

FARMING 3.0

LINKING **MAN AND MACHINE** FOR MAXIMUM POTENTIAL



AGRI-TREND

2011

FARM FORUM EVENT

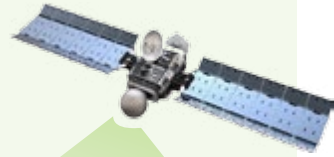
Nov 29th – Dec 1st, 2011 – TCU Place Saskatoon, SK

Come be part of a truly unique experience as we explore the concept of THE DIGITAL FARM and its impact on agriculture today and tomorrow.

Call or Click to register today:

1.877.276.7526 » www.TheFarmForumEvent.com

YOU ARE INVITED TO PARTICIPATE AS AN INDUSTRY PARTNER IN THE FARM FORUM EVENT 2011



42%
SASKATCHEWAN

27%
ALBERTA

22%
MANITOBA

7%
INTERNATIONAL

2%
ONTARIO &
BRITISH COLUMBIA

Who attends?

More than 1000 delegates, many of the most progressive farm managers in Canada, and those who advise them – including 120+ from The Agri-Trend Network, retail agronomists, independent consultants, ag students, and industry leaders.

Why do they attend?

Fun and laughs for sure, but the most important reason they attend The Farm Forum Event is to LEARN how to be more successful. With more than 70 speakers on the agenda, and the opportunity to rub shoulders with many of our industry's best and brightest, there are lots of great questions and new ideas being exchanged.

The time of year is perfect, Sales Representatives are there to make deals, Students are there to meet prospective employers, and the Industry Executives and Marketing Managers are there to learn from this unique demographic of farmers and those who advise them.

When and where?

The Farm Forum Event will be hosted in Saskatoon at the TCU Place. Setup starts at noon on Tuesday, Nov 29th, the crowd begins to arrive at 6pm, and the fun and learning continue on through to mid afternoon on Thursday, Dec 1st.

Why have I heard that The Farm Forum Event is “the most energetic agricultural event of the year”?

It is because it is well organized, fun, we pay attention to detail and pack a whole lot of value into the time we are together.

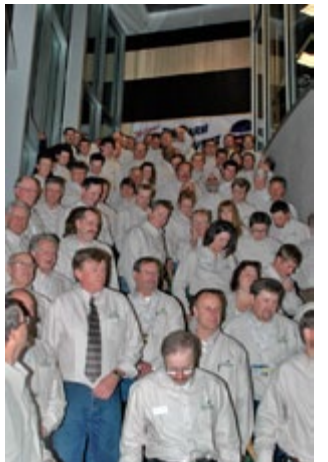
How can I participate?

Agri-Trend views this event as a true collaboration with the industry – we invite you to be a part of the program, and also to bring forth suggestions on how you could capture more value. The opportunities to host your own technical session, exhibit, and promote your company are listed below.

To view actual video footage of the event, and hear farmers say first hand why they will attend again, you can visit www.TheFarmForumEvent.com

Save the date in your calendar now, then make sure and contact:
Chris Paterson (403) 999-7269 or cpaterson@agritrend.com

“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.



THE 2010
Industry Sponsor List

- A&L Labs
- ATP
- Ag Leader Technology
- Alpine Plant Foods
- Arysta
- Atom Jet
- Agrowplow
- BASF
- Bayer CropScience
- Brandt
- Brett Young
- Bourgault Tillage Tools
- Bunge
- Canterra Seeds
- CIBC
- CNH (Case IH)
- Conexus Credit Union
- Dow AgroSciences
- DuPont
- Dutch Industries
- EMD Crop Bioscience
- Exactrix
- FCC
- Floratine BioSciences
- GeoSys
- Intertek
- John Deere
- Keg River
- Key Ag Ventures
- MachineryLink
- MaxQuip
- Meyers Norris Penny
- Michelin
- Milligan Bio-Tech
- Monsanto
- Morris
- Nufarm
- NutriAg
- Novozymes Biologicals
- Nexus Ag
- Omex
- Pat Inc
- Pattison Liquids
- Pioneer
- PremierTech
- Redhead Equipment
- RBC
- Raven Industries
- Salford Farm Machinery
- Scotia McLeod
- Seed Hawk
- SeedMaster
- Servus Credit Unions
- Setter Manufacturing
- Simplot
- Spectrum Technologies
- Stoller
- Syngenta
- Taurus Technologies
- TeeJet Technologies
- UAP
- Veris Technologies
- Wigmore
- Wolftrax

2011 OPPORTUNITY OVERVIEW	Platinum \$12000	Gold \$6000	Silver \$3300	Bronze \$1750
PROMOTION PREVIOUS TO THE EVENT				
Linked Logo prominently displayed on The Farm Forum Website HomePage	✓	✓	✓	✓
Linked Logo prominently displayed on The Farm Forum Website Partners Page	✓	✓	✓	✓
Logo included on promotional email campaigns	✓	✓	✓	✓
Logo included in multipage event feature in The agAdvance Journal	✓	✓		
Logo included in advertisements in major ag publications	✓	✓		
Logo included on Direct Mail to +10,000 farmers	✓			
RECOGNITION AT THE EVENT				
Your Logo on The Farm Forum Event Agenda	✓	✓		
Participation in Radio, TV, WebMedia, and PrintMedia Interviews	✓	✓	✓	✓
Logo on Banquet Placemats	✓	✓	✓	✓
Logo and photos of "your team and products in action" on moodsetter	✓	✓		
Logo on moodsetter presentations			✓	✓
Company Banner can be hung in the Banquet Room 4'x4'	✓	✓		
Banner recognition on main banquet stage throughout the event	✓			
Industry Partner Recognition Ceremony at the Wednesday Breakfast	✓	✓	✓	✓
PARTICIPATION				
Delegate passes	8	3	2	1
20 x 10 exhibit with 1st choice of preferred location	✓			
20 x 10 exhibit		✓		
10 x 10 exhibit			✓	✓
Host your own Technical Breakout Session (subject to approval)	3	2	1	0
Add an incremental 10' of exhibit frontage for \$1000.00	✓	✓	✓	✓
OTHER OPPORTUNITIES				
Details following the Gold, Silver and Platinum Sponsor pages.				
Contact Chris Paterson: 403.999.7269 or cpaterson@agritrend.com				

\$12,000

PLATINUM INDUSTRY PARTNER

PROMOTION

- Linked Logo prominently displayed on The Farm Forum Event Website HomePage
- Linked Logo prominently displayed on The Farm Forum Event Website Industry Partners Page

- Logo included on promotional email campaigns
- Logo included in multipage event feature in The agAdvance Journal
- Logo included in advertisements in all major ag publications
- Logo included on Direct Mail to +10,000 farmers

PARTICIPATION

- Company brochure or product portfolio handed out with registration packages
- Host up to 3 of your own Industry Partner Breakout Sessions
- Add an incremental 10' of exhibit frontage for \$1000.00

PARTICIPATION

- 20 x 10 exhibit with 1st choice of preferred location

RECOGNITION

- Your Logo on The Farm Forum Event Agenda (by level recognition)
- Participation in Radio, TV, WebMedia, and PrintMedia Interviews
- Logo on Banquet Placemats
- Logo and photos of "your team and products in action" on moodsetter presentations
- Company Banner 2.5'x4' can be hung high in the Banquet Room throughout the event
- Banner recognition on main stage throughout the event
- Industry Partner Recognition Ceremony at the Wednesday Breakfast

ATTENDANCE

- 8 Passes (Value \$500each) for your team or your customers
- Save \$150 per pass if you bulk buy 10 or more at once before Oct 31st.

\$6,000

GOLD INDUSTRY PARTNER

PROMOTION

- Linked Logo prominently displayed on The Farm Forum Event Website Industry Partners Page
- Logo included on promotional email campaigns
- Logo included in multipage event feature in The agAdvance Journal
- Logo included in advertisements in all major ag publications
- Logo included on Direct Mail to +10,000 farmers

PARTICIPATION

- 20 x 10 exhibit
- Host up to 2 of your own Industry Partner Breakout Sessions
- Add an incremental 10' of exhibit frontage for \$1000.00

ATTENDANCE

- 3 Passes (Value \$500 each) for the Event
- Save \$150 per pass if you bulk buy 10 or more at once before Oct 31st.

RECOGNITION

- Your Logo on The Farm Forum Event Agenda (by level recognition)
- Participation in Radio, TV, WebMedia, and PrintMedia Interviews
- Logo on Banquet Placemats
- Logo and photos of "your team and products in action" on moodsetter presentations
- Company Banner 2.5'x4' can be hung high in the Banquet Room throughout the event
- Industry Partner Recognition Ceremony at the Wednesday Breakfast



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\$3,300

SILVER INDUSTRY PARTNER

PROMOTION

- Linked Logo prominently displayed on The Farm Forum Event Website Industry Partners Page
- Logo included on promotional email campaigns
- Logo included in multipage event feature in The agAdvance Journal

PARTICIPATION

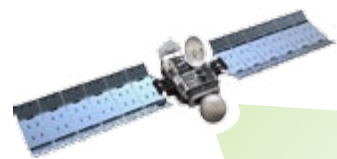
- 10 x 10 exhibit
- Option to host one of your own Industry Partner Breakout Sessions
- Add an incremental 10' of exhibit frontage for \$1000.00

RECOGNITION

- Participation in Radio, TV, WebMedia, and PrintMedia Interviews
- Logo on Banquet Placemats
- Logo on moodsetter presentations
- Industry Partner Recognition Ceremony at the Wednesday Breakfast

ATTENDANCE

- 2 Passes (Value \$500 each) for the Event
- Save \$150 per pass if you bulk buy 10 or more at once before Oct 31st.



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\$1,750

BRONZE INDUSTRY PARTNER

PROMOTION

- Linked Logo prominently displayed on The Farm Forum Event Website Industry Partners Page
- Logo included on promotional email campaigns
- Logo included in multipage event feature in The agAdvance Journal

PARTICIPATION

- 10 x 10 exhibit
- Add an incremental 10' of exhibit frontage for \$1000.00

RECOGNITION

- Participation in Radio, TV, WebMedia, and PrintMedia Interviews
- Logo on Banquet Placemats
- Logo on moodsetter presentations
- Industry Partner Recognition Ceremony at the Wednesday Breakfast

ATTENDANCE

- 1 Pass (Value \$500 each) for the Event
- Save \$150 per pass if you bulk buy 10 or more at once before Oct 31st.



AS AN INDUSTRY PARTNER THERE ARE COUNTLESS OPPORTUNITIES



The Tuesday night Mixer Sponsor

You name the event, your representatives act as hosts, your people and products and customers in action are shown on the rotating slide show, great recognition.

Cost is \$6000 or co-sponsor with another company at \$3000 each

Meal Sponsor

You name the meal, your 2'x4' logos are hung over the buffet lines, the serving staff will wear apparel with your logos, the presentation screen can have photos of your employees and customers in action.

Cost \$1500 breakfast, \$2500 lunch



Pre-Banquet Happy Hour Sponsor in exhibit area

You name the event, hand the tickets out, and get the recognition of buying a well deserved drink after a full day.

Cost \$2000

Wednesday night Banquet Sponsor

You name the event, your 2'x4' logos hang over the buffet lines, the serving staff will wear apparel with your logo, the presentation screen will have rotating photos of your employees and products and customers in action during the meal. You will have five minutes to speak in front of the entire audience, or three minutes plus a two minute TV commercial.

Cost \$4000



Wednesday night Wine Sponsor

Get a plug for your company and be recognized and appreciated by the entire audience. Customized wine labels or coasters optional.

Cost \$2500

Wednesday night Casino Sponsor

You name and host the casino, speak in front of the entire audience for three minutes to open the event, dealers will wear apparel with your logo. Your company helps draw for prizes the next morning.

Cost \$6000 or co-sponsor with another company \$3000 each

Nutrition Break sponsor

You name the session, your logo is displayed, recognition at podium and in the agenda.

Cost \$750.

Sponsor a Student Program

Sponsor a student for \$60, Agri-Trend will match your payment, and the student can get a \$180 event pass for only \$60. Sponsoring ten or more gets you the complete contact information and questionnaire results for all participating students. Lots of recognition comes with this opportunity as well as public acknowledgement on campuses and in newspapers.

Bulk Buy Program

You may bulk buy event passes for your team or your customers at a discounted cost of \$350 each if you purchase ten or more before Oct 31st, save \$1500.

Prize Donation for Casino Raffle

Casino participants buy raffle tickets with their winnings, and are drawn for prizes the next morning. Minimum prize value of \$200, the average is \$1200! Coupons for actual products work great as prizes. Industry reps participating in the casino are encouraged to donate their winnings to their favorite farmer, thus winners will be bonafide farmers. Excellent way to get your product used by a top farmer. Your prize donation will be displayed throughout the entire event as a product advertisement.

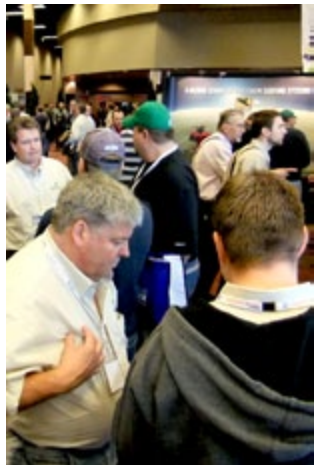
Caribbean Cruise Sponsor

Trip for two for early registrants. You name the contest, great pre-event advertising, you draw the winner, the winner agrees to advertise in a major newspaper after the trip.

Cost \$3500.



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AGRI-TREND
GROUP OF COMPANIES

The Farm Forum Event is brought to you by Agri-Trend Group of Companies.
Call or click to learn more today:

1.877.276.7526 » www.AGRI-TREND.com

#6, 4630 - 61st Street - Red Deer, Alberta T4N 2R2