

2019 CAAR CONFERENCE SPONSORSHIP & EXHIBITING OPPORTUNITIES

The Canadian Association of Agri-Retailers (CAAR) is a not-for-profit national association dedicated to representing ag-retailers across Canada, who are an integral part of the agricultural food chain process.

CAAR is the voice of the ag-retailers, protecting their members rights and interests, providing safety training programs, networking events, communication services and is a proud, active supporter in the agriculture industry.

A conference designed for ag-retailers

Now in its 24th year, the CAAR Conference is the leading business conference for ag-retailers and is designed specifically to bring the agriculture industry together to:

- Stay informed with industry updates
- Strengthen business skills
- Network with new and existing customers
- Support the association

Bring maximum exposure to your brand through sponsorship and exhibiting, with delegates from across Canada and also the United States, this conference is a great opportunity to connect with:

- Retailers
- Distributors
- Business Services (Banking & Insurance)
- Agronomists
- Equipment Dealers
- Media
- Manufacturers
- Crop Inputs

Establish your presence through sponsorship

Sponsoring the CAAR Conference is designed for you to connect with the agriculture industry and enhance your sales and marketing goals. Tailored sponsorships include advertising, recognition in print and on the conference website - extending your investment both before and after the event.

Sponsoring the CAAR Conference gives you an excellent opportunity to:

- Communicate to over 2,500 industry contacts pre and post-event (through online & print advertising, social media and more)
- Promote services and increase brand awareness
- Drive traffic to your booth during the conference
- Speaking opportunities and customized sponsorship packages
- Gain exceptional value in supporting the ag-retail industry

Secure your space on the tradeshow floor

Increase your visibility at the CAAR Conference by becoming an exhibitor, with the conference events hosted on the tradeshow floor this is the perfect chance to network with ag-retailers, suppliers and industry partners. **Exhibitor registration is now open.**

Exhibiting at the CAAR Conference provides you the opportunity to:

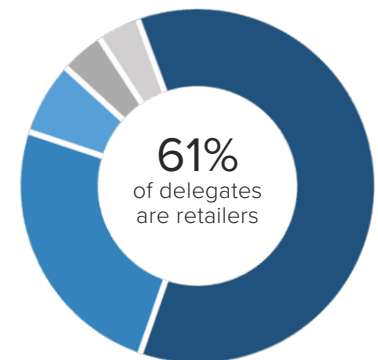
- Connect through face-to-face marketing with over 300 attendees
- Reinforce relationships and discover new customers within the industry
- Promote new products, programs and solutions
- Opportunity to present on stage as part of the Exhibitor Spotlight

Our goal is to continue to build the sponsorship program and work with you to ensure that supporting the conference and CAAR remains a mutually beneficial and valuable experience.

For more information about sponsoring or exhibiting at the CAAR Conference, please contact Lisa Defoort, Event and Creative Manager at lisa@caar.org or 204-989-9313.

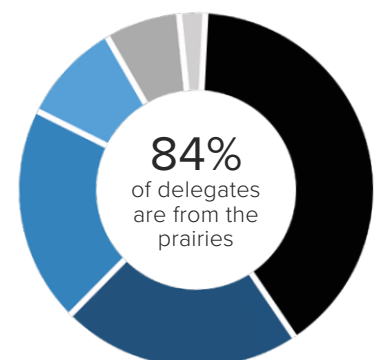
2019 CAAR CONFERENCE
FEB. 12 - 14, 2019 | WINNIPEG, MB

- 300+** attendees
- 45+** exhibitors
- 170+** represented companies
- 16+** hours of face-to-face networking time



TYPES OF DELEGATES:

- Retailers
- Suppliers
- Industry Partners
- Consultants
- Media



LOCATION OF DELEGATES:

- Saskatchewan
- Alberta
- U.S.
- Ontario
- BC / QC / PEI

2019 CAAR CONFERENCE SPONSORSHIP LEVELS



FEB. 12 - 14, 2019 | WINNIPEG, MB

This is a preliminary sponsorship document, details are subject to change.
Please note: some sponsorship benefits have terms and conditions, specific requirements, restrictions and deadlines.

SPONSORSHIP LEVELS	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
ADVERTISING OPPORTUNITIES	<p>Full page ad in Registration Guide</p> <p>Full page ad in Conference Program</p> <p>Insert in Conference Attendee Padfolio</p> <p>Banner ad in four pre-conference promo emails</p> <p>Sponsored content and banner ad in four issues of the CAAR Network</p> <p>Featured in the 'Sponsor Spotlight' section on caar.org</p>	<p>Full page ad in Registration Guide</p> <p>Full page ad in Conference Program</p> <p>Insert in Conference Attendee Padfolio</p> <p>Banner ad in two pre-conference promo emails</p> <p>Sponsored content and banner ad in two issues of the CAAR Network</p> <p>Featured in the 'Sponsor Spotlight' section on caar.org</p>	<p>Half page ad in Registration Guide</p> <p>Half page ad in Conference Program</p> <p>Banner ad in one pre-conference promo email</p> <p>Sponsored content and banner ad in one issue of the CAAR Network</p> <p>Featured in the 'Sponsor Spotlight' section on caar.org</p>	<p>Banner ad in one pre-conference promo email</p>	---
SPEAKING OPPORTUNITIES	<p>20 minutes on stage (<i>limited spaces</i>)</p> <p>Verbal Recognition at event</p>	<p>10 minutes on stage (<i>limited spaces</i>)</p> <p>Verbal Recognition at event</p>	<p>Verbal Recognition at event</p>	---	---
CONFERENCE PASSES	<p>Four Complimentary Conference Passes & Banquet Tickets</p>	<p>Two Complimentary Conference Passes & Banquet Tickets</p>	<p>50% Discount on Two Conference Passes</p>	---	---
EXHIBITING SPACE	<p>Complimentary 10' x 20' Booth in a high visibility location</p>	<p>Complimentary 10' x 10' Booth in a high visibility location</p>	<p>25% Discount on 10' x 10' Booth in a high visibility location</p>	---	---
COMPANY LOGO RECOGNITION	<p>Header Banner and Footer Section of Event Website</p> <p>Header of Email Communications</p> <p>Registration Guide</p> <p>Conference Program</p> <p>Pre-Event Promo Materials</p> <p>Onsite Event Print & Digital Signage</p> <p><i>The Communicator Magazine</i></p>	<p>Header Banner and Footer Section of Event Website</p> <p>Header of Email Communications</p> <p>Registration Guide</p> <p>Conference Program</p> <p>Pre-Event Promo Materials</p> <p>Onsite Event Print & Digital Signage</p> <p><i>The Communicator Magazine</i></p>	<p>Footer Section of Event Website</p> <p>Footer of Email Communications</p> <p>Registration Guide</p> <p>Conference Program</p> <p>Pre-Event Promo Materials</p> <p>Onsite Event Print & Digital Signage</p> <p><i>The Communicator Magazine</i></p>	<p>Footer Section of Event Website</p> <p>Footer of Email Communications</p> <p>Registration Guide</p> <p>Conference Program</p> <p>Onsite Event Print & Digital Signage</p> <p><i>The Communicator Magazine</i></p>	<p>Footer Section of Event Website</p> <p>Registration Guide</p> <p>Conference Program</p> <p>Onsite Event Print & Digital Signage</p> <p><i>The Communicator Magazine</i></p>
SOCIAL MEDIA RECOGNITION	<p>Announcement on Twitter as a sponsor</p> <p>Four dedicated tweets</p> <p>Dedicated eblast to registered attendees</p>	<p>Announcement on Twitter as a sponsor</p> <p>Two dedicated tweets</p>	<p>Announcement on Twitter as a sponsor</p> <p>One dedicated tweet</p>	<p>Announcement on Twitter as a sponsor</p>	<p>Announcement on Twitter as a sponsor</p>

2019 CAAR CONFERENCE DIAMOND SPONSORSHIP | \$15,000

PRE-CONFERENCE BENEFITS & RECOGNITION

- Announcement on Twitter as a Diamond level sponsor of the CAAR Conference
- Two dedicated tweets
- Full page ad in the CAAR Conference registration guide
- Sponsored content and banner ad included in four issues of the CAAR Network
- Featured in the 'Sponsor Spotlight' section on caar.org
- One dedicated eblast to registered attendees
- Banner ad included on four pre-conference promotional emails
- Logo recognition on:
 - Header banner of event website
 - Header banner of promotional emails
 - Promotional print materials
 - *The Communicator* magazine (Oct. 2018 & Dec. 2018 issues)

DURING CONFERENCE BENEFITS & RECOGNITION

- Full page ad in the Conference Program
- Insert in the Conference Padfolios handed out to attendees
- 20 minutes to present on stage (*limited spaces available*)
- Verbal recognition at the Conference
- Four complimentary Conference passes and Banquet tickets
- Complimentary 10' x 20' booth in a high visibility location on the tradeshow floor
- One dedicated tweet
- Logo recognition on:
 - Print and digital signage at event
 - Promotional materials
 - *The Communicator* magazine (Feb. 2019 issue)

POST-CONFERENCE BENEFITS & RECOGNITION

- One dedicated tweet
- Logo recognition on:
 - Thank you emails to all attendees
 - Survey emails to all attendees and non-attendees
 - *The Communicator* magazine (April. 2019 issue)

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Receive additional recognition using a combination of Platinum, Gold, Silver and Bronze level exclusive sponsored items through communications to the delegates and signage at the event as well as receive the benefits listed above for Diamond Sponsorship.

If you have new ideas regarding sponsorship or auction donations, please contact Lisa Defoort at lisa@caar.org or 204-989-9313 to discuss.

2019 CAAR CONFERENCE PLATINUM SPONSORSHIP | \$10,000

PRE-CONFERENCE BENEFITS & RECOGNITION

- Announcement on Twitter as a Platinum level sponsor of the CAAR Conference
- One dedicated tweet
- Full page ad in the CAAR Conference registration guide
- Sponsored content and banner ad included in two issues of the CAAR Network
- Featured in the 'Sponsor Spotlight' section on caar.org
- Banner ad included on two pre-conference promotional emails
- Logo recognition on:
 - Header banner of event website
 - Header banner of promotional emails
 - Promotional print materials
 - *The Communicator* magazine (Oct. 2018 & Dec. 2018 issues)

DURING CONFERENCE BENEFITS & RECOGNITION

- Full page ad in the Conference Program
- Insert in the Conference Padfolios handed out to attendees
- 10 minutes to present on stage (*limited spaces available*)
- Verbal recognition at the Conference
- Two complimentary Conference passes and Banquet tickets
- Complimentary 10' x 10' booth in a high visibility location on the tradeshow floor
- Logo recognition on:
 - Print and digital signage at event
 - Promotional materials
 - *The Communicator* magazine (Feb. 2019 issue)

POST-CONFERENCE BENEFITS & RECOGNITION

- One dedicated tweet
- Logo recognition on:
 - Thank you emails to all attendees
 - Survey emails to all attendees and non-attendees
 - *The Communicator* magazine (April. 2019 issue)

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Receive additional recognition for these exclusive sponsored items and events through communications to the delegates and signage at the event as well as receive the benefits listed above for Platinum Sponsorship.

If you have new ideas regarding sponsorship or auction donations, please contact Lisa Defoort at lisa@caar.org or 204-989-9313 to discuss.

- Conference AV
- Event Sponsorship
 - Icebreaker Cocktail Reception → SOLD
 - Pro-Ag Investments Auction
 - CAAR's Choice Awards Banquet

2019 CAAR CONFERENCE GOLD SPONSORSHIP | \$7,500



PRE-CONFERENCE BENEFITS & RECOGNITION

- Announcement on Twitter as a Gold level sponsor of the CAAR Conference
- One dedicated tweet
- Half page ad in the CAAR Conference registration guide
- Sponsored content and banner ad included in one issue of the CAAR Network
- Featured in the 'Sponsor Spotlight' section on caar.org
- Banner ad included on one pre-conference promotional email
- Logo recognition on:
 - Footer section of event website
 - Footer of promotional emails
 - Promotional print materials
 - *The Communicator* magazine (Oct. 2018 & Dec. 2018 issues)

DURING CONFERENCE BENEFITS & RECOGNITION

- Half page ad in the Conference Program
- Verbal recognition at the Conference
- 50% discount on two Conference passes
- 25% discount on 10' x 10' booth in a high visibility location on the tradeshow floor
- Logo recognition on:
 - Print and digital signage at event
 - Promotional materials
 - *The Communicator* magazine (Feb. 2019 issue)

POST-CONFERENCE BENEFITS & RECOGNITION

- Logo recognition on:
 - Thank you emails to all attendees
 - Survey emails to all attendees and non-attendees
 - *The Communicator* magazine (April, 2019 issue)

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Receive additional recognition for these exclusive sponsored items and events through communications to the delegates and signage at the event as well as receive the benefits listed above for Gold Sponsorship.

If you have new ideas regarding sponsorship or auction donations, please contact Lisa Defoort at lisa@caar.org or 204-989-9313 to discuss.

- Keynote Conference Speaker - Dr. Sylvain Charlebois 'The Food Professor'
- Conference Speaker - Graham Sherman
- Banquet Comedy Entertainment - James Cunningham
- CAAR's Choice Awards Banquet Dinner

2019 CAAR CONFERENCE SILVER SPONSORSHIP | \$5,000

PRE-CONFERENCE BENEFITS & RECOGNITION

- Announcement on Twitter as a Silver level sponsor of the CAAR Conference
- Banner ad included on one pre-conference promotional email
- Logo recognition on:
 - Footer section of event website
 - Footer of promotional emails
 - Promotional print materials
 - *The Communicator* magazine (Dec. 2018 issue)

DURING CONFERENCE BENEFITS & RECOGNITION

- Logo recognition on:
 - Print and digital signage at event
 - Promotional materials
 - *The Communicator* magazine (Feb. 2019 issue)

POST-CONFERENCE BENEFITS & RECOGNITION

- Logo recognition on:
 - Thank you emails to all attendees
 - Survey emails to all attendees and non-attendees
 - *The Communicator* magazine (April. 2019 issue)

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Receive additional recognition for these exclusive sponsored items and events through communications to the delegates and signage at the event as well as receive the benefits listed above for Silver Sponsorship.

If you have new ideas regarding sponsorship or auction donations, please contact Lisa Defoort at lisa@caar.org or 204-989-9313 to discuss.

- Water Stations with Branded Water Bottles
- ~~Conference WIFI - SOLD~~
- Lounge Area on Tradeshow Floor (Max. 2 areas)
- Advertising / Promo Giveaways
 - Notepad & Pen Insert in Conference Padfolio
 - ~~Registration Guide Back Page Ad~~
 - Conference Program Back Page Ad
 - Host Hotel Customized Keycards
- ~~Conference Speaker - Lesley Kelly - SOLD~~
- Conference Financial Speaker - TBA
- Farmer Panel
- Mergers & Acquisitions Panel
- Industry Update Speaker Session
- Pro-Ag Investments Auctioneers
- Conference Food & Beverage
 - Icebreaker Hors D'Oeuvres
 - ~~Networking Refreshment Breaks - SOLD~~
(includes Exhibitor setup, morning and tradeshow breaks on Wednesday and Thursday)
 - Wednesday Breakfast
 - Thursday Breakfast
 - ~~Wednesday Lunch - SOLD~~
 - Thursday Lunch
- CAAR's Choice Awards
 - Agronomist of the Year Award - SOLD
 - Retailer of the Year Award - SOLD
 - 4R Nutrient Stewardship Award - SOLD
 - Retailer Hall of Fame Award - SOLD

2019 CAAR CONFERENCE BRONZE SPONSORSHIP | \$2,500

PRE-CONFERENCE BENEFITS & RECOGNITION

- Announcement on Twitter as a Bronze level sponsor of the CAAR Conference
- Logo recognition on:
 - Footer section of event website
 - Promotional print materials
 - *The Communicator* magazine (Dec. 2018 issue)

DURING CONFERENCE BENEFITS & RECOGNITION

- Logo recognition on:
 - Print and digital signage at event
 - Promotional materials
 - *The Communicator* magazine (Feb. 2019 issue)

POST-CONFERENCE BENEFITS & RECOGNITION

- Logo recognition on:
 - Thank you emails to all attendees
 - Survey emails to all attendees and non-attendees
 - *The Communicator* magazine (April, 2019 issue)

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Receive additional recognition for these exclusive sponsored items and events through communications to the delegates and signage at the event as well as receive the benefits listed above for Platinum Sponsorship.

If you have new ideas regarding sponsorship or auction donations, please contact Lisa Defoort at lisa@caar.org or 204-989-9313 to discuss.

- ~~Weekly Registration Prize - SOLD~~
- ~~Conference Agenda Cards - SOLD~~
- Branded Items (*sponsor provides*)
- ~~Luggage Tags - SOLD~~
- Washroom Mirror Decal Signage

2019 CAAR CONFERENCE SPONSORSHIP CONFIRMATION



Thank you for supporting the 2019 CAAR Conference by becoming a sponsor, we could not succeed without you. Sponsoring the CAAR Conference is designed for you to connect with the agriculture industry and enhance your sales and marketing goals.

Please fill out the form below to confirm your sponsorship and/or auction donation and return by email to lisa@caar.org, your sponsorship perks will begin once we receive this signed form.

SPONSOR LEVEL

- DIAMOND \$15,000 SILVER \$5,000
 PLATINUM \$10,000 BRONZE \$2,500
 GOLD \$7,500

SPONSORSHIP TYPE

- SPONSORSHIP
 AUCTION PRODUCT DONATION
 COMBINATION
sponsorship & product auction donation

SPONSORSHIP INFORMATION

Become a sponsor through a cash donation and/or sponsor an exclusive item or event. Receive additional recognition for the exclusive sponsored item/event through communications to the delegates and signage at the event as well as the benefits associated to that sponsor level.

CASH SPONSORSHIP: _____ EXCLUSIVE SPONSORSHIP ITEM: _____
\$ _____ EXCLUSIVE SPONSOR VALUE: \$ _____

PRO-AG INVESTMENTS AUCTION DONATION

50% of the SRP from your donation to the CAAR Pro-Ag Investments Auction will contribute towards your sponsorship recognition at the 2019 CAAR Conference. If you wish to reach a higher sponsorship level and receive more perks, you can combine a cash sponsorship with your auction donation.

ITEM(S) DONATED: _____

DESCRIPTION OF ITEM FOR PROMOTIONS: _____
(MAXIMUM 50 WORDS)

SRP VALUE: \$ _____ SHIPPING INCLUDED? (Y/N) _____ ITEM SHIPPED FROM: _____
(PLEASE PROVIDE LOCATION)

CONTACT INFO FOR CLAIMING ITEM: _____

CONTACT INFORMATION (FOR INVOICING & PROMOTIONS)

COMPANY: _____ NAME: _____

ADDRESS: _____ CITY: _____

PROVINCE: _____ POSTAL CODE: _____ PHONE: _____

EMAIL: _____ COMPANY TWITTER HANDLE: _____
(USED FOR PROMOTING YOUR COMPANY AS A SPONSOR)

DATE:

SIGNATURE: