

AgSmart

EDUCATIONAL EXPO



JULY
30 & 31
2024



**Partnership
& Exhibit
Opportunities**



OLDS COLLEGE
OF AGRICULTURE & TECHNOLOGY

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.



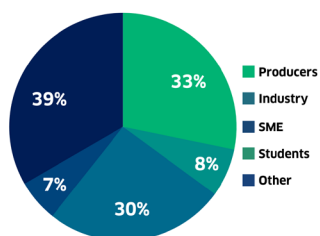
2023 ATTENDEES PROFILE

2023
TOTAL
ATTENDANCE **3,100+**

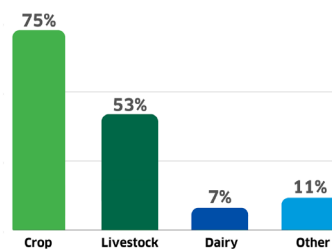
AVERAGE
AGE **47** trending 9 years
younger than
national average

 **73%** 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**

2024 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, 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)
- 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 5, 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
- 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 3, topics to be provided by AgSmart)
- Logo included on all possible AgSmart printed promotional materials, signage and website
- 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, Hydration Station, 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 2024 is an outdoor expo with indoor space being within tents, on the south portion of the Olds College Campus.

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

- Includes draped booth with one 8 ft table, 2 chairs, one standard power outlet, Wi-Fi and 2 exhibitor passes. Basic Ag Tech Directory listing included with opportunity to upgrade.



OUTDOOR (SMALL SCALE) - \$700 PER 15X15 (225 SQ FT)

- Includes Wi-Fi and 2 exhibitor passes (power not included). Basic Ag Tech Directory listing included with opportunity to upgrade.



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

- Includes Wi-Fi and 2 exhibitor passes (power not included). Basic Ag Tech Directory listing included with opportunity to upgrade.



FIELD & CROP DEMO EXHIBITS - \$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. Basic Ag Tech Directory listing included with opportunity to upgrade.



**Additional service fees apply for crop plot maintenance.*

DIGITAL LISTING - \$350

- Basic Ag Tech Directory listing with opportunity to upgrade. Lifecycle is approx. 6 months. Includes 1 exhibitor pass for onsite show networking
- Visit AgSmartOlds.ca to apply to exhibit and for additional information.