



Cypress County

AG CONNECTIONS CONFERENCE



ABOUT THE EVENT

The Cypress County Ag Connections Conference aims to support the growth, diversification, and sustainability of Cypress County's agriculture industry through innovation and education. The event will take place in Medicine Hat, Alberta, ensuring a central location that can accommodate our targeted 200 attendees and presenters. The producer-focused event will take place November 22 from 10:00 a.m. to 4:40 p.m.

This event wouldn't be possible without the support from the following partners:

Medicine Hat & District Chamber of Commerce
APEX Alberta
Medicine Hat Exhibition & Stampede
Cypress County Agricultural Service Board



Cypress County

**AG CONNECTIONS
CONFERENCE**



EVENT PROMOTION



Paid Media

- Cypress Courier/Bow Island Commentator weekly ad 4-8 weeks prior to registration deadline
- WILD 94.5 Radio Ads 4-6 weeks prior to registration deadline

Social Media

- Cypress County Facebook
- Cypress County Instagram
- Cypress County Twitter
- Cypress County Welcome Centre Facebook
- Conference Industry promoters
- Branded graphics for sponsors, partners, and attendees to share



Other

- Posters at ag-based businesses in Cypress County
- www.cypress.ab.ca Conference Page
- Eventbrite conference registration page



Presenting Sponsor

Increase brand visibility, enhance company reputation, meet new customers, and invest in Cypress County agriculture as the Presenting Sponsor of the Cypress County Ag Connections Conference. In exchange for your support of the conference, your organization would be included in ALL conference materials, promotion, and communication, in the title of the conference and/or a branded logo, as appropriate. A spotlight will be created on the conference webpage, and dedicated posts on social media will promote your organization as a major sponsor. In addition to having the opportunity to welcome the attendees at the beginning of the conference, the Presenting Sponsor is able to introduce and welcome the key note speaker. Additionally, the Presenting Sponsor has the opportunity to work collaboratively with Cypress County on pre-event promotions, special exhibition set up,














In addition to all items on the following page, the Presenting Sponsor will receive:

Complimentary Registrations	10
Discounted Registrations	10
Ad in conference program	Full page

Investment

Total	\$3000
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Sponsorship Opportunities

	PLATINUM	GOLD	SILVER
Conference Involvement			
Exhibitor Booth			
Complimentary Registrations	10	6	4
Discounted Registrations	6	4	4
Breakout Session Presenter			
Branding Opportunities			
Banner in main conference room			
Branded welcome letter in swag bags			
Logo on conference material <i>Social media, email, print material etc</i>			
Ad in conference program	Half page	Quarter Page	Eighth Page
Company logo on website			
Company profile/bio on website			
Acknowledgement from podium			
Opportunity to add to swag bag			
Opportunity to provide door prize			
Investment			
Total	\$2000	\$1000	\$500
Packages Available	2	3	4



Additional Sponsorship Opportunities

Print Ad in Conference Program

Full page	\$250
Half page	\$150
Quarter page	\$90
Eighth page	\$50

Coffee Break Sponsor

Three available	\$500
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Social Sponsor

Social hour following conference	\$1750
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Lunch Sponsor

Hot meal for all participants & speakers	\$2000
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Swag Bag Contributions

Add a piece of swag or coupon for your company to each attendee's swag bag	Free
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Sponsorship \$500 and above will receive recognition listed on "Sponsorship Opportunities" page.



Table Sponsor

Table sponsors are able to invite customers, directors, shareholders, members, and/or employees to attend the Ag Connections Conference. This sponsorship includes one table (8 tickets) to the conference and print recognition in event program, as well as other benefits listed below. Table sponsors are able to brand their table as long as the branding is contained to the table top. Possibilities include draping the table with a branded table-cloth and creating a tasteful display of product samples and literature on the round table.

Sponsor Responsibilities

Sponsors are responsible for ensuring all 8 spots are filled and registrants attend. Names of attendees must be sent to the Event Organizer on or by the registration deadline.

Investment

One table (8 tickets total)	\$800
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Opportunities

Ad in conference program	1/8 Page
Ability to brand table	🌾
VIP table location (at/near front podium)	🌾
Spotlighted as Table Sponsor in program	🌾
Opportunity to add to swag bag	🌾
Opportunity to provide door prize	🌾



Sponsorship Interest Form

Please complete and submit this form to beth.cash@cypress.ab.ca

Contact Details

Contact name:

Company name:

Email:

Phone:

Interested in:

- ☐ Presenting
- ☐ Platinum
- ☐ Gold
- ☐ Silver
- ☐ Other: _____
- ☐ Exhibitor Information
- ☐ Table Sponsor

Please Note:

1. All sponsorship is with Cypress County
2. Receipt of this form indicates your intention to sponsor and/or exhibit
3. Confirmation is subject to approval by Cypress County administration
4. Payment must be made within 30 days of invoice
5. Cancellation Policy:
 - a. Cancellation 60+ days prior to the event will be 50%
 - b. Cancellation less than 60 days prior to the event will be 0%
 - c. All cancelations must be made in writing to beth.cash@cypress.ab.ca
6. The Sponsor/Exhibitor shall not damage any of the provided items or the venue. Any resulting damages must be paid to the supplier or venue by the exhibitor directly.
7. Cypress County or any of its staff/volunteers shall not be held responsible for any loss, damage or theft of the exhibitor stand or products.