



JUNE 26-28, 2018 | BROOKINGS, SD

DRIVE YOUR BUSINESS
FORWARD

EDUCATION SPONSORSHIP

5 AVAILABLE

SEMINAR OVERVIEW: Set for June 26-28, 2018 in Brookings, South Dakota, this 2½-day professional development program is designed to help precision agriculture managers benchmark their business practices and approaches with their peers. Attendees will come away with ideas on improving their precision program and confidence in the growing importance of their role in the business. Among the key topics: identifying approaches to precision selling; value creation; customer relations; and building a sustainable precision program. South Dakota State University, home of the country's first four-year Precision Agriculture Degree, is partnering on the program, providing data, analysis, and select faculty to help formulate and deliver the messages.

WHO WILL ATTEND: The PrecisionAg® Professional Accelerator program will target the next generation of precision agriculture's leaders. PrecisionAg Professional will invite 65-75 of the next generation's leaders: targeted at precision agriculture managers and specialists at the service provider level. The targeted attendee age group is 25-40 year olds who are eager to learn how to determine ROI, build and develop a tech-based program, need supporting intelligence in communicating value to growers, and sell "up the chain" to supervisors/executives and others within their organization on the benefits of implementing a precision agriculture program.

WHY SPONSOR: Education and information is at the heart of precision agriculture's growth. Well-informed service providers can communicate the numerous benefits to growers – not only leading to immediate adoption, but sustainable adoption from the end-user. By partnering with South Dakota State University and using some of its faculty and facilities, attendees will be fully immersed into a true learning environment. Your sponsorship will directly reflect your organization's commitment to precision agriculture and the significant importance of education for future practitioners.



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SOUTH DAKOTA STATE UNIVERSITY

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PrecisionAgAccelerator.com

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EDUCATION FOR THE LONG TERM:

- *PrecisionAg® Professional* will share your company's commitment to, and involvement with, educational efforts by way of an article published on *PrecisionAg.com*. This article provided by the sponsor (800 words with 2 supporting photos or video maximum of 3 minutes) will be posted to *PrecisionAg.com* and featured 3x in the *PrecisionAg® Professional* Update e-Newsletter (full digital audience of 14,000+).

Materials are due April 20, 2018.

DIRECT SCHOLARSHIP ATTENDEE SUPPORT:

- \$750 in registration discounts (\$250 per attendee) made possible by the generous support of your organization. You direct the scholarship dollars to desired attendees and the *PrecisionAg Professional* team will send a custom invitation, with your support represented, to the attendee.

NETWORKING:

Connect with the next generation of ag technology leaders.

- One complimentary registration for a representative from your company (no other suppliers will be in attendance – only representatives from sponsoring companies). Sponsor will have full access to all program events and functions.

BRANDING:

PRE EVENT:

- Company Sponsor profile and logo on conference website
- Logo presentation within attendee marketing sends; print, email and online (does not include PR/press releases)

AT THE EVENT:

- Sponsor recognition via signage (four-color logo) at receptions (2) and refreshment breaks (4).

POST EVENT:

- Recognition as Education Sponsor (four-color logo) in post-conference article, *PrecisionAg® Professional* magazine August issue.
- Recognition in post-conference video series. Your logo will be represented with the excerpts of the event as they are distributed to the full digital audience of *PrecisionAg Professional* and housed on *PrecisionAg.com*.

Your Investment: \$7,500

Total Value of Sponsorship: \$12,500

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