a Banquet with a featured speaker followed by a fun casino – where your company can participate and gain new sales leads by donating a prize for the farmers to win.

Promotion also is important and as an Industry Partner, you can be sure that your logo and message will be well communicated before, during and after the event. If you would like to see more about what the event can do for your business, please visit www.TheFarmForumEvent.com or contact: **Chris Paterson (403) 999-7269 and/or cpaterson@agritrend.com.**

Be a part of the energy this November in Saskatoon... **"IMAGINE – The Decade Ahead"** and what we can all accomplish together!



The Farm Forum Event we feel attracts some of the leading farmers in Canada. It's not the same discussions we hear at other conferences. The speakers are talking about new innovations that will help break yield barriers and that fits in well with what we are doing.



Jeff Ivan, Tiger-Sul Industries

THE 2009

Industry Partnership List

- Bayer CropScience
- Agri-Trend Agrology
- Top Crop Manager
- Monsanto
- Pattison Liquids
- UAP
- Farm Credit Canada
- FB Sciences
- Agri-Trend Aggregation
- Seed Hawk
- Meyers Norris Penny
- A&L Laboratories
- Brandt
- RBC Agricultural Speaking Series
- Agri-Trend Marketing Inc
- SeedMaster
- Stoller Enterprises Ltd
- The Western Producer
- Farm Business Communications
- DuPont
- Canterra Seeds
- Novozymes
- Alpine
- Simplot
- John Deere
- BrettYoung
- OMEX
- Dow AgroScience
- Morris
- AgrowPlow
- Agrotain
- Taurus Technologies
- Pioneer
- Western Financial Group
- Atom Jet Industries
- PAT Inc
- Engage Agro
- Nexus Ag
- Case IH
- KegRiver
- Farm Land Specialty Products
- EMDCrop BioScience
- Gowan
- Exactrix
- Setter Manufacturing Division
- Myke Pro
- Premier Tech
- MaX-Quip
- Agri-Trend Data Corp

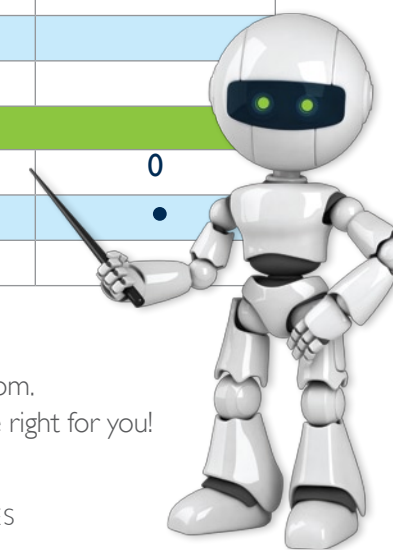


2010 OPPORTUNITY OVERVIEW	PLATINUM \$12000	GOLD \$6000	SILVER \$3300	BRONZE \$1750	NTWRK SESSION \$1000
PROMOTION					
Logo prominently displayed on all print and e-promo's of The Farm Forum Event <i>Including various ads in selected publications</i>	•				
Web Banner on Farm Forum Event site	•				
Linked logo on The Farm Forum Event site	•	•			
Your Logo on Industry Partner page on The Farm Forum Event website <i>(Level recognition)</i>	•	•	•	•	•
Your Logo on Direct Mail to +10,000 farmers <i>(Level recognition)</i>	•	•	•	•	•
Your Logo on The Farm Forum Event Agenda <i>(Level recognition)</i>	•	•	•	•	•
Logo on Banquet Placemats	•	•	•	•	•
Logo on all printed material and on The Farm Forum Event site	•	•	•	•	
RECOGNITION					
Company Banner can be hung in the Banquet Room	•				
Recognition as a Keynote Speaker Session Supporter <i>(Introduce the Keynote Speaker)</i>	•				
TV Ad or interview plays before you introduce the Keynote Speaker	•				
Industry Partner Recognition Ceremony at the Wednesday Breakfast	•	•	•	•	•
Logo on Placecards at all Refreshment Stations during the Networking Sessions					•
Logo on intermission reels in all breakout rooms	•	•	•	•	
PARTICIPATION					
Company brochure or product portfolio handed out with registration packages	•	•			
2 Industry Partner Breakout Sessions	•	•			
1 Industry Partner Breakout Session			•		
DISPLAYS					
Prominent 20 Foot Booth Location and Banner in the Banquet Room	•				
10 Foot Booth		•	•	•	
20 Foot Booth <i>(Optional - add \$1000)</i>		•	•	•	
ATTENDANCE					
The Farm Forum Event Passes included in your package <i>(value \$500 each)</i>	8	4	3	2	0
OPTIONAL Partner Passes can be bulk purchased: 10 or more for \$400 each	•	•	•	•	•

Contact Chris Paterson: 403.999.7269 or cpaterson@agritrend.com

5 LEVELS TO CHOOSE FROM

This chart illustrates the various partnership levels that you may choose from. Whether you want a little exposure, or Rock Star status, there is a package right for you!



\$12,000

If you are interested in sponsoring The Farm Forum Event 2010 in any capacity, please contact:
Chris Paterson: 403.999.7269 or cpaterson@agritrend.com

LIMITED OPPORTUNITIES
PLATINUM INDUSTRY PARTNER

PROMOTION

- Logo prominently displayed on all print and e-promo's of The Farm Forum Event event (Includes various ads in selected publications)*
- Linked logo on The Farm Forum Event site
- Your Logo on Direct Mail to +10,000 farmers (Level recognition)
- Your Logo on The Farm Forum Event Agenda (Level recognition)
- Logo on Banquet Placemats
- Logo on all printed material and on the Farm Forum Event site

PARTICIPATION

- Company brochure or product portfolio handed out with registration packages
- Host your own 2 Industry Partner Breakout Sessions

DISPLAYS

- Prominent 20 Foot Booth Location and Banner in the Banquet Room

RECOGNITION

- Company Banner can be hung in the Banquet Room
- Recognition as a Keynote Speaker Session Supporter (Introduce the Keynote Speaker)
- TV Ad Plays before you introduce the Keynote Speaker*
- Industry Partner Recognition Ceremony at the Wednesday Breakfast
- Logo on Placecards at all Refreshment Stations during the Networking Sessions
- Logo on intermission reels in all breakout rooms

ATTENDANCE

- 8 Passes (Value \$500each) to the Event
- Optional Partner Passes can be bulk purchased - 10 or more for \$400 each SAVE 20% for your guests

*Platinum Level Only

\$6,000

GOLD INDUSTRY PARTNER

PROMOTION

- Linked logo on The Farm Forum Event site
- Your Logo on Direct Mail to +10,000 farmers (Level recognition)
- Your Logo on The Farm Forum Event Agenda (Level recognition)
- Logo on Banquet Placemats
- Logo on all printed material and on the Farm Forum Event site

PARTICIPATION

- Company brochure or product portfolio handed out with registration packages
- Host your own 2 Industry Partner Breakout Sessions

DISPLAYS

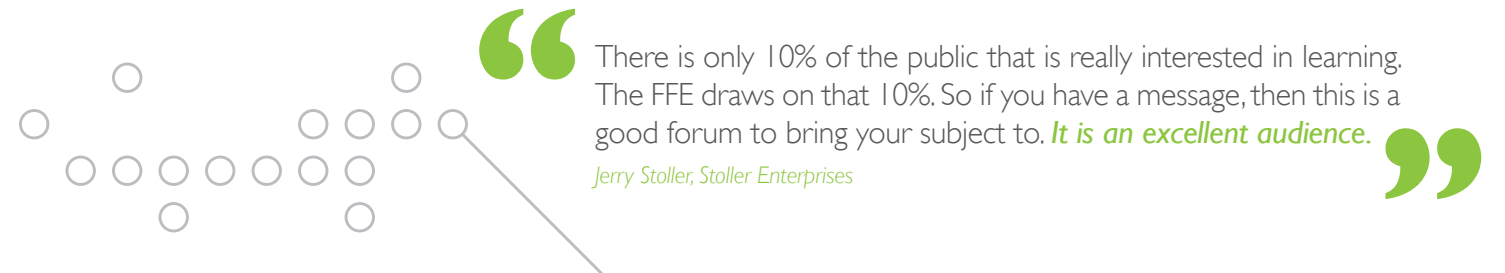
- 10 Foot Booth and (Optional) 20 Foot Booth

RECOGNITION

- Industry Partner Recognition Ceremony at the Wednesday Breakfast
- Logo on intermission reels in all breakout rooms

ATTENDANCE

- 4 Passes (Value \$500 each) to the Event
- Optional Partner Passes can be bulk purchased - 10 or more for \$400 each SAVE 20% for your guests



\$3,300

SILVER INDUSTRY PARTNER

PROMOTION

- Logo on the Partner page on The Farm Forum Event site (*Level recognition*)
- Your Logo on Direct Mail to +10,000 farmers (*Level recognition*)
- Your Logo on The Farm Forum Event Agenda (*Level recognition*)
- Logo on Banquet Placemats
- Logo on all printed material and on The Farm Forum Event site

PARTICIPATION

- Host your own Technical Breakout Session

DISPLAYS

- 10 Foot Booth & (Optional) 20 Foot Booth

RECOGNITION

- Industry Partner Recognition Ceremony at the Wednesday Breakfast
- Logo on intermission reels in all breakout rooms

ATTENDANCE

- 3 Passes (*Value \$500each*) to the Event
- Optional Partner Passes can be bulk purchased - 10 or more for \$400 each SAVE 20% for your guests

\$1,750

BRONZE INDUSTRY PARTNER

PROMOTION

- Logo on the Partner page on The Farm Forum Event site (*Level recognition*)
- Your Logo on Direct Mail to +10,000 farmers (*Level recognition*)
- Your Logo on The Farm Forum Event Agenda (*Level recognition*)
- Logo on Banquet Placemats
- Logo on all printed material and on The Farm Forum Event site

DISPLAYS

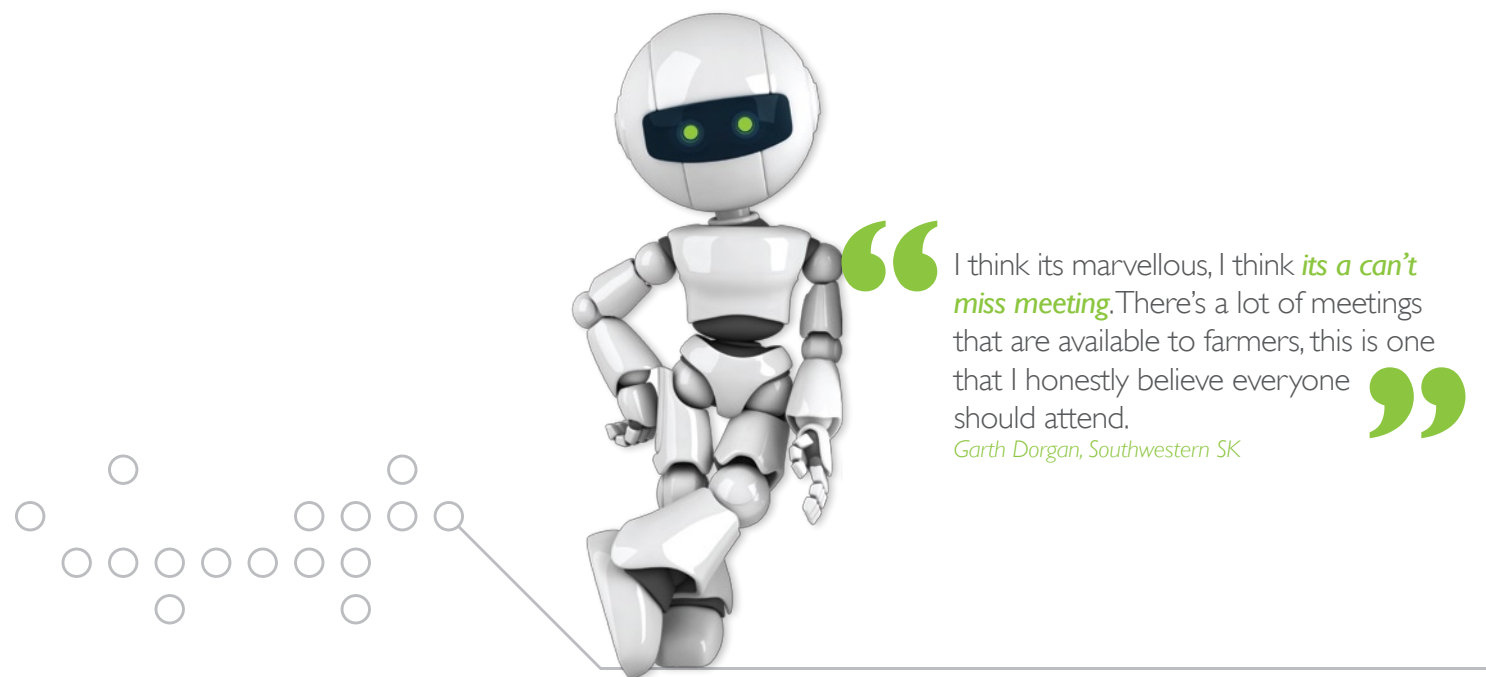
- 10 Foot Booth & (Optional) 20 Foot Booth

RECOGNITION

- Industry Partner Recognition Ceremony at the Wednesday Breakfast
- Logo on intermission reels in all breakout rooms

ATTENDANCE

- 2 Passes (*Value \$500 each*) to the Event
- OPTIONAL Partner Passes can be bulk purchased - 10 or more for \$400 each SAVE 20% for your guests



\$1,000

NETWORK SESSION PARTNER

PROMOTION

- Logo on the Partner page on the Farm Forum Event site (*Level recognition*)
- Your Logo on Direct Mail to +10,000 farmers (*Level recognition*)
- Your Logo on The Farm Forum Event Agenda (*Level recognition*)
- Logo on Banquet Placemats

RECOGNITION

- Industry Partner Recognition Ceremony at the Wednesday Breakfast
- Prominently displayed logo on placecards at all Refreshment Stations during the Networking Sessions

ATTENDANCE

- OPTIONAL Partner Passes can be bulk purchased - 10 or more for \$400 each SAVE 20% for your guests

OTHER OPPORTUNITIES

Get in on the fun and be a part of this years 2010 Event!

The Casino night and Mixer were a big hit last year. If you have an idea for a theme night and your company would like to be involved give us a call. There are opportunities to have your name attributed to the event or sponsor prizes.

Sponsors for raffles and door prizes are a great way to have your name recognized. Minimum \$500 value of prize.

Contact Chris Paterson: 403.999.7269 or cpaterson@agritrend.com



“

You are speaking with customers with significant acreage. You are speaking with customers that are current. That's what makes this show quite a bit different. You are dealing with the customers that are current farmers, current practices, and that is important to us.

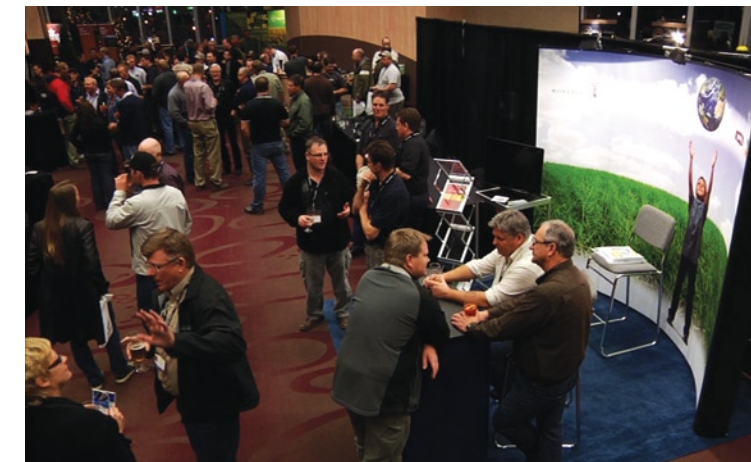
”

Don Mann, Marketing Manager, Case IH



“ There is always just lots of information at The Farm Forum Event. You can always *pick up something that will help you succeed* when you get back to your own farm. ”

Bob Eyolfson



The Farm Forum Event 2009 was a great success. Over 700 of the nation's best farmers, Agri-Coaches, retail agronomists, researchers and industry professionals had the opportunity to take in over 70 information sessions, as well as spend quality time networking with each other.

Evaluations were overwhelmingly positive, and highlighted the unique energy level and program content that isn't offered anywhere else.



INTERESTED
In Becoming an Industry Partner?



www.TheFarmForumEvent.com

JOIN US!
NOVEMBER 16–18, 2010
TCU Place, Saskatoon, SK

