



THE
FERTILIZER
INSTITUTE

August 4-6, 2025

JW Marriott

Indianapolis, Indiana



Agronomy Conference & Expo

transforming ag retail through innovation

P R O S P E C T U S

The InfoAg Conference is now the **Agronomy 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



Agronomy Conference & Expo

Companies who attended last year's conference:

Ag Technology Solutions Group
Agmatix
AgPlus
Agrete Software
Agri-Advantage
Agricultural Retailers Association
AgriERP by Folio3
Agro-K
AgroLiquid
AgTec Innovations
AgWorks/FieldReveal by McGregor Technologies
AgXplore International
Anheuser-Busch
Arkema-ArrMaz
Atlas Agro North America
Bodyne USA
BioSTL
Borregaard
Chemical Dynamics
CRD Agronomics
Cryotech
Deveron
DKF Prescription Mapping
Dunham Trimmer
Environmental Initiative
Esri
Ever.Ag Agribusiness
Evoia
EVONIK
EZ-Frops
Farm Journal Media
FarmChem
Farmers Edge
FarmWeek
Fertilizer Canada
FieldWatch
GoAnna Ag
GroPro
GROWMARK
Haifa Group
HarBrand
Helena Agri-Enterprises
Hello Nature Bioscience

Huma
Humic Growth Solutions
Huntsman International
Illinois Fertilizer & Chemical Association
Innoquest
Intelinair
INTENT
Isky North America
Koch Agronomic Services
Koch Fertilizer Canada
Kopperr Group
Kuhn North America
Kula Bio
Kynetec
Lakeside Farms
M&S Roberts Farms
ManPlan
Macro Liquid Fertilizer
Maruti Fertilizer & Chemicals
MFA Incorporated
Microsoft
Midwest Laboratories
Missouri Pellets
Morrall Companies
Nachurs Alpine Solutions
Nestle Purina Petcare
Novus Ag
Nutrien
Nutrien Ag Solutions
Olds Fertilizers & Agri Services
Onset-HOBO Data Loggers
Ostara
Pacer Technology
PatternAg
Pct.Ag
Performance Crop Research
Performance on Purpose
Pivot Better Learning
Planet Earth Agronomy
Pluton Biosciences
Precision Planting
Premier Crop Systems
Pursell Agri-Tech

Redox Chemicals
Rio Tinto
River Ag
Rohrer Seed Solutions
Rosen's
Rush & Duttler Consulting
SABIC Agri-Nutrients
Semios
Signature Farms
SIMERTY/Stallion Oilfield Infrastructure
Simplot
Simplot Grower Solutions
Software Solutions Integrated
Soil Solutions Consulting
Soiltech Wireless
SoilView
Solera Energy
The Andersons
The High Plains Journal
The McGregor Company
The Mosaic Company
The Yield Lab
Tidal Grow AgriScience
Timac Agro
Top Ag Cooperative
Trace Genomics
Troop Consulting Services
Twin State
U.S. Sugar Specialty Products
USDA- Natural Resources Conservation Service
Valent BioSciences
Verdesian Life Sciences
Vision Technology Management
VRAFY
Ward Laboratories
Waters Agricultural Laboratories
Waterway Ag
Waypoint Analytical
Weather 20/20
Wilbur-Ellis Company
Willard Agri-Service
Yara North America



Agronomy Conference & Expo

With TFI's re-branding of InfoAg to ACE in 2024, we are continuing our focus on this being the industry's preeminent conference for nutrient stewardship in 2025. Maximize your time in Indianapolis in front of a key agronomist and retail professional audience by exhibiting and sponsoring.

- 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

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 at 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!**

Why Exhibit or Sponsor?

- **Create, develop, and enhance retail credibility**
- **Highly-targeted marketing**
- **Media exposure**
- **Brand awareness & recognition**
- **Generate new sales & relationships**
- **Drive lead generation**

Sponsorship Benefits

- **Recognition on event website, marketing emails, and event signage**
- **Listed in exclusive sponsor section of the Mobile App**
- **Recognition of sponsorship during event programming**
- **List of attendees with contact details**
- **Complimentary registration based on sponsorship level**
- **Right of first refusal for sponsorship of same event, if offered, in 2026**

Sponsorships

Titanium

- 4R Advocate Sponsor: \$15,000
- Retail Industry Leader Keynote: \$15,000
- Late Night Party: \$10,000
- Hotel Key Cards Sponsor: \$8,500
- Networking Lunch Sponsor: \$8,000
- Education Sponsor: \$8,000

Platinum

- Pre-Conference Field Tour Sponsor: \$7,500
- Registration & Badge: \$7,500
- Happy Hour Sponsor: \$7,500

Gold

- Conference WiFi Sponsor: \$6,000
- Coffee & Networking Breaks: \$5,000 per day
- Conference Mobile App: \$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

Not seeing an offering that fits your company's business needs? Want to create a one-of-a-kind offering? Contact Bella Shain, bshain@tfi.org, to discuss a customized solution.

Exhibitor Opportunity

To maintain our agronomist/retailer to exhibitor ratio, we are intentionally limiting our exhibitor opportunities to 30 companies. First come, first served.

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
- 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: \$3,400
- Non-Member: \$3,500

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: \$3,400 per 10'x10' x (# of 10'x10' booth spaces) = \$ _____

Non-Member: \$3,500 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 and/or exhibitor cancellation (voicemails NOT accepted) by April 1, 2025, to receive a refund. Cancellation requests must be sent to Bella Shain bshain@tfi.org. No refunds will be issued after April 1, 2025. 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: Bella Shain | bshain@tfi.org