



THE
FERTILIZER
INSTITUTE

August 12-14, 2024

St. Louis Union Station Hotel

St. Louis, Missouri



Agronomy Conference & Expo

transforming ag retail through innovation

P R O S P E C T U S

The InfoAg Conference is now the **Agromony Conference and Expo**



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.



Agronomy
Conference & Expo

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Agronomy Conference & Expo



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.**





Agronomy Conference & Expo

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.
Compass Minerals
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 Agrosience, 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.
Inn victis
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



Agronomy Conference & Expo

Companies who attended last year's conference:

Marco Liquid Fertilizer	Poole Agribusiness	TDN, LLC
McGregor/AgWorks	Praxidyn	TeeJet Technologies
McKee, Voorhees & Sease PLC	Precision Ag Reseller	TELUS Agriculture
MFA Incorporated	Precision AI	Tessengerlo Kerley, Inc.
Midwest Laboratories	Precision Planting	The Mosaic Company
MillPont	Proagrica	The Nature Conservancy
Missouri Agribusiness Association	Professionals for Fertilizers	The Western Producer
Missouri Partnership	Quorum Bio	The Yield Lab
Missouri S&T	RiceTec	Tiger-Sul Products, LLC
Missouri University of Science and Technology Rolla	Rio Tinto	Tom Earth/Object Computing
Moonraker Insights LLC	Rogo Ag LLC	Top Ag Cooperative
MyAgData	Rowland Materials Company	ucrop.it LLC
MyFarms	Sabanto, Inc.	University of Illinois Urbana- Champaign
Nachurs Alpine Solutions Corp.	Sackett-Waconia	University of Illinois: Data-Intensive Farm Management
NDSU Agricultural and Biosystems Engineering	SAS	UW-Whitewater
New Leader	Scott Equipment	Vantage Midsouth
North Dakota State University	Sentera	Virginia Polytechnic Institute and State University
Northern Country Coop	SharkFarmer	Vision Technology Management, LLC
Nutrien Ag Solutions	Shell Thiogro	Visionary Agronomics
OCP North America	Simplot	Wabash Valley Service Company - Allendale
Ohio State University	SNF Holding Company	Waters Agricultural Laboratories, Inc.
Oklahoma State University	Software Solutions Integrated	Waypoint Analytical
Organisan Corp	Soilmap	Willard Agri-Service of Frederick, Inc.
Ostara	SoilView LLC	Wright Ag Consulting
PatternAg	Source Allies	Yale University
PCT Agcloud	Southwest Research Institute	Yara North America
Peko	Spectrum Technologies, Inc.	Zhejiang University
Perfect Flight	SQM North America Corp.	
Phospholutions	Stoller USA	
Planet	Stratovation Group, LLC	
	Syngenta Crop Protection	
	Taranis	



Agronomy Conference & Expo

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:

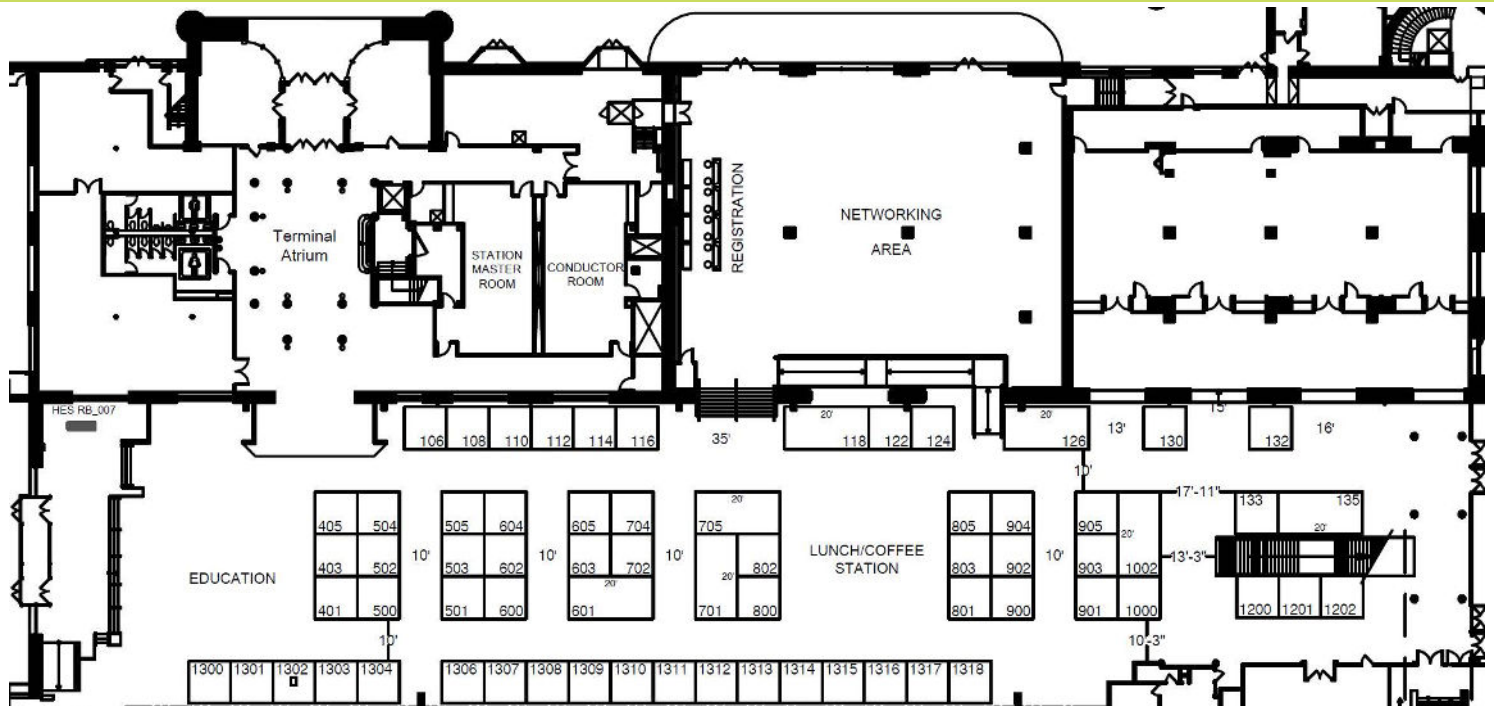
- 8' high draped back and 3' side skirting
- One (1) 6' draped table
- Two (2) folding chairs
- One (1) exhibitor identification sign 7" x 44"
- One (1) wastebasket
- Opportunity for lead retrieval
- Two full conference registrations with each booth space purchased
- Up to 10 complimentary customer invites 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



Why Sponsor?

- Create, develop and enhance credibility
- Highly-targeted marketing
- Media exposure
- Brand awareness & recognition
- Generate new sales & relationships
- Drive lead generation
- Access to contact lists & broadcast opportunities

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

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

Exhibit & Sponsor Contract



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