

THE **CAAR** CONFERENCE



FEB. 13 - 15, 2018 | TCU PLACE, SASKATOON

EXHIBITING & SPONSORSHIP OPPORTUNITIES



#CAARcon

The 2018 CAAR Conference is the only Canadian national conference focused on the business of agri-retail, bringing together agri-retailers and manufacturers from across Canada for two days of quality learning and networking.

Secure your spot at this premier event!

Establishing Your Presence at the CAAR Conference by Sponsoring and Exhibiting

The 2018 CAAR Conference provides an excellent opportunity to increase awareness of your organization, demonstrate your involvement in the industry, promote your products and services, support your brand and maintain a high profile before, during and after the event through sponsoring and exhibiting.

1. Raise your profile by showing support for the agriculture industry;
2. Reach 300+ attendees in a variety of ways;
3. Promote your company or brand;
4. Reinforce relationships with existing clients and develop new contacts;
5. Help CAAR produce an engaging conference;
6. Help to lower the cost of the attendee passes;
7. Gain valuable industry information.

WHY YOU SHOULD REGISTER FOR THE CAAR CONFERENCE



300+
attendees



50+
exhibitors



160+
companies



30+
sponsors



7 quality speaker sessions



2 engaging speaker panels



17 hours of networking



5 available CEU credits

*pending approval



1 advocacy fundraiser



5 outstanding award winners

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Exhibiting at the Conference

It's not just about exhibiting - it's about creating a lasting impression

The CAAR Conference is the perfect opportunity to showcase your new products and programs specifically to agri-retailers. Breakfasts and lunches are offered on the tradeshow floor, helping to encourage attendees to stop by your booth and also interact with the attendees during the dedicated trade show times.

Planning for your tradeshow success doesn't start a month or two in advance. In fact, it can take anywhere from six months to a year of planning to do it right. Tradeshow marketing is a very strategic process. Maximize your pre-and post-show recognition beyond the show audience, while increasing the effectiveness of your booth during the show by becoming a sponsor. We offer a variety of ways to sponsor the CAAR Conference to fit your budget. Check out the options on the next few pages.

Exhibitor Registration - 70% Sold!

All registered exhibitors will receive:

- **Booth Inclusions:**

- One 10'x10' exhibit space with pipe and draping
- Standard electrical power
- Discounted pricing on booth furniture through GES*
*Must submit order before Jan. 26, 2018 to receive discount.
- Overnight security in the exhibit area for the duration of the Conference

- **Attendance:**

- **Single admission to all Conference events including the CAAR's Choice Awards Banquet****
**Must confirm attendance to the banquet before Jan. 26, 2018.
- Option to register discounted passes for booth workers at \$475 per person
available for purchase when delegate registration opens in the fall

- **Acknowledgement and recognition:**

- Opportunity to participate in the Innovation Showdown
- Company listing on the website
- Company listing in the Conference registration guide
- Company listing in the Conference program
- Inclusion in the Conference gift to all pre-registered retailers

EXHIBITOR FEES

CAAR Member

\$1,495

Non-Member

\$2,495

plus applicable taxes

As an exhibitor of the 2018 CAAR Conference, you receive opportunities to forge new and strengthen existing business relationships.

If you would like to join CAAR and become a member, please contact the CAAR office for more details.



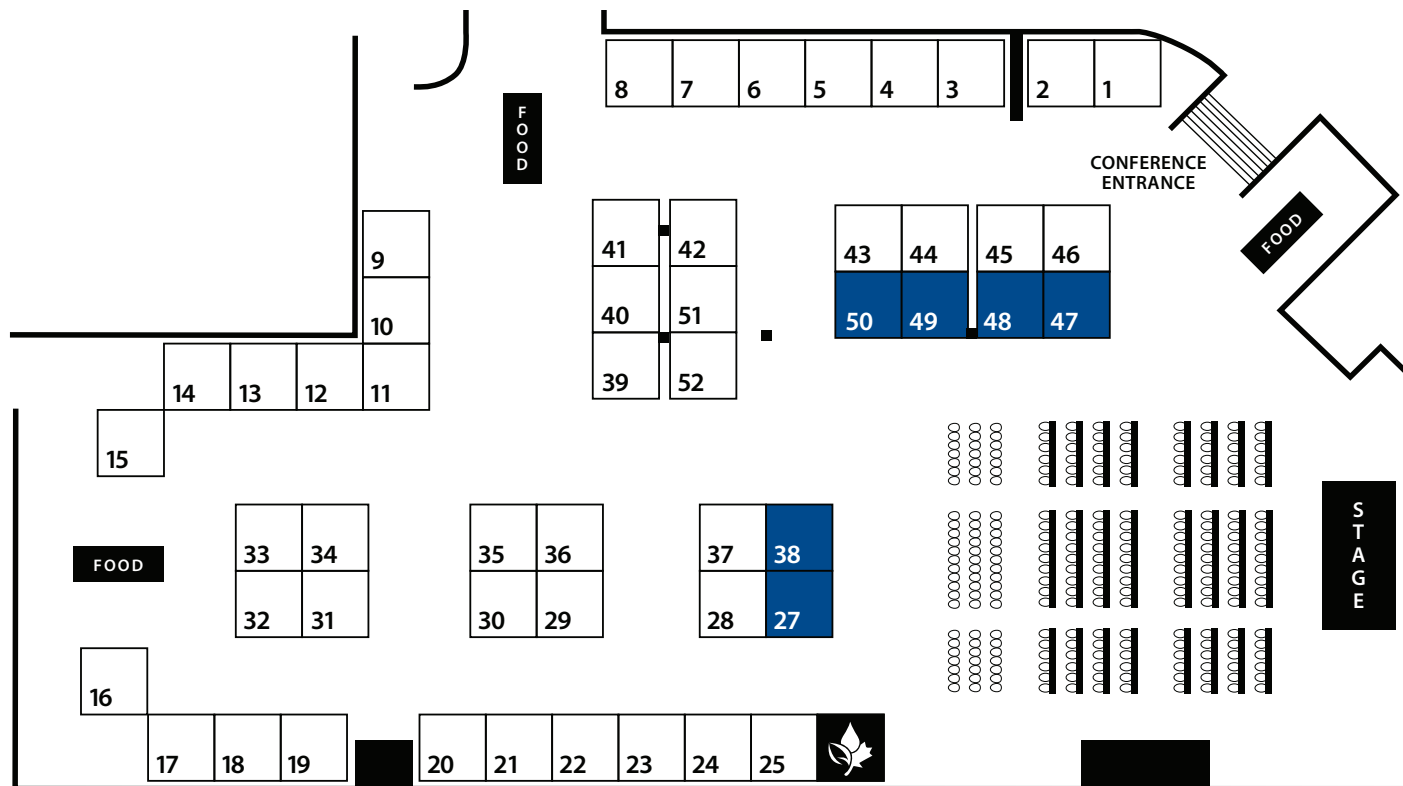
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Tradeshow Map

Booth space on the tradeshow floor is assigned on a first-come, first-served basis. To receive a complimentary or discounted booth, check out the Diamond, Platinum and Gold sponsorship opportunities.

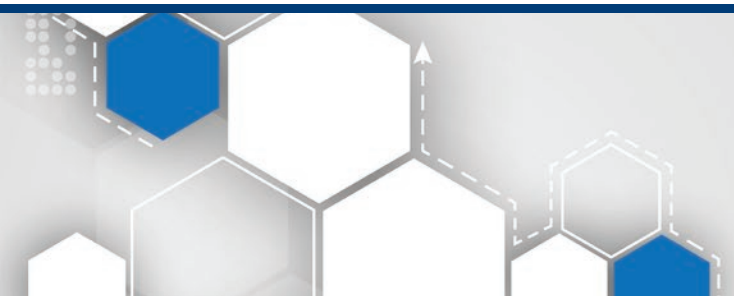


Please note: Blue booths are reserved for Diamond, Platinum and Gold level sponsors.

Tradeshow Schedule

Please note: Set-up times are subject to change and are only outlined as an indication. Final times will be reconfirmed in the exhibitor manual prior to the event. Please be aware of the setup times when making travel arrangements for the Conference.

| DATE | TIME | EVENT |
|-------------------|-------------------|--|
| Tuesday Feb. 13 | 1:00 - 4:00 pm | Exhibitor Setup |
| | 5:00 - 7:00 pm | Icebreaker Cocktail Reception |
| Wednesday Feb. 14 | 7:30 am - 5:00 pm | Meals, Conference Speakers, Innovation Showdown & Networking Opportunities |
| | 3:00 - 4:30 pm | CAAR Pro-Ag Investments Auction <i>(on the tradeshow floor)</i> |
| | 5:00 - 11:00 pm | CAAR's Choice Awards Banquet |
| Thursday Feb. 15 | 7:30 am - 2:00 pm | Meals, Conference Speakers & Networking Opportunities |
| | 2:00 - 4:00 pm | Exhibitor Tear Down |



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Sponsorship Levels 'At-a-Glance'

SPONSORSHIP LEVELS

Company logo recognition on:

- Main banner of Conference section on caar.org and on the Conference registration site
- Sponsor section of the conference website
- CAAR Conference email communications
- CAAR Conference registration guide
- CAAR Conference program
- Sponsor signage at the CAAR Conference
- *The Communicator Magazine* (Sept. '17, Dec. '17 & Feb. '18 issues)
- *The Communicator Magazine* (April '18 issue)
- Sponsorship powerpoint loop
- CAAR Conference promotional postcards

Advertising Opportunities:

- CAAR Conference registration guide*
- CAAR Conference program*
- Promotional flyer in registration package*
*provided by sponsor

Speaking Opportunity:

- Speaking time on stage on Thursday morning of the Conference

Registration Discounts:

- Complimentary or Discount on Passes & Banquet Ticket
- Exhibitor Pass (includes a 10'x10' booth)**
**Booth space is limited and awarded on a first-come, first-served basis.

Other Sponsorship Inclusions:

- Acknowledgment at opening and closing of the CAAR Conference
- Announcement as sponsor on Twitter
- Dedicated tweets
- Dedicated eblast to delegates
- Insert in Conference Padfolio†
† provided by sponsor

| | DIAMOND \$15,000 | PLATINUM \$10,000 | GOLD \$7,500 | SILVER \$5,000 | BRONZE UP TO \$2,500 |
|---|------------------------------------|-------------------------------------|--|--------------------------|-------------------------|
| Company logo, hyperlink & 100 word company profile* | ✓ | ✓ | Company logo, hyperlink & 25 word company profile* | Company Logo & hyperlink | Company Logo |
| Header Logo | ✓ | Header Logo | Footer Logo | Footer Logo | |
| | ✓ | ✓ | ✓ | ✓ | ✓ |
| | ✓ | ✓ | ✓ | ✓ | ✓ |
| | ✓ | ✓ | ✓ | ✓ | ✓ |
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| | ✓ | ✓ | ✓ | ✓ | ✓ |
| | ✓ | ✓ | ✓ | ✓ | ✓ |
| | ✓ | ✓ | ✓ | ✓ | ✓ |
| Full Page Ad | Full Page Ad | Full Page Ad | 1/2 Page Ad | | |
| Full Page Ad | Full Page Ad | Full Page Ad | 1/2 Page Ad | | |
| Branded Item & Full Page Flyer | Full Page Flyer | Full Page Flyer | 1/2 Page Flyer | 1/2 Page Flyer | |
| 8 minutes | 5 minutes | | | | |
| Four Comp. Passes & Banquet tickets | Two Comp. Passes & Banquet tickets | 50% Discount on two Supplier Passes | | | |
| Complimentary Exhibitor Pass | Complimentary Exhibitor Pass | 25% Discount on one Exhibitor Pass | | | |
| | | | | | |
| | ✓ | ✓ | ✓ | ✓ | |
| | ✓ | ✓ | | | |
| 5 | 3 | 1 | | | |
| | ✓ | | | | |
| | ✓ | | | | |

For more information about sponsorship opportunities, please contact the Lisa Defoort, Event & Creative Manager at lisa@caar.org or 204-989-9313.





Diamond Level

Sponsorship - \$15,000



EXCLUSIVE SPONSORSHIP OPTIONS AVAILABLE AT THIS LEVEL:

Receive Diamond level sponsor benefits listed below as well as exclusive recognition with these sponsored items/ events through signage and announcements at the event, listed in the conference agenda and also in communications to the delegates. Have an idea for sponsorship? Contact Lisa Defoort at lisa@caar.org to discuss!

- **General Sponsorship**
- **Thursday Closing Keynote Speaker Donald Cooper**
- **Use any combinations of exclusive lower level items that equal Diamond level. For example, combine a Platinum and Silver item, or combine two Gold items or combine a Gold, Silver and Bronze item**

All confirmed sponsors at this level will receive premium brand visibility in the following ways:

- **Company logo recognition on:**
 - Main banner of Conference section on **caar.org** & on the Conference registration website
 - Sponsor section of the Conference website including 100 word company profile* and hyperlink to your website
 - CAAR Conference email communications
 - Cover and sponsor section of the registration guide and Conference program
 - Sponsor signage and powerpoint loop at the event
 - *The Communicator Magazine (Sept. 2017, Dec. 2017, Feb. 2018 & April 2018 issues)*
 - CAAR Conference promotional postcards
- **Advertising opportunities:**
 - Full page ad in the CAAR Conference registration guide*
 - Full page ad in the CAAR Conference program*
 - Full page flyer and branded item inserted in the registration package that is handed out at the event*
- **8 minutes of speaking time on stage on Thursday morning of the CAAR Conference**
- **Complimentary conference registration:**
 - Four complimentary Conference passes and CAAR's Choice Awards Banquet tickets
 - One complimentary Exhibitor pass which includes one 10'x10' booth**
- **Other sponsorship inclusions:**
 - Verbal acknowledgement at the opening and closing of the CAAR Conference
 - Announcement as a sponsor of the CAAR Conference on Twitter
 - Five dedicated Tweets
 - Dedicated eblast to potential and registered delegates
 - Insert piece in the Conference padfolio*

*provided by sponsor

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Platinum Level

Sponsorship - \$10,000



EXCLUSIVE SPONSORSHIP OPTIONS AVAILABLE AT THIS LEVEL:

Receive Platinum level sponsor benefits listed below as well as exclusive recognition with these sponsored items/ events through signage and announcements at the event, listed in the conference agenda and also in communications to the delegates. Have an idea for sponsorship? Contact Lisa Defoort at lisa@caar.org to discuss!

- **General Sponsorship**
- **Conference AV**
- **Use any combinations of exclusive lower level items that equal Platinum level. For example, combine a Gold and Bronze item or combine two Silver items.**

All confirmed sponsors at this level will receive:

- **Company logo recognition on:**

- Main banner of Conference section on **caar.org** & on the Conference registration website
- Sponsor section of the Conference website including 50 word company profile* and hyperlink to your website
- CAAR Conference email communications
- Sponsor section of the registration guide and Conference program
- Sponsor signage and powerpoint loop at the event
- *The Communicator Magazine (Sept. 2017, Dec. 2017, Feb. 2018 & April 2018 issues)*
- CAAR Conference promotional postcards

- **Advertising opportunities:**

- Full page ad in the CAAR Conference registration guide*
- Full page ad in the CAAR Conference program*
- Full page flyer inserted in the registration package that is handed out at the event*

- **5 minutes of speaking time on stage on Thursday morning of the CAAR Conference**

- **Discounted conference registration:**

- Two complimentary Conference passes and CAAR's Choice Awards Banquet tickets
- One complimentary Exhibitor pass which includes one 10'x10' booth**

- **Other sponsorship inclusions:**

- Verbal acknowledgement at the opening and closing of the CAAR Conference
- Announcement as a sponsor of the CAAR Conference on Twitter
- Three dedicated Tweets

*provided by sponsor

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Gold Level

Sponsorship - \$7,500



EXCLUSIVE SPONSORSHIP OPTIONS AVAILABLE AT THIS LEVEL:

Receive Gold level sponsor benefits listed below as well as exclusive recognition with these sponsored items/ events through signage and announcements at the event, listed in the conference agenda and also in communications to the delegates. Have an idea for sponsorship that's not on the list below? Contact Lisa Defoort at lisa@caar.org to discuss!

- **General Sponsorship**
- **Conference Meals**
 - Wednesday Breakfast
 - Thursday Breakfast
 - Wednesday Lunch
 - Thursday Lunch
 - Banquet Meal
- **Conference Speakers**
 - Thursday Marketing Speaker **SOLD**
 - Banquet Entertainment
- **Conference Panelists**
 - Wednesday Farmer Panel
 - Thursday Retailer Panel **SOLD**
- **Use any combinations of exclusive lower level items that equal Gold level. For example, combine a Silver and Bronze item or combine three Bronze items.**

All confirmed sponsors at this level will receive:

- **Company logo recognition on:**
 - Sponsor section of the Conference website including 25 word company profile* and hyperlink to your website
 - CAAR Conference email communications
 - Sponsor section of the Registration guide and Conference program
 - Sponsor signage and powerpoint loop at the event
 - *The Communicator Magazine (Sept. 2017, Dec. 2017, Feb. 2018 & April 2018 issues)*
 - CAAR Conference promotional postcard (Jan. 2018)
- **Advertising opportunities:**
 - Half page ad in the CAAR Conference registration guide*
 - Half page ad in the CAAR Conference program*
 - Half page flyer inserted in the registration package that is handed out at the event*
- **Discounted conference registration:**
 - 50% discount on two Conference passes
 - 25% discount on an Exhibitor pass which includes one 10'x10' booth**
- **Other sponsorship inclusions:**
 - Announcement as a sponsor of the CAAR Conference on Twitter
 - One dedicated Tweet

*provided by sponsor

**booth space is limited and awarded on a first-come, first-served basis.

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Silver Level

Sponsorship - \$5,000



EXCLUSIVE SPONSORSHIP OPTIONS AVAILABLE AT THIS LEVEL:

Receive Silver level sponsor benefits listed below as well as exclusive recognition with these sponsored items/events through signage and announcements at the event, listed in the conference agenda and also in communications to the delegates. Have an idea for sponsorship that's not on the list below? Contact Lisa Defoort at lisa@caar.org to discuss!

- **General Sponsorship**

- **Advertising / Promo Giveaways**

- Weekly Online Registration Prize
- ~~Registration Guide Back Page~~ **SOLD**
(mailed out with the Sept. Communicator magazine)
- ~~Conference Program Back Page~~ **SOLD**
(mailed out with the Feb. Communicator magazine)
- Conference Hotel Keycards
- ~~Conference WiFi~~ **SOLD**
- Agenda Cards

- **Conference Speakers**

- Auctioneers

- **Conference Food & Beverage**

- Icebreaker Hors D'Oeuvres
- Networking Refreshment Breaks
(includes Exhibitor Setup, morning and tradeshow breaks on Wednesday and Thursday)

- **CAAR's Choice Awards**

Sponsor companies are invited to attend the CAAR's Choice Awards Banquet to present the award to recipients.

- ~~Agronomist of the Year Award~~ **SOLD**
- ~~Retailer of the Year Award~~ **SOLD**
- ~~4R Nutrient Stewardship Agri-Retailer Award~~ **SOLD**
- ~~Retailer Hall of Fame Award~~ **SOLD**

All confirmed sponsors at this level will receive:

- **Company logo recognition on:**

- Sponsor section of the Conference website including hyperlink to your website
- CAAR Conference email communications
- Sponsor section of the Registration guide and Conference program
- Sponsor signage and powerpoint loop at the event
- *The Communicator Magazine (April 2018 issue)*

- **Advertising opportunities:**

- Half page flyer inserted in the registration package that is handed out at the event*

- **Other sponsorship inclusions:**

- Announcement as a sponsor of the CAAR Conference on Twitter

*provided by sponsor

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Bronze Level

Sponsorship - up to \$2,500



EXCLUSIVE SPONSORSHIP OPTIONS AVAILABLE AT THIS LEVEL:

Receive Bronze level sponsor benefits listed below as well as exclusive recognition with these sponsored items through signage at the event, listed in the conference agenda and also in communications to the delegates. Have an idea for sponsorship that's not on the list below? Contact Lisa Defoort at lisa@caar.org to discuss!

- **General Sponsorship**

- **Branded Giveaways**

- Customized Conference Items
 - Water Bottles / Drinkware
 - Icebreaker Icecubes
 - Notepads & Pens
- Luggage Tags **SOLD**

All confirmed sponsors at this level will receive:

- **Company logo recognition on:**

- Sponsor section of the Conference website
- CAAR Conference email communications
- Sponsor section of the Registration guide and Conference program
- Sponsor signage and powerpoint loop at the event
- *The Communicator Magazine (April 2018 issue)*

Custom Sponsorship Opportunities

We recognize that one size does not fit all when it comes to sponsorship investments and we are happy to discuss and design a tailor-made package specific to your organization's budget, needs and marketing objectives.

To discuss opportunities, please contact the Lisa Defoort, Event & Creative Manager at lisa@caar.org or 204-989-9313.



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Donate to the CAAR Pro-Ag Investments Auction

The agriculture industry is on the cusp of tremendous advancement as we are challenged to feed a growing world. To succeed in providing for this unprecedented need, it will take investment in the tools that will get us there. Pooling our resources will ensure we all reap the rewards with less effort.



CAAR Pro-Ag Investments is a diverse range of initiatives that center on enhancing and strengthening the Canadian agriculture industry. Donations towards CAAR Pro-Ag Investments go directly to important causes such as: agricultural scholarships, industry initiatives, CAAR's advocacy efforts and program development, among others.

HOW TO DONATE & SUPPORT:

Currently there are three ways that you can support the initiatives funded by CAAR Pro-Ag Investments:

Donate to the Auction:

The CAAR Pro-Ag Investments Auction is hosted annually at the CAAR Conference. Donate a prize (anything from crop inputs to flat screen tvs to fishing trips) and join us at the event to bid on prizes!

Bid and Buy at the Auction:

No auction is complete without its' buyers. Attend the CAAR Pro-Ag Investments Auction and know that every dollar you spend goes directly to the association.

Direct Donations:

We are always grateful for your donations, and we'll do our best to ensure everyone knows about your generous support!

Donations to the CAAR Pro-Ag Investments Auction will contribute to your sponsorship recognition at the 2018 CAAR Conference at a rate of 50% of the SRP. If you wish to reach a higher sponsorship level, you can combine cash sponsorship with your auction donation.

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