



THE FERTILIZER INSTITUTE
ANNUAL
BUSINESS CONFERENCE

February 10-11, 2025

**JW Marriott Desert Springs Resort & Spa
Palm Springs, California**

For TFI Members Only

Sponsorship Opportunities

- ✓ Raise Your Corporate Visibility
- ✓ Network with Industry Leaders
- ✓ Showcase Your Company Brand



Build Personal Connections in 2025

The Fertilizer Institute's Annual Business Conference is a professional meeting that brings fertilizer business leaders and decision makers together to network and conduct business meetings.

Generate Impact!

Reach your customers and prospects with innovative, appealing messaging at multiple touchpoints throughout the conference and hotel.

LET'S GET DOWN TO BUSINESS!

Meet with professionals from all facets of the fertilizer industry including producers, manufacturers, retailers, brokers/traders, consultants, sales executives, and service providers. Take advantage of networking opportunities during the keynote breakfast meetings and evening receptions. The bulk of meetings are private, scheduled in advance by individual attendees in suites and meeting rooms.

Create Your Own Custom Sponsorship Opportunity!

Not seeing an offering that perfectly fits your need? Let's chat! How about a signature coffee at the café or a specialty cocktail sporting a "Compliments of ..." business card to introduce a new product? We can do that, too. From something as simple as a window cling with your logo to a multi-prong promotional campaign to anything in-between, we're happy to help turn your creativity into a memorable corporate showcase. Just ask us!

Contact Bella Shain, TFI Manager of Sales & Membership at bshain@tfi.org or **(202) 515-2717** for more information. Please note: Sponsorship opportunities are exclusive to members of The Fertilizer Institute. Join now to increase your company's brand recognition in the industry.





Companies who attended the 2024 Annual Business Conference

3H Trading Company LLC
Acuity Commodities
ADM Fertilizer
AdvanSix, Inc.
Ag Manure Solutions, LLC
AGI
Agricultural Retailers Association
Agriculture Future of America
AGRIServices of Brunswick, LLC
Airgas Specialty Products
Alchemy Experts
American Plant Food Corporation
Ameropa North America, Inc
Anglo American Woodsmith
Limited
Applied Chemical Technology,
Inc.
Argus Media
ArrMaz Products, Inc.
Atlas Agro North America Corp
Austin Powder Company
BHP
Big Muddy Agronomics, LLC
Bilicek Consulting
Bloomberg Research
Blue Sky Agri-Source
BNSF Railway
BRANDT, Inc.
CALAMCO
Cameron Micronutrients
Canadian National Railway
Canadian Pacific Railway
Cargill
CF Industries, Inc.
CHS Inc.
Colusa County Farm Supply
Compass Minerals
Concept AgriTek
Cooper Consolidated, CTLC
Cornerstone Chemical Company
Crop Production Services
CSX Transportation
CVR Partners, LP
DASCO Incorporated
Direct Hedge
Dreymoor America LLC

Dyno Nobel Inc.
E.C.O. Fertilizers Inc.
Elevar Agri-Solutions
Eolian Energy
EuroChem North America
Corporation
Everest Energy
Federal Co-operatives Limited
Fertilizer Canada
Fibrant
Florida Fertilizer & Agrichemical
Association
Florida FFA Association
Freeport McMoRan Corporation
Frit Industries, Inc.
Grammer Logistics
Green Markets
GreenPoint Ag
GROWMARK, Inc.
HarBrand Inc
Heartland Tank Services, Inc.
Helena Agri-Enterprises, LLC
HELM Fertilizer Corp.
Hexion Inc.
Huma
Humic Growth Solutions, Inc.
ICL Growing Solutions
Illinois Fertilizer & Chemical
Association
IMS Group USA Inc.
Indagro (USA) Incorporated
Innovar AG
Integrated Agribusiness
Professionals
Inter-Chem
International Commodities
Export Corp.
International Raw Materials Ltd.
Intrepid Potash, Inc.
IOC
ISky North America Inc.
ITAFOS
JM Fertilizer, LLC
K+S North America Corporation
KBX Rail, LLC
Keg River Chemical Corp

Keytrade AG
Kiefer Fertilizer Group
Kincannon & Reed
Kirby Agri, Inc.
Koch Fertilizer, LLC
Koch Fertilizer Canada, Ltd.
Kontango
KSM Fertilizer
Landus Cooperative
Leading Authorities
Lesaffre Yeast Corp.
LNRS Data Services Ltd.
LSB Industries
MacroSource LLC
Manuchar NV
Marcus Construction
Martin Resources Inc.
Martin Sulfur
Maslansky + Partners
Mayo Ag Services
MFA Incorporated
Michigan Potash & Salt Company
Morrall Companies, LLC
Mosaic Fertilizer, LLC
N-7 LLC
Nachurs Alpine Solutions Corp.
NAQ Global Corporation
National FFA Foundation
NeuAG LLC
Northern Nitrogen Inc.
Northern Nutrients Ltd.
Nutrien
Nutrien Ag Solutions
Nutrient Agri Products
Oakley Fertilizer, Inc.
OCP North America
Ostara
PrairieLand Ag Inc.
PureFert Trading AG
Pursell Agri-Tech LLC
PVS Sackett-Waconia
Quad Chemical Corporation
R.W. Griffin Feed, Seed, &
Fertilizer, Inc.
Richardson International Limited
Rio Tinto

S&P Global Commodity Insights
Saconix LLC
Samsung Fertilizer
SAS International
Savage Services Corporation
Scotts Miracle-Gro Company
SeaGate Terminals, LLC
Shell Trading and Supply
Shrieve Chemical Company
Simplot
Smithfield Foods
Sollio Agriculture
SQM North America Corp
StoneX Group Inc.
SUL4R-PLUS, LLC
Sulphuric Acid Trading Company,
Inc.
Sylvite Sales Inc.
Synagri S.E.C
Synsus Private Label Partners,
LLC
Tessenderlo Kerley, Inc.
Texas International Terminals
The Andersons, Inc.
The Equity
The McGregor Company
The Mosaic Company
The Sulphur Institute
ThorAg, LLC
TradeMark Nitrogen Corp.
Trammo Inc.
Twin State Inc.
UKT Chicago, Inc.
Union Pacific Railroad
United Services Association
Webster, Chamberlain, & Bean,
LLP
Wilbur-Ellis Company
Wilson Chemical Solutions
WinField United-Crop Nutrients
Yara North America, Inc.



SPONSORSHIP OPPORTUNITIES



ALL LEVELS

- Recognition of sponsorship on website, digital promotion, and event signage (must commit by January 2025)
- Logo and description listed in exclusive sponsor section of Conference Mobile App
- Recognition of sponsorship during opening General Session (logo on screen and verbal recognition)
- All sponsors in attendance will receive distinctive "Sponsor Ribbons" to wear throughout the event
- List of attendees with contact details via Excel format
- Right of first refusal for sponsorship of same event, if offered, in 2026



TITANIUM LEVEL OPPORTUNITIES: \$13,000 AND ABOVE

Benefits exclusive to Titanium-level Sponsorships include:

- *Two (2) complimentary attendee passes for sponsor company (\$2,950 value)*
 - *Priority meeting space reservations*
 - *One (1) reserved breakfast table*
- | | |
|--|----------|
| • Opening General Session & Keynote (Tuesday, 2/10) | \$15,000 |
| • Closing General Session & Industry Keynote (Wednesday, 2/11) | \$15,000 |
| • Monday Evening Welcome Reception | \$13,000 |
| • Tuesday Evening Conference Reception | \$13,000 |



DIAMOND MEMBER SPONSOR: \$12,500

Benefits exclusive to Diamond-level Sponsorships include:

- *One (1) complimentary attendee pass for sponsor company (\$1,475 value)*
- *Priority meeting space reservations*
- *One (1) reserved breakfast table*



PLATINUM LEVEL OPPORTUNITIES: \$9,000 - \$12,499

- Hotel Key Cards..... \$12, 450
- Conference WiFi \$10,000
- Branded Welcome Bag \$10,000
- Printed Program (deadline 1/17)..... \$9,500
- Branded Confirmation Email \$9,000



GOLD LEVEL OPPORTUNITIES: \$8,999 and below

- Conference Mobile App..... \$8,000
- Badge \$8,000
- Branded Suite and Meeting Room Flyer and Signage \$8,000
- Coffee Break (2) (1st or 2nd Day)..... \$6,500 each
- Branded Pre-Conference Attendee Emails (4) \$6,000
- Exhibit Table Only \$5,000
- Printed Materials at Registration (provided by Sponsor) \$5,000

Sponsorship Add-Ons:

- Sponsor Push Notifications in the Mobile App..... \$2,000
- One-time Email Promoting Your Company's Presence at the Event \$1,500

We can help maximize your company's visibility this upcoming year! Book an appointment with **Bella Shain**, our Manager of Sales & Membership at bshain@tfi.org, to strategize how TFI can help you achieve your business marketing goals in 2025 and beyond!



Mark Your Calendar for Our Other Events in 2025

World Fertilizer Conference

September 15-17, 2025
Hilton Chicago, Chicago, IL

Annual Business Conference

February 16-18, 2026
Signia by Hilton-Bonnet Creek, Orlando, FL





Sponsor and Network at the FERT/ Nutrients for Life Foundation Golf Tournament



MONDAY, FEBRUARY 10, 2025

**DESERT SPRINGS GOLF CLUB AT THE JW MARRIOTT
DESERT SPRINGS RESORT AND SPA**

**10:00 A.M - LUNCH, DRIVING RANGE
AND PUTTING FACILITIES OPENED**

11:00 A.M. - SHOTGUN START



FOURSOME: \$6,000

LUNCH SPONSOR: \$6,000

AMENITY SPONSOR: \$6,000

HOLE SPONSOR: \$5,000

BEVERAGE CART SPONSOR: \$4,000

GENERAL SPONSOR: \$3,000

* Individual players are \$750. (Not eligible to win the Fertilizer Cup but are eligible to win the individual contest holes. Individual players will be placed randomly together and can not pick teams.)

Sponsor Commitment Form Sponsorship(s) (check all that apply):

Titanium Sponsor: \$13,000 and above

- Opening General Session & Keynote (Feb. 10): \$15,000
- Closing General Session & Industry Keynote (Feb. 11): \$15,000
- Monday Evening Welcome Reception: \$13,000
- Tuesday Evening Closing Reception: \$13,000

Diamond Member Sponsor: \$12,500

Platinum Sponsor: \$9,000 - \$12,499

- Hotel Key Cards: \$12,450
- Conference WiFi: \$10,000
- Branded Welcome Bag: \$10,000
- Printed Program: \$9,500
- Branded Confirmation Email: \$9,000

Gold Sponsor: \$8,999 and below

- Conference Mobile App: \$8,000
- Badge: \$8,000
- Branded Suite and Meeting Room Flyer and Signage: \$8,000
- Coffee Break (1st or 2nd Day): \$6,500 each
- Branded Pre-Conference Attendee Emails (4): \$6,000
- Exhibit Table Only: \$5,000
- Printed Materials at Registration (provided by Sponsor): \$5,000

Sponsorship Add-Ons:

- Sponsor Push Notifications in the Mobile App: \$2,000
- One-time Email Promoting Your Company's Presence at the Event: \$1,500

Note: All sponsors must submit their company logo in a vector file format along with this form.

Amount: _____ Contact Person: _____

Company: _____

Address: _____

Phone Number: _____ Fax Number: _____

Email: _____ Website URL: _____

Comments: _____

***NOTE:** Event sponsorship is not guaranteed available until confirmed by the TFI office.

My signature below affirms that I have read the document outlining the recognition package I will receive for my sponsorship in addition to the Sponsorship Rules and Regulations and that I agree to all terms.

Signature: _____ Date: _____

Please return to Bella Shain at the TFI office: Phone: (202) 515-2717 | **Email:** bshain@tfi.org

Bella Shain, 4201 Wilson Boulevard, Suite 700, Arlington, VA 22203

SPONSORSHIP RULES AND REGULATIONS: New sponsorship ideas are encouraged. If any company would like to make a special request, please contact the TFI office for approval. Sponsorship of all items must be for the exact amount stated on the menu. Companies are prohibited from any embellishing of their recognition package through the use of their own promotional materials without prior written approval by TFI. For any sponsorship questions or concerns, please contact Bella Shain, Manager of Sales & Membership, at (202) 515-2717 or bshain@tfi.org.

a. Sponsorships must be paid in full 30 days prior to the convention to ensure full recognition to the sponsoring company.

b. Sponsors begin receiving recognition on the TFI website immediately upon completion of this form.

Thus, sponsorships may not be canceled and are not eligible for a refund.