

72ND ANNUAL
GENERAL
MEETING
&
CONFERENCE

JANUARY 15-17, 2025

EDMONTON, AB

**SPONSORSHIP
OPPORTUNITIES**

2025 AGM & Conference

The Sky's The Limit

SHOW YOUR SUPPORT

Industry Engagement

Sponsoring the conference demonstrates the sponsor's commitment to its customers and its stakeholders. Sponsorship provides an opportunity to show support for initiatives, events, and gatherings that are meaningful to the Association's members and the broader industry. By sponsoring the conference, the company can strengthen its relationships with customers, partners, and other stakeholders, fostering a sense of trust and open communication.

Visibility & Brand Awareness

Sponsorship of the conference offers valuable visibility and exposure for the company's brand. With its logo prominently displayed on various conference materials, including marketing collateral, banners, and digital platforms, the cooperative can increase brand recognition and awareness among attendees and industry professionals. This heightened visibility helps to position the sponsor as a trusted and reputable entity within the industry and the community.

Networking & Business Development

Sponsoring the conference provides opportunities for networking and business development. It allows company representatives to connect with key decision-makers, industry leaders, potential partners, and customers in a focused and conducive environment. These interactions can lead to valuable collaborations, partnerships, and business opportunities that can contribute to the sponsor's long-term business success. Networking often results in exposing unfilled business opportunities for our industry partners.



**ALBERTA
SEED
PROCESSORS**



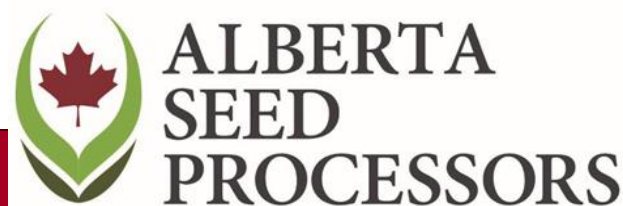
2025 CONFERENCE THEME

Pivoting from last year's theme, *"Thriving in Turbulent Times"*, we are thrilled to unveil the theme for the 72nd AGM & Conference: *"The Sky's the Limit"*

This theme signifies a forward-looking approach, challenging attendees to envision the future and to think about what could be possible, rather than what seems impossible. The theme invites reflection on past accomplishments while igniting enthusiasm for what lies ahead, fostering a culture of innovation, collaboration, and a steadfast commitment to continuous growth.

The conference sessions aim to equip participants with valuable insights, practical strategies, and actionable takeaways to help them navigate the opportunities and challenges in the agriculture industry.

Staff, directors, and shareholders of seed processing co-ops can drive positive change within their organizations for long term growth and success. Industry participation in the conference is imperative to strengthen & build knowledge & capacity within the sector. Conference content can also bring awareness to unfilled opportunities within the industry.



SPONSORSHIP OPPORTUNITIES

Benefits Commitment Value	Partner	Platinum \$6000	Gold \$3000	Silver \$1,500	Bronze \$1,000	Exhibitor \$600
Opportunities Available	Sold Out	3	5	6	unlimited	25
Logo Included in Event Marketing Materials <i>(subject to early booking deadlines)</i>	Primary Conference Sponsor	Secondary Conference Sponsor	Logo & Link	Logo & Link	Logo & Link	
Verbal Recognition of Sponsorship Level at Conference	Primary Conference	Secondary Conference Sponsor	3 Times	Twice	Once	
Visibility – Event Sponsor Opportunities	Primary Conference Sponsor- As Negotiated Including Company Banner in Plenary Room	Sponsorship One Of: Keynote Speaker, Guest Speaker, Icebreaker Beverages	Sponsorship One of: Breakfast (2) or Audio Visual or WIFI or Workshops	Co- Sponsor Refreshment Breaks	General Supporter of Conference	
Opportunity To Present or Speak During Conference	As Negotiated	Introduce Guest or Keynote Speakers				
Conference Participation						
Full Conference Registration	2 included	2 included	\$250/ person	\$250/ person	\$250/ person	\$250/ person
Exhibit Space	1 included	1 included	\$350/space \$250 discount	\$400/space \$200 discount	\$450/space \$150 discount	no discount
Admission To Dinner Theatre	2 included	\$100/person	\$100/ person	\$100/ person	\$100/ person	\$100/ person
Staff Recognized as a Sponsor on Name Badge	yes	yes	yes	yes	yes	

*Customized opportunities available upon request: Connect with us: info@seedprocessors.ca