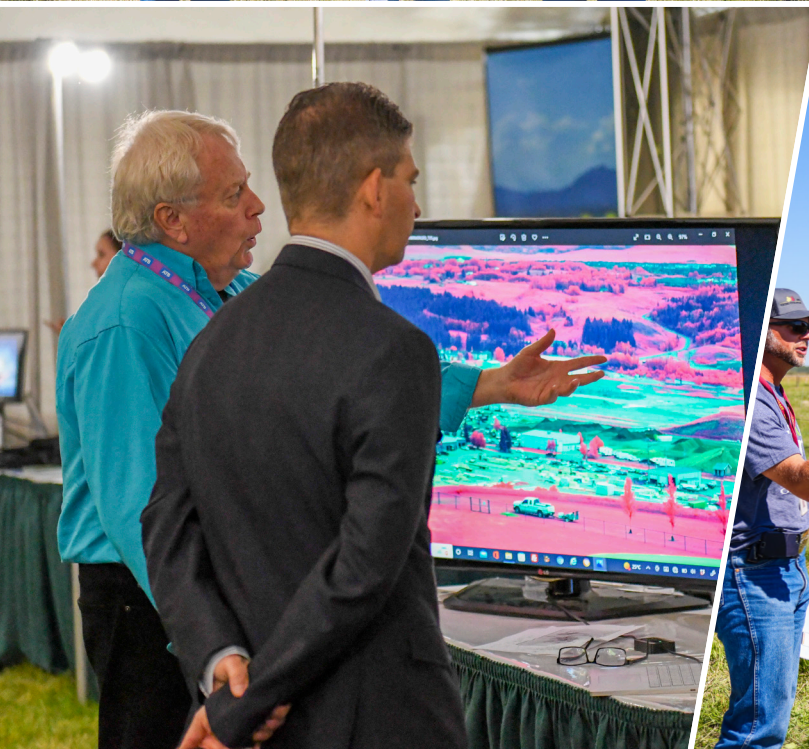




Innovation. Education. Demonstration.

August 1 & 2, 2023

Olds College
AgSmartOlds.ca



Produced by:





Innovation. Education. Demonstration.

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AgSmart is an educational expo focused on data and technology across the agriculture sector. Producers and industry gather to learn by seeing the latest innovations being demonstrated, hearing from industry experts and engaging with leading innovation focused exhibitors. The unique expo format brings the conference outdoors, showcasing why it makes sense to invest in equipment and technology to capture data and how to implement the data to increase productivity and profitability for farm operations.

This is your opportunity to engage in an ag tech focused expo, partnering into the future of the agriculture industry with industry leaders and collaborators.



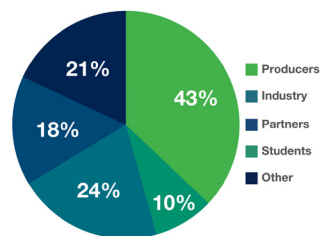
2022 ATTENDEES PROFILE

2022
TOTAL
ATTENDANCE **2,880+**

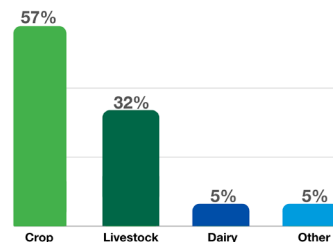
AVERAGE
AGE **47** trending 9 years
younger than
national average

 **79%** rated overall expo as
**VERY GOOD OR
EXCELLENT**

Demographics



Producer Type



EVENT HIGHLIGHTS



**EXPERT
EDUCATIONAL
SESSIONS**



**LIVE
DEMOS**
from drones to
autonomous
equipment



**INTERACTIVE
EXHIBITS**

2023 Partnership Levels

Let's start the conversation! We can customize your partnership with AgSmart to maximize results, while meeting your marketing and branding objectives.

PLATINUM - \$25,000

- 10x20 indoor or 35x35 outdoor
- 50 Two-Day Tickets plus 50% Discount Ticket Code for clients
- 2 Educational Sessions (Maximum of 5, Same content for both sessions, subject & content must be approved by AgSmart)
- Option to have mobile beverage cart at exhibit space for 1-hour (beverages additional cost, subject to availability)
- One Feature Partner Recognition*
- Flutter flag for display space (1)
- Site entrance banners (2)
- Educational Session Tent Signage (1)
- Item for Welcome Bags (1)
- Feature Partner Highlight on Website
- Feature Partner Highlight on pre-event attendee eblast
- Full Page Ad in Event Program (1)
- Option to add educational video content to AgSmart Theatre
- Option to provide Producer Draw item
- Logo included on all possible AgSmart printed promotional materials, signage and website
- Social media recognition

GOLD - \$10,000

- 10x20 indoor or 35x35 outdoor
- 20 Two-Day Tickets
- 1 Educational Session (Maximum of 6, subject & content must be approved by AgSmart)
- Option to have mobile beverage cart at exhibit space for 1-hour (beverages additional cost, subject to availability)
- One Feature Partner Recognition*
- 1/4 Page Ad in Event Program
- Option to add educational video content to AgSmart Theatre
- Option to provide Producer Draw item
- Logo included on all possible AgSmart printed promotional materials, signage and website
- Social media Recognition

SILVER - \$5,000

- 10x10 indoor or 35x35 outdoor
- 10 Two-Day Tickets
- 1 Educational Session Joint Panel (Maximum of 4, topics to be provided by AgSmart)
- Option to add educational video content to AgSmart Theatre
- Option to provide Producer Draw item
- Logo included on all possible AgSmart
- Social media Recognition

BRONZE - \$3,500

- 10x10 indoor or 35x35 outdoor
- 6 Two-Day Tickets
- Logo included on all possible AgSmart printed promotional materials, signage and website
- Social media Recognition

FRIEND - \$1,500

- 6 One-Day Tickets
- Logo included on website
- Social media recognition

*Feature Partner Recognition includes, Morning Coffee Program (1-day), Afternoon Break (1-day), Welcome Bags, Onsite Transportation, Student Tickets & Initiator Program.

Customizable packages are available for Beverage Garden, Volunteer Program, onsite decaling, onsite hosting and more!

For additional information, visit AgSmartOlds.ca or contact us at info@AgSmartOlds.ca



Exhibit Opportunities

Showcase your ag tech focused product or service through various exhibit and demonstration platform opportunities. With our education focus, we encourage hands-on demos and interaction with the attendees within your display space. AgSmart 2023 is an outdoor expo with indoor space being within tents, on the south portion of the Olds College Campus. Digital engagement opportunities are available, visit AgSmartOlds.ca for more information.

INDOOR (TENT) - \$1,100 10X10 (100 SQ FT)

- Includes draped booth with one 8 ft table, 2 chairs, one standard power outlet, Wi-Fi and 2 exhibitor passes



FIELD & CROP DEMO PLOTS - \$1,500

- Opportunity to have large scale space to demo throughout the day with option to bring tent for display. Includes Wi-Fi and 2 exhibitor passes.



OUTDOOR - \$850 35X35 (1,225 SQ FT)

- Includes Wi-Fi and 2 exhibitor passes (power not included)



LEARNING LAB - \$1,500

- Small scale demos, including the option to use in-house tech for attendee participation. Includes 2 exhibitor passes & Digital Directory Listing

