

The Fertilizer Institute Presents

# Info Ag

August 3 – 4, 2021

Union Station Hotel | St. Louis, MO, USA

*A strong tradition of connecting the agriculture community to product, technology and service innovators through networking and education*

P R O S P E C T U S

Since 1995, InfoAg has been the leading event in precision agriculture. 1,300+ attendees from 20 countries, offering a unique opportunity to engage the top practitioners searching for technology-driven solutions. Now managed by The Fertilizer Institute, the conference has expanded to include a broader reach of tools, technologies, and practices that crop advisors can use to advance agriculture. The conference continues to build on its strong history and tradition of educating crop advisors and agricultural retailers with the integration of a broader perspective of solutions to support the 4R Nutrient Stewardship framework.

**Who Should Exhibit and Sponsor:** Technology-driven providers looking to expand their market share, educate and inform new customers, and network with thought-leaders in the industry.





# Shine The Spotlight On Your Offerings And Advancements!

InfoAg attracts ag retailers, crop consultants, growers, suppliers, agronomists and educators from around the world. It is the perfect venue to deepen market relationships and promote your company's brand to buyers ready for business.

## InfoAg Sponsorship/Exhibitor Combos

All

PLATINUM

**GOLD**

SILVER

Sponsorships Include:

- Sponsor name and logo in conference promotional materials
- Sponsor name and logo in the official program
- Sponsor name and logo in the smartphone app
- Sponsor name, logo and link on Infoag.org
- Sponsor name and logo on signage at event
- Sponsor name and logo in marketing-based conference newsletters
- First right of refusal to continue sponsorship for future conferences

\*Sponsor opportunities subject to change without notice

<b>PLATINUM</b> <b>Sponsorship: \$10,550</b> (10 Available)	<b>GOLD</b> <b>Sponsorship: \$6,550</b> (10 Available)	<b>SILVER</b> <b>Sponsorship: \$3,950</b> (10 Available)
<ul style="list-style-type: none"> <li>• Two booths in Exhibit Hall (dependent on availability)</li> <li>• Four Complimentary Full Conference registrations</li> <li>• 12 \$100 coupons good toward registration (excellent bonus for top customers)</li> <li>• Two digital e-invitations to invite customers to your booth</li> <li>• 20-minute speaking slot in the Sponsor Showcase (dependent on availability)</li> <li>• Opportunity to add promotional material to the "swag bag". Please submit items by July 16, 2021.</li> </ul>	<ul style="list-style-type: none"> <li>• One booth in Exhibit Hall (dependent on availability)</li> <li>• Three Complimentary Full Conference registrations</li> <li>• Six \$100 coupons good toward registration (excellent bonus for top customers)</li> <li>• One digital e-invitations to invite customers to your booth</li> <li>• 10-minute speaking slot in the Sponsor Showcase (dependent on availability)</li> <li>• Opportunity to add promotional material to the "swag bag". Please submit items by July 16, 2021.</li> </ul>	<ul style="list-style-type: none"> <li>• One booth in Exhibit Hall (dependent on availability)</li> <li>• Two Complimentary Full Conference registrations</li> <li>• Three \$100 coupons good toward registration (excellent bonus for top customers)</li> </ul> <div data-bbox="1073 1640 1507 1900" style="background-color: #003366; color: #FFD700; padding: 10px;"> <p><b>Additional Sponsorship Opportunities</b></p> <p>These opportunities do NOT include registration, discounts, exhibit space or program time unless noted.</p> </div>

**Sponsor Sales Contacts**  
InfoAg.org

**Peyton Harper** | The Fertilizer Institute | (615) 390-2951 | pharper@tfi.org  
**Mariana Gallo** | The Fertilizer Institute | (202) 515-2707 | mgallo@tfi.org



# InfoAg Sponsorship Opportunities

\*Sponsor opportunities subject to change without notice

## The Break Room: \$15,000

- Located in Midway East, the prime location for all attendees to grab breakfast, a cup of coffee and lunch
- Home of the Charging Station
- 10 minute speaking slot in the Sponsor Showcase (based on availability)
- Exclusive Sponsor Branding of the entrance into The Break Room from the exhibit hall
- Sponsor name in the official program
- Sponsor name, logo and link on Infoag.org
- Sponsor name and logo on signage at event
- First right of refusal to continue sponsorship for future conferences.

## Opening Reception: \$8,550

- Branded (sponsor logo) e-invitation sent to all attendees prior to reception
- Customized sponsor logo beverage cups
- 10-minute speaking slot in the Sponsor Showcase (dependent on availability)
- Sponsor name in the official program
- Sponsor name, logo and link on Infoag.org
- First right of refusal to continue sponsorship for future conferences

## Tuesday and Wednesday Box Lunch Sponsorship: \$10,000 per day

- Promotional piece placed inside each lunch box
- 10 minute speaking slot in the Sponsor Showcase (based on availability)
- Sponsor name in the official program
- Sponsor name, logo and link on Infoag.org
- Sponsor name and logo on signage at event
- First right of refusal to continue sponsorship for future conferences.



# InfoAg Sponsorship Opportunities

## Refreshment Break – Tuesday: \$3,550

- Sponsoring the morning Continental Breakfast and the afternoon coffee break
- Positioned throughout the only area that food service will be made available for attendees
- Sponsor name on signage
- Sponsor name in the official program
- Sponsor name, logo and link on Infoag.org

## Refreshment Break – Wednesday: \$3,000

- Sponsoring the morning Continental Breakfast and the afternoon coffee break
- Positioned throughout the only area that food service will be made available for attendees
- Sponsor name on signage
- Sponsor name in the official program
- Sponsor name, logo and link on Infoag.org



## Key Card | Single Sponsorship: \$7,550

- Printed, 4-color designed key card given to all
- Sponsor name in the official program
- Sponsor name, logo and link on Infoag.org
- Sponsor name and logo on signage at event

## Registration Lanyard | Sponsor: \$7,700

- One color company logo and/or name (depending on size) presented on lanyard for all attendees
- Sponsor name in the official program
- Sponsor name, logo and link on Infoag.org
- Sponsor name and logo on signage at event







# InfoAg Sponsorship Opportunities

## Charging Station

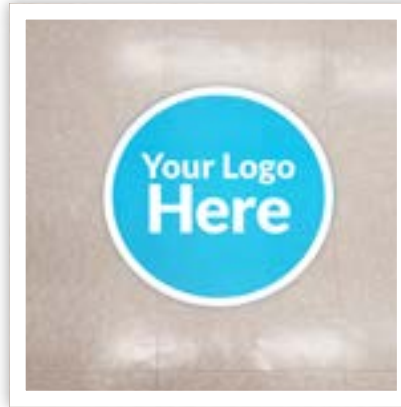
Sponsor: \$3,550



With sponsor supplied artwork, we will print and install the charging station with your company name and products. Includes full color, back wall graphics, and accommodates up to six charging spots.

## Floor Cling

\$2,450 (2 Available)



Point attendees to your booth from wherever they are in the exhibit hall. With sponsor supplied artwork, we will print and install two floor clings, up to eight square feet each, strategically placed around the exhibit hall.

## Elevator Cling

\$3,350 (2 Available)



With sponsor supplied artwork, we will print and install two full-color, full-sized, highly visible clings placed in the hotel's elevators.

## Platform Clings

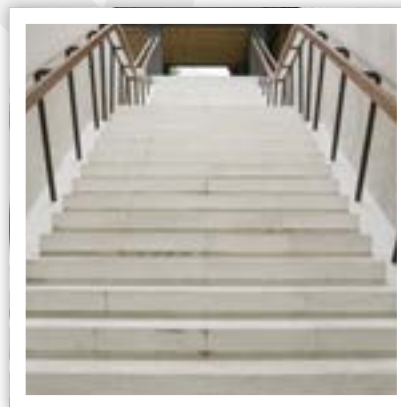
\$3,500



With sponsor supplied artwork, we will print and install two full-color 120x100" clings on the platform landings of the stairs from the hotel registration to the Midway.

## Pegram Staircase

\$3,750



With sponsor supplied artwork, we will print and install full-color clings on the 8 risers of the stairs in the exhibit hall into the Pegram room.

## Conference App

\$3,750



Your Logo will be featured on the InfoAg Conference App. The conference app is used daily by all conference attendees to manage their schedule, search for exhibitors and connect with other attendees.



## InfoAg Exhibitor Opportunity

**Meet face-to-face with hundreds of leading retailers, consultants and growers.**

- A program designed to ensure plenty of time for networking
- Two full conference registrations with each booth space purchased

Display Price: \$2,050 per booth

### Display Space Features:

Each booth comes furnished with the following items:

- 8' high draped back and side walls
  - One (1) 6' draped table
  - Two (2) folding chairs
  - One (1) exhibitor identification sign 7" x 44"
  - One (1) wastebasket
- \*floor plan subject to change



## InfoAg Meeting Rooms

Rental amount is priced per day and does not include food and beverage or AV. Room selection is on a first-come, first served basis.

### Pricing:

**Platinum Sponsor: \$200 | Gold Sponsor: \$350 | Silver Sponsor: \$525 | Non-Sponsor: \$800**

Room Name	Size (sq. ft.)				
Illinois Central	1,298	Dixie Flyer	254	Texas Special	530
NY Central	1,064	Meteor	358	Wabash Cannonball	595
Midnight Special	315	Knickerbocker	396	Burlington Route	651
Zephyr Rocket	234	Jeffersonian	355	Frisco	651
		Colorado Eagle	530	Missouri Pacific	672

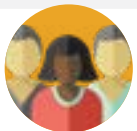
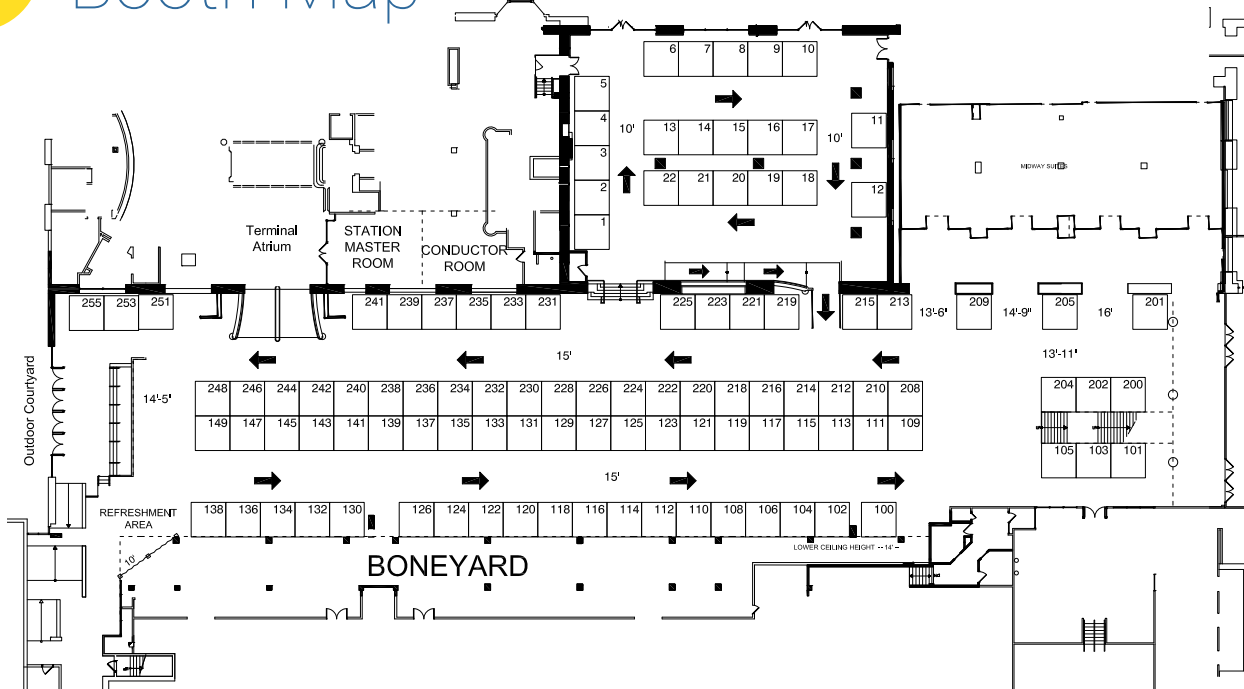
\*Sponsor opportunities subject to change without notice

**Sponsor Sales Contacts**  
InfoAg.org

**Peyton Harper** | The Fertilizer Institute | (615) 390-2951 | pharper@tfi.org  
**Mariana Gallo** | The Fertilizer Institute | (202) 515-2707 | mgallo@tfi.org



# Booth Map



# 2019 Attending Companies Included:

- |  |   |  |   |  |  |
|--|---|--|---|--|--|
| <p>ADAMA<br/>Advanta Seeds<br/>Ag Connections LLC<br/>Ag Leader Technology<br/>AgBest<br/>AGCO Corporation<br/>AgDNA Technologies Inc<br/>AgGateway<br/>AGI-Fertilizer Systems<br/>AgIntegrated<br/>AgLaunch<br/>Agri-AFC, LLC<br/>Agrian Inc.<br/>AgriSync<br/>AgriVision Equipment<br/>Agronomy One, LLC<br/>AgStudio/Granular<br/>Agworld, Inc.<br/>Airbus<br/>American Robotics<br/>Anheuser-Busch<br/>Anterra Capital<br/>Arable Labs, Inc.<br/>Bayer-Climax Corp<br/>Bayer Crop Science<br/>BioSTL<br/>Brandt<br/>Bunge<br/>Bushel<br/>CDMS, Inc.<br/>Central Farmers Cooperative<br/>Ceres Imaging<br/>Christian County FS<br/>CNH Industrial</p> | <p>Compass Minerals<br/>Conserv FS<br/>Cooperative Producers, Inc.<br/>Corteva Agriscience<br/>Countyside Cooperative<br/>County Farm Centre<br/>Crop Quest, Inc<br/>CropTrak<br/>CropZilla Software, Inc.<br/>Crystal Valley Cooperative<br/>Cultura Technologies<br/>Davis Instruments<br/>Deere &amp; Company<br/>DICKEY-john<br/>DISAGRO<br/>DroneDeploy<br/>DTN<br/>EFC Systems Inc<br/>Enterprise Ag Strategies LLC<br/>Esri<br/>Evergreen FS, Inc.<br/>FamilyFarms LLC<br/>Farm Market iD<br/>Farmers Edge Inc.<br/>Farmobile<br/>Farmwave<br/>Field to Market<br/>FieldReveal<br/>Finistere Ventures<br/>First Cooperative Association<br/>Frenchman Valley Coop<br/>Frontier Cooperative<br/>Frontier Farmland<br/>FS PARTNERS</p> | <p>Garden City Co-op Inc.<br/>Geoprospectors GmbH<br/>Geosys<br/>Glades Crop Care, Inc.<br/>Gold Star FS<br/>Gold-Eagle Cooperative<br/>Granular<br/>GreenPoint AG<br/>GROWMARK, Inc.<br/>Hamamatsu Corporation<br/>Harvest Land Co-op<br/>Harvey Fertilizer and Gas Co.<br/>Helena Agri-Enterprises, LLC<br/>Henry Farmers Co-op<br/>Heritage FS, Inc.<br/>Hummingbird Technologies<br/>IBM<br/>Illini FS<br/>IMC<br/>IN10T<br/>Integrated Ag Services<br/>IntelliFarms<br/>International Farming Corporation<br/>IoT America<br/>Iteris<br/>J.R. Simplot Company<br/>John Deere Intelligent Solutions Group<br/>Kahler Automation<br/>Kenzie Mfg.<br/>Koch Agronomic Services<br/>Kova Fertilizer, Inc.<br/>Kubota Tractor Corporation<br/>Kuhn North America<br/>LambWeston</p> | <p>Land O Lakes<br/>Landmark Services Cooperative<br/>Limestone Farmers Cooperative<br/>Louis Dreyfus Company<br/>Luckey Farmers Inc<br/>MFA Inc<br/>MicaSense, Inc.<br/>Microsoft Corporation<br/>Mid-South Farmers Cooperative<br/>Midwest Laboratories<br/>Mitsui &amp; Co., Ltd.<br/>Mosaic<br/>National Crop Insurance Services<br/>Netafim<br/>New Leader Manufacturing<br/>Nichino America<br/>Norder Supply, Inc.<br/>NovAtel<br/>Nutrien Ag Solutions<br/>OCP North America, Inc.<br/>Ozark Laser<br/>PCT AgCloud<br/>Pix4D Inc.<br/>Planet<br/>PrairieLand Partners Inc.<br/>Praxidyn<br/>Precision Ag Partners<br/>Precision Strategy, LLC<br/>PrecisionAg Professional<br/>PrecisionHawk<br/>Premier Ag<br/>Premier Crop Systems, LLC<br/>Proagrica<br/>Process Tech Ag</p> | <p>Prospera<br/>Purdue University<br/>Rantizo<br/>Raven<br/>RDO Equipment<br/>RealmFive<br/>Reinke Manufacturing<br/>Rendel Farms<br/>River Valley Cooperative<br/>Rx Maker, Inc.<br/>SAS<br/>ScoutPro<br/>Senet<br/>senseFly<br/>Sentera<br/>ServiTech, Inc.<br/>SGS North America, Inc<br/>SLANTRANGE<br/>Smart Ag<br/>Snyder's Crop Service LLC.<br/>Software Solutions Integrated, LLC<br/>SoilOptix Inc.<br/>SoilView LLC<br/>Solinftec<br/>SONY<br/>South Central FS<br/>Southern FS<br/>Spectral Evolution<br/>StateLine Cooperative<br/>Strom Farms<br/>Sunrise Cooperative<br/>Syngenta Ventures<br/>Taiwan Agricultural Research Institute<br/>Taranis, Inc.</p> | <p>TeeJet Technologies<br/>Tennessee Farmers Cooperative<br/>Teralytic<br/>TerrAvion<br/>Tessenderlo Kerley<br/>The Andersons<br/>The Climate Corporation<br/>The Fertilizer Institute<br/>The Mosaic Company<br/>The Ottawa Cooperative<br/>The Yield Lab<br/>Topcon Agriculture<br/>Trimble Inc.<br/>Tyson Foods, Inc.<br/>United Cooperative<br/>Valent USA<br/>Valley Irrigation<br/>Valmont Industries<br/>Vandrunen Farms<br/>Veris Technologies<br/>Wabash Valley Service Co<br/>Waypoint Analytical<br/>Wells Ag Supply<br/>West Central FS Inc.<br/>Wilbur-Ellis Company<br/>Winfield United<br/>xarvio Digital Farming Solutions<br/>Yara Digital Farming<br/>Zentech IT Solutions Limited</p> |
|--|---|--|---|--|--|



## Hotel Info



### St. Louis Union Station Hotel

1820 Market St.  
St. Louis, MO 63103  
Phone: 855.271.3620



## Exhibitor Services

Heritage Exposition Services is the official exhibitor services contractor for the InfoAg Conference. Exhibitors will receive a user-specific login and password to access their online web store. This exhibitor support site will include forms for ordering booth furnishings and booth material shipping and receiving instructions for both advance and show site shipping.

### Heritage Exposition Services

620 Shenandoah Avenue  
St. Louis, MO 63104  
P: 800.360.4323 | F: 314.534.8050  
HeritageExpo.com

### Electrical/Internet Services

The St. Louis Union Station Hotel Engineering Department will provide electrical and Internet service. Order forms for these services will be included in the exhibitor service manual that Heritage Expo will distribute to exhibitors. This form should be submitted directly to the hotel.

Send completed contracts to: **Peyton Harper** | [pharper@tfi.org](mailto:pharper@tfi.org)