

### ALL SPONSORSHIP PACKAGES INCLUDE:

As a sponsor of the Agrifuture Conference, you will have access to a variety of complimentary marketing tools to help building up your brand and reach even more attendees.

#### Free exhibition passes which sponsors/exhibitors can use to invite key players and prospects for free!

150 exhibition admission vouchers

value: \$4,500

#### Complimentary discount code for delegate tickets (tickets include 1-night hotel + American Breakfast, coffee break and lunch):

250 promo codes of 25% discount on 2-day Agrifuture Conference delegate ticket

value: \$23,750

#### Agrifuture Conference digital marketing toolkit:

- Banner ads and event logos to boost brand awareness - The Agrifuture Conference Team will provide professional co-branded banner ad templates and event logos for all sponsors and exhibitors to put on their website, email signature, social media and other digital marketing channels.
- Pre-event customized landing page and emails with innovative content - The Agrifuture Conference Team will provide personalized landing pages and newsletter invitation templates to all sponsors and exhibitors. (advertorial texts & photos are supplied by sponsors and exhibitors.)

#### Post-event benefits:

- Delegate contact list (company name, delegate name, job title) two weeks after the event (if delegates have approved the disclosure of data to sponsors)
- Updates of the post-event research among delegates, including trending topics and company's speaker evaluation
- First access to the Series Events in the coming years

### ADDITIONAL SPONSORSHIP OPPORTUNITIES:

**Exhibitor Sponsor** - \$3,990 all items incl. stand package of 6 sqm

- \$2,990 all items incl. stand package of 4 sqm

- Company logo and hyperlink on event's website and all digital communications
- Media entry: Company name, logo, profile (100 words)
- Logo on all signage and decorative displays at the event as Exhibitor Sponsor
- 2 conference passes

#### Speaking Sponsor

\$2,500 for new sponsors

\$1,500 for exhibitors of AGRITECHNICA ASIA & Horti ASIA 2020

- Ability to make 20-minute speaking presentation
- 1 attendee pass for networking sessions

**Coffee Break & Lanyard Sponsor** - select 2 sponsorship items for \$10,900 and 3 items for \$12,900

- Morning Coffee Break (2 available for day 1 or day 2, logo to be placed on snacks)
- Afternoon Coffee Break (2 available for day 1 or day 2, logo to be placed on snacks)
- Lunch Sponsorship (1 available for day 1, logo to be placed on lunch box)
- Networking Breakfast (1 available for day 1, logo to be placed on coffee cup)
- Lanyards (1 available)

Remark: All prices plus VAT 7%.

Customization is possible. Please contact organizer for further details.

### SPONSORSHIP PACKAGES

|   | INNOVATION PARTNER<br>EXCLUSIVE SPONSOR              | PLATINUM SPONSOR                                     | CONTENT PARTNER                                     | GOLD SPONSOR  | SILVER SPONSOR                                      |
|---|--|--|---|---|---|
|   | \$18,990<br>incl. stand package of 36 m <sup>2</sup> | \$15,990<br>incl. stand package of 18 m <sup>2</sup> | \$13,990<br>incl. stand package of 9 m <sup>2</sup> | \$11,990<br>incl. stand package of 9 m <sup>2</sup> | \$10,990<br>incl. stand package of 9 m <sup>2</sup> |
|   | (1 available)  | (2 available)  | (3 available)                                       | (4 available)                                       | (5 available)                                       |
| <b>Conference pass<br/>(admission to all conferences;<br/>including coffee breaks and lunch) :</b>  | 10 conference passes<br>(value \$3,800)              | 5 conference passes<br>(value \$1,900)               | 3 conference passes<br>(value \$1,140)              | 3 conference passes<br>(value \$1,140)              | 3 conference passes<br>(value \$1,140)              |
| <b>Pre-Event Benefits:</b>  |  |  |   |   |   |
| E-mail campaign sent to all Agrifuture Conference delegates; mailing 2 weeks prior to the event   | ✓  | ✓  | ✓   |   |   |
| CEO testimonial included in 2 press releases and social media posts (min. one per month)  | ✓  | ✓  | ✓   | ✓   |   |
| Opportunity to provide a wish list of delegates/ companies you would like to meet at the event.   | ✓  | ✓  | ✓   | ✓   | ✓   |
| Advance notice of attending delegates, including names, job titles, and company names (list will be sent 10 days and 5 days prior to the show opening if delegates have approved the disclosure of data to sponsors)                                  | ✓  | ✓  | ✓   | ✓   | ✓   |
| Prominent placement of company logo in all printed materials and conference transition period   | ✓  | ✓  | ✓   | ✓   | ✓   |
| Company logo and hyperlink on event's website and digital communications including<br>1. registration portal 2. pre-regis confirmation email 3. EDM headline banner 4. post event report (testimonial) 5. website branded as sponsor 6. VTR interview | All  | All  | Selected  | Selected  | Selected  |
| <b>At-Event Benefits:</b>   |  |  |   |   |   |
| Ability to make short welcome remarks to all attendees at beginning of the conference (welcome remarks must be non-commercial; 5-8 mins.)   | ✓  |  |   |   |   |
| CEO welcome message + photo is included in daily content-led marketing e-mail campaigns sent to 1,000 registered decision makers  | ✓  | ✓  |   |   |   |
| Ability to make 20-minute speaking presentation + 10-min Q&A to all attendees after keynote speaker remarks   | ✓  | ✓  | ✓   |   |   |
| Logo in all printed materials, signage and decorative displays at the event   | ✓  | ✓  | ✓   | ✓   | ✓   |
| Company brochures pre-inserted in the conference kit  | 3  | 2  | 1   |   |   |
| Sponsorship acknowledgement page of company name, logo, profile, and contacts printed on the event handout  | Full page  | Half page  | Half page   | 250 words   | 150 words   |

Organized by