

*Innovation. Education. Demonstration.*



# AgSmart

EDUCATIONAL EXPO

**SPONSORSHIPS  
& EXHIBIT  
OPPORTUNITIES**

**July 28-31, 2025**  
OLDS COLLEGE



**AgSmartOlds.ca**



AgSmartOlds



**Innovation. Education. Demonstration.** AgSmart, proudly produced by Agri-Trade, is a must-attend educational expo showcasing the latest in agriculture data and technology. Taking place July 28–31, 2025, at Olds College, this dynamic event brings together producers and industry leaders to explore cutting-edge innovations through live demonstrations, expert insights, and interactive exhibits. With a unique indoor-outdoor format, AgSmart highlights the value of investing in equipment and technology to capture and apply data, helping farmers boost productivity and profitability.



**CLICK  
HERE!**

[AgSmart  
Exhibitor / Sponsor  
REGISTRATION](#)



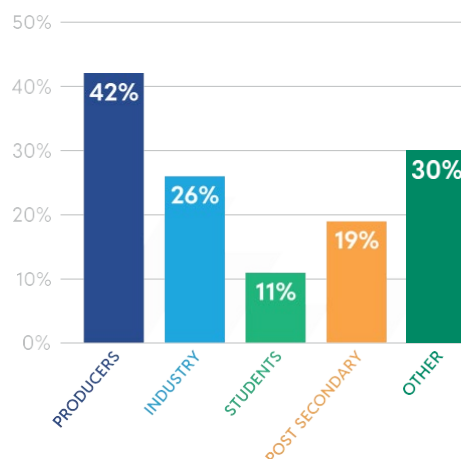
## 2024 ATTENDEES PROFILE

**2024  
TOTAL  
ATTENDANCE** **3,610+**

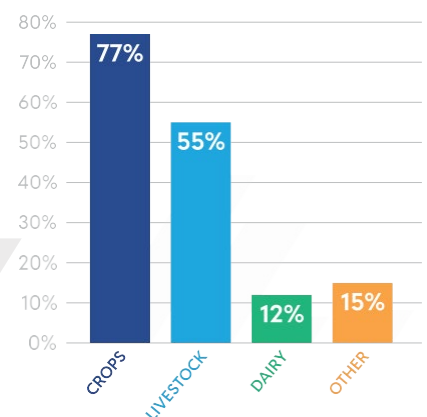
**AVERAGE  
AGE** **47** trending 9 years  
younger than  
national average

**71%** rated overall expo as  
**VERY GOOD TO  
EXCELLENT**

### DEMOGRAPHICS



### PRODUCER TYPE



# 2025 Event Highlights



## WE ARE TAKING IT TO THE NEXT LEVEL!

**AgSmart 2025** – Powered by Agri-Trade is back with exciting new opportunities for exhibitors and sponsors! Take advantage of AgSmart's live demo opportunities and showcase your equipment in action, put your technology in the spotlight today!



### Enhanced Venue Experience

We're moving much of the programming indoors to Olds College's cutting-edge facilities, including the Werklund Agriculture & Technology Centre, McClellan Arena and the Alumni Centre. Outdoor exhibits will be centrally located in Parking Lot D, creating a dynamic and engaging exhibitor & attendee experience.



### Expanded Livestock Programming

From breed displays and genomic advancements to UAV technology in pasture management, AgSmart 2025 will highlight the latest innovations in livestock and precision agriculture.

**July 28** industry tours

**July 29-30** exhibits open

**July 31** workshops

## July 28

- ▶ **NEW!** **Farm & Industry Tours** for crop and livestock producers.

## July 29-30 (exhibits open)

- ▶ **Field-Scale Demonstrations** | Live equipment demos showcasing real-world applications.
- ▶ **Crop Plots** | Explore innovative crop management techniques firsthand.
- ▶ **Interactive Exhibits** | Engage with cutting-edge ag-tech solutions and companies.
- ▶ Experience the **Smart Farm and Technology Access Centre for Livestock Production**.
- ▶ **Education-Intensive Sessions** | Expert-led discussions on the latest industry advancements, hosted in air-conditioned lecture theatres!

## July 31

- ▶ **Technical Hands-On Workshops & Labs** | Practical sessions designed to build essential skills. Including computer labs, crop diagnostics, livestock health, drone schools, and exclusive women-in-agriculture sessions!



## EXPERT EDUCATIONAL SESSIONS



## LIVE DEMOS from drones to autonomous equipment



## INTERACTIVE EXHIBITS



# 2025 Sponsorship Levels



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



## PRESENTING SPONSOR NEW

The Presenting Sponsorship opportunity is available! Contact show management to discuss details and secure your spot.



## PLATINUM SPONSORSHIP \$25,000

- Listed as a **Platinum Sponsor** on all advertising and marketing materials, including online, print, and other media.
- Enhanced presence on AgSmart social media: Instagram, Facebook, LinkedIn and X (including AgSmart produced videos).
- Company logo with hyperlink on the AgSmart website.
- Prominent show guide listing with company logo and highlighted name.
- Sponsor signage throughout the show and at main entrances/exits.
- **50** complimentary 2-day guest passes for clients
- Guest Passes Discount Ticket Code for clients (at 50% off regular price)
- Complimentary exhibitor badges for staff.
- **200** sq ft of indoor or 1,200 sq ft of outdoor exhibit space (value: \$1,320 - \$2,100).
- **2 Educational Sessions or Workshops** (up to 5 session topics, subject and content to AgSmart approval).
- Option to have mobile beverage cart at exhibit space for 1-hour where applicable (beverages additional cost, subject to availability).
- Full Page Ad in Event Program (1)
- Flutter flag for display space (1)
- Site entrance banners (2)
- Educational Session Signage (1)
- Item for Welcome Bags (1)
- Feature Sponsor Highlight on Website
- Feature Sponsor Highlight on pre-event attendee eblast
- Looped Company Advertisement on the Indoor Digital LED Screens throughout Olds College Facility, advertisement will run throughout the duration of the show (specs: 1920 x 1080 pixels).
- **Feature Sponsorship Recognition (1) (Morning Coffee Program (1-day), Afternoon Break (1-day), Welcome Bags, Onsite Transportation, Student Tickets & Initiator Program, etc.**



## DIAMOND SPONSORSHIP \$15,000 **NEW**

- Listed as a ***Diamond Sponsor*** on all advertising and marketing materials, including online, print, and other media.
- Enhanced presence on AgSmart social media: Instagram, Facebook, LinkedIn and X (including AgSmart produced videos).
- Company logo with hyperlink on the AgSmart website.
- Prominent show guide listing with company logo and highlighted name.
- Sponsor signage throughout the show and at main entrances/exits.
- **30** complimentary 2-day guest passes for clients.
- Complimentary exhibitor badges for staff.
- **200** sq ft of indoor or 1,200 sq ft of outdoor exhibit space (value: \$1,320 - \$2,100).
- **1 Educational Session or Workshop** (up to 5 session topics, subject and content to AgSmart approval). **OR exhibit in 10x10 space in the Werklund Centre/Speaker Sessions area, adjacent to private hosting room.**
- Option to have mobile beverage cart at exhibit space for 1-hour where applicable (beverages additional cost, subject to availability).
- 1/2 Page Ad in Event Program
- Site entrance banners (1)
- Looped Company Advertisement on the Indoor Digital LED Screens throughout Olds College Facility, advertisement will run throughout the duration of the show (specs: 1920 x 1080 pixels).
- **Feature Sponsorship Recognition (1)** (Morning Coffee Program (1-day), Afternoon Break (1-day), Welcome Bags, Onsite Transportation, Student Tickets & Initiator Program, etc.
- **Dedicated Hosting/Meeting Room** at AgSmart (1) (July 29-30), providing a prime opportunity to engage in a focused environment. This space can be customized to reflect your brand and serve as a hub for networking (food/beverage order at sponsors' expense, through Olds College Catering).



## PARTNER IN FOCUS SPONSORSHIP \$15,000 (2 available, 1 per day) **NEW**

- Listed as a ***Diamond Sponsor*** on all advertising and marketing materials, including online, print, and other media.
- Enhanced presence on AgSmart social media: Instagram, Facebook, LinkedIn and X (including AgSmart produced videos).
- Company logo with hyperlink on the AgSmart website.
- Prominent show guide listing with company logo and highlighted name.
- Sponsor signage throughout the show and at main entrances/exits.
- **30** complimentary 2-day guest passes for clients.
- Complimentary exhibitor badges for staff.
- **200** sq ft of indoor or 1,200 sq ft of outdoor exhibit space (value: \$1,320 - \$2,100).
- Option to have mobile beverage cart at exhibit space for 1-hour where applicable (beverages additional cost, subject to availability).
- 1/2 Page Ad in Event Program
- Site entrance banners (1)
- Looped Company Advertisement on the Indoor Digital LED Screens throughout Olds College Facility, advertisement will run throughout the duration of the show (specs: 1920 x 1080 pixels).
- **Feature Sponsorship Recognition (1)** (Morning Coffee Program (1-day), Afternoon Break (1-day), Welcome Bags, Onsite Transportation, Student Tickets & Initiator Program, etc.
- **Hosting/Meeting Room** at AgSmart (up to 4 hours), providing a prime opportunity to engage in a focused environment (food/beverage order at sponsors' expense, through Olds College Catering).
- **Your logo will be featured on the Program Schedule** and on all pages referencing speaker bios (for the day associated with the Partner in Focus Sponsorship).
- **Company acknowledgment in the official show opening/closing announcements over the PA system** (for the day corresponding to the Partner in Focus Sponsorship).



## **GOLD SPONSORSHIP \$10,000**

- Listed as a **Gold Sponsor** on all advertising and marketing materials, including online, print, and other media.
- Enhanced presence on AgSmart social media: Instagram, Facebook, LinkedIn and X (including AgSmart produced videos).
- Company logo with hyperlink on the AgSmart website.
- Prominent show guide listing with company logo and highlighted name.
- Sponsor signage throughout the show and at main entrances/exits.
- **20** complimentary 2-day guest passes for clients.
- Complimentary exhibitor badges for staff.
- **200** sq ft of indoor or 1,200 sq ft of outdoor exhibit space (value: \$1,320 - \$2,100).
- **1 Educational Session or Workshop** (up to 5 session topics, subject and content to AgSmart approval).
- Option to have mobile beverage cart at exhibit space for 1-hour where applicable (beverages additional cost, subject to availability).
- 1/4 Page Ad in Event Program
- Looped Company Advertisement on the Indoor Digital LED Screens throughout Olds College Facility, advertisement will run throughout the duration of the show (specs: 1920 x 1080 pixels).
- **Feature Sponsorship Recognition (1)** (**Morning Coffee Program (1-day), Afternoon Break (1-day), Welcome Bags, Onsite Transportation, Student Tickets & Initiator Program, etc.**)



## **SILVER SPONSORSHIP \$5,000**

- Listed as a **Silver Sponsor** on all advertising and marketing materials, including online, print, and other media.
- Enhanced presence on AgSmart social media: Instagram, Facebook, LinkedIn and X.
- Company logo with hyperlink on the AgSmart website.
- Prominent show guide listing with company logo and highlighted name.
- Sponsor signage throughout the show and at main entrances/exits.
- 10 complimentary 2-day guest passes for clients.
- Complimentary exhibitor badges for staff.
- **100** sq ft of indoor or 1,200 sq ft of outdoor exhibit space (value: \$1,050 - \$1,320).
- **1 Educational Session Shared/Joint Panel with 1 representative** (up to 3 topics, subject and content to AgSmart approval).
- 1/8 Page Ad in Event Program



## **BRONZE SPONSORSHIP \$3,500**

- Listed as a **Bronze Sponsor** on all advertising and marketing materials, including online, print, and other media.
- Enhanced presence on AgSmart social media: Instagram, Facebook, LinkedIn and X.
- Company logo with hyperlink on the AgSmart website.
- Prominent show guide listing with company logo and highlighted name.
- Sponsor signage throughout the show and at main entrances/exits.
- 6 complimentary 2-day guest passes for clients.
- **100** sq ft of indoor or 1,200 sq ft of outdoor exhibit space (value: \$1,050 - \$1,320).
- 1/8 Page Ad in Event Program



## **FRIEND SPONSORSHIP \$1,500**

- Listed as a **Friend Sponsor** on AgSmart website and social media where applicable.
- Enhanced presence on AgSmart social media: Instagram, Facebook, LinkedIn and X.
- Company logo with hyperlink on the AgSmart website.
- 6 complimentary 1-day guest passes for clients.

## HOSTING SPONSORSHIP OPPORTUNITIES - HOST YOUR OWN EVENT AT AGSMART **NEW**



### HOSTING BUNDLE A - \$5,000\*

- Room Rental (indoors) OR Botanical Gardens Hosting Tent and Area for 6 Hours (subject to availability)
- Silver Sponsor Recognition
- Company logo with hyperlink on the AgSmart website.
- 10 complimentary 2-day guest passes for clients.
- 1/8 Page Ad in Event Program



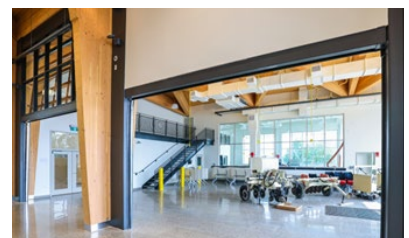
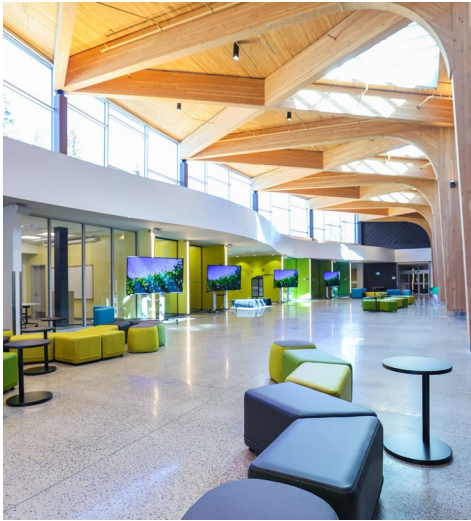
### HOSTING BUNDLE B - \$4,000\*

- Manned Promotional Space for 2 days of the show (subject to availability)
- Bronze Sponsor Recognition
- Company logo with hyperlink on the AgSmart website.
- 6 complimentary 2-day guest passes for clients.
- 1/8 Page Ad in Event Program



### HOSTING BUNDLE C - \$3,000\*

- Room Rental (indoors) OR Botanical Gardens Hosting Tent and Area for 3 Hours (subject to availability)
- Bronze Sponsor Recognition
- Company logo with hyperlink on the AgSmart website.
- 6 complimentary 2-day guest passes for clients.
- 1/8 Page Ad in Event Program



- ❖ Land Science Atrium – Beautiful indoor tropical garden (capacity 50),
- ❖ Fine-Arts Centre – theatre seating with stage (capacity 392),
- ❖ Botanical Gardens (outdoors)(tent and seating rentals available),
- ❖ Indoor Hive/Hive Patio (opportunity to BBQ on patio) (indoor capacity 150),
- ❖ Lecture Hall (capacity 130), Lab Rooms (capacity up to 150),
- ❖ Classrooms (capacity 15-60), Computer Rooms (capacity 30) or Boardrooms
- ❖ And much more! Contact our team to create a customized hosting experience tailored to your needs.

\* Additional charges may apply, i.e. a/v services, tent/seating rentals, food services.



## CUSTOMIZED SPONSORSHIPS & BRANDING OPPORTUNITIES



- Branding of Main Buildings:
  - Werklund Centre – speaking session Area,
  - Alumni Centre – indoor trade show area,
  - Outdoor Demonstration Area (Smart Farm),
  - Hive with Patio – Hosting Area
- Beer Tent Sponsorship
- Food Truck Alley Sponsorship
- The Crossing Pub - Food Services Sponsorship
- Alumni Centre Hallway
- Recycling & Garbage Sponsor
- Washroom Sponsor – mirror decals
- Digital Media Sponsorship
- Sanitation Stations
- Elements Cafeteria
- Coffee Sponsor
- Parking Sponsor
- Shuttle/People Movers Sponsor
- Fencing Sponsor
- Welcome Bags Sponsor
- Volunteer Program
- Onsite Transportation/Golf Carts Sponsor
- Student Tickets
- Initiator Program
- Workshop Sponsor
- Educational Session Sponsor
- Show Ticket Sponsor
- Branded Picnic Tables
- Branded Seating Benches throughout show
- Industry Bus Tours (both crop and livestock)
- Distinctive Branding Spaces (Unstaffed)
- Outdoor Tailgate Customized Space
- Premium Room Spaces Meeting Rooms



# EXHIBIT Opportunities



On July 29-30 (2-DAYS), engage attendees with hands-on demos and interactive displays that highlight your ag-tech products or services. This dynamic indoor-outdoor expo showcases engaging indoor exhibits, convenient outdoor displays just steps away, live field demonstrations, crop plots, and expert presentations that are now hosted in the Olds College air-conditioned lecture theaters. Attendees can easily access live field demonstrations at the Smart Farm, with people movers providing seamless transport between key locations. **Don't miss this opportunity to connect, educate, and demonstrate!**

**July 28** industry tours

**July 29-30** exhibits open

**July 31** workshops

## **INDOOR Exhibit Space** (College/Arena)

**LIMITED SPACE** **\$1,050** PER 10' x 10' (100 SQ FT)

*Sold in 10 ft sq increments. Minimum size 10' x 10'*

- **Includes:** 1 standard power outlet, Wi-Fi, 2 exhibitor passes & Basic AgTech Directory listing.

## **FIELD & CROP DEMO PLOTS**

For more information & pricing details contact  
[info@AgSmartOlds.ca](mailto:info@AgSmartOlds.ca)



## **OUTDOOR Livestock Pen**

**\$1,000** PER 60' x 20' (1200 SQ FT)

- **Includes:** Wi-Fi, 2 exhibitor passes & Basic AgTech Directory listing. (power not included)

## **OUTDOOR Exhibit Space** (Small Scale)

**\$700** PER 15' x 15' (225 SQ FT)

- **Includes:** Wi-Fi, 2 exhibitor passes & Basic AgTech Directory listing. (power not included)



## **OUTDOOR Exhibit Space** (Large Scale)

**\$880** per 20' x 40' (800 SQ FT)

*Sold in 10 ft sq increments to a max. depth of 40'.*

*Minimum size 20' x 40'*

- **Includes:** Wi-Fi, 2 exhibitor passes & Basic AgTech Directory listing. (power not included)

## **OUTDOOR Large Equipment Space**

**\$4,000** PER 40' x 100' (4000 SQ FT)

*Sold in 10 ft sq increments. Minimum size 40' x 100'*

- **Includes:** Wi-Fi, 3 exhibitor passes & Basic AgTech Directory listing. (power not included)

Visit [AgSmartOlds.ca](http://AgSmartOlds.ca) to apply to exhibit and for additional information.