

GLCS 2020



Sponsorship & Exhibitor PROSPECTUS

January 29-30, 2020

Soaring Eagle Casino and Resort | Mt. Pleasant, MI

Working Together
www.GreatLakesCropSummit.com

B R O U G H T T O Y O U B Y



Michigan Soybean
Promotion Committee
The Soybean Checkoff



CORN MARKETING PROGRAM
CMPM
OF MICHIGAN



**Optimum
benefit deadline
is October 11, 2019**

GLCS 2020

It is our pleasure to invite you to sponsor the 2020 Great Lakes Crop Summit (GLCS), which will be held at Soaring Eagle Casino and Resort on January 29-30.

ABOUT THE EVENT

GLCS is the only conference in Michigan that brings together our state's corn, soybean and wheat checkoff organizations. The event is designed to connect farmers with research and industry experts and improve farm profitability and the strategic position of Great Lakes corn, soybean and wheat farmers. More than 1,000 people attended in 2019.

The 2020 event will feature sessions and speakers focused on agronomic research and marketing, resource management, production economics and the direction of Michigan's corn, soybean and wheat industries. The agenda includes researchers from several top-notch universities, industry and private consultants across the Midwest.

WHY SPONSOR?

Becoming a sponsor of GLCS will provide your business with invaluable opportunities to network face-to-face with Michigan's leading corn, soybean and wheat growers. We offer you a wide array of highly visible sponsorship packages with many exciting options to promote awareness of your company at this one-of-a-kind event.

HOW TO BEGIN YOUR SPONSORSHIP

This mailing includes information regarding sponsorship levels, commitments and promotional opportunities. For more information, please visit our website at www.GreatLakesCropSummit.com.

To sponsor or become an exhibitor, please contact Penni Sweeney at 517-668-2676 or sponsorship@greatlakescrops Summit.com. Our sponsorship team looks forward to working with you and we thank you for your support of Michigan's crop farmers!



SPONSORSHIP LEVELS

ELITE \$5,000+

- A 10x10 ft. or a 20x10 ft. booth.
- Company recognition in the onsite program guide.
- Company recognition in advanced publications.
- Web link from the event website.
- Company-supplied handout in the registration packet (materials MUST be received no later than Dec.14, 2019).
- Six complimentary registrations.

PREMIER \$3,000

- A 10x10 ft. or a 20x10 ft. booth.
- Company recognition in the onsite program guide.
- Company recognition in advanced publications.
- Web link from the event website.
- Four complimentary registrations.

SELECT \$1,500

- A 10x10 ft. booth.
- Company recognition in the onsite program guide.
- Company recognition in advanced publications.
- Three complimentary registrations.

EXHIBITOR \$750

- A 10x10 ft. booth.
- Company recognition in the onsite program guide.
- Two complimentary registrations.

Each booth space comes with pipe and drape, one eight-foot skirted table and two chairs. 20x10 ft. double booth space will only be available to Premier and Elite sponsors.

SPONSORSHIP & EXHIBITOR FORM

| | |
|-----------------------|----------------|
| Company Name | Contact Person |
| Mailing Address | |
| City, State, Zip Code | |
| Phone | Email Address |
| Website | |

Sponsorship Levels

| | | |
|--|-----------------|---------|
| <input type="checkbox"/> Elite Sponsorship - \$5,000+ | Booth Size_____ | \$_____ |
| <input type="checkbox"/> Premier Sponsorship - \$3,000 | Booth Size_____ | \$_____ |
| <input type="checkbox"/> Select Sponsorship - \$1,500 (10 x10 ft) booth | | \$_____ |
| <input type="checkbox"/> Exhibitor Sponsorship - \$750 (10 x10 ft) booth | | \$_____ |

Additional SPONSORSHIP Opportunities

Event Program Advertising

| | | | |
|---|---|---|---------|
| <input type="checkbox"/> 1/2 Page - \$600 | <input type="checkbox"/> 1/4 Page - \$400 | <input type="checkbox"/> 1/8 Page - \$250 | \$_____ |
| <input type="checkbox"/> Keynote Speaker - \$3,500 | Booth Size_____ | | \$_____ |
| <input type="checkbox"/> Hotel Key Card - \$2,500 | | | \$_____ |
| <input type="checkbox"/> Registration Folders - \$2,500 | | | \$_____ |
| <input type="checkbox"/> Lanyards - \$2,500 | | | \$_____ |
| <input type="checkbox"/> Session Sponsors - \$1,000 | | | \$_____ |
| <input type="checkbox"/> Evening Buffet - \$10,000 | Booth Size_____ | | \$_____ |
| <input type="checkbox"/> Lunch - \$8,000 | Booth Size_____ | | \$_____ |
| <input type="checkbox"/> Breakfast - \$6,000 | Booth Size_____ | | \$_____ |
| <input type="checkbox"/> Ice Cream Social - \$2,500 | | | \$_____ |
| <input type="checkbox"/> Break/Beverage Sponsor - \$2,000 | | | \$_____ |
| <input type="checkbox"/> Welcome Reception - \$5,000 | | | \$_____ |

Total Sponsorship: \$_____

☐ Invoice ☐ Check Enclosed ☐ Credit Card (Please check one)

☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card #: - - -

Exp. Date: ____ / ____ CCV Code: ____ Signature: _____

TERMS & CONDITIONS

By signing and returning this form, you are agreeing to a non-exclusive Sponsorship/Exhibition agreement between yourselves and the Great Lakes Crop Summit (GLCS) on the terms and conditions set out below and in the agreement.

- Confirmation of acceptance of your application will be sent in writing.
- Sponsorship/Exhibition package entitlements will commence only upon payment of all monies owed.
- Sponsorship packages are limited in accordance with the prospectus and booth allocations are assigned on a "first-in" basis.
- No refunds will be issued for sponsor cancellations for any reason.
- Subletting space is not permitted and two or more companies may not exhibit in a space unless approved by GLCS.
- GLCS reserves the right to decline sponsors or exhibitors.
- GLCS reserves the right to vary package entitlements or booth allocations if necessary.
- GLCS reserves the right to cancel this event and refund your sponsorship payment in full. In this case, liability will be limited to that amount and the exhibitor/sponsor shall have no further claim for damages or loss.
- Complimentary registrations may be used by company representatives or clients, but registrant information must be submitted by the early registration deadline.
- Meals are included in complimentary registrations.
- All exhibit spaces include electricity, one 8 ft. skirted table and two chairs.
- Overhead door access is available, but any equipment on display must be pushed in and placed on carpet.
- GLCS reserves the right to determine eligibility of a company, product, promotion or any part thereof, that in its opinion is not keeping with the character or purpose of the event. Exhibits which, in the opinion of GLCS, distract from the general character of event as a whole will be prohibited and/or evicted. In the event of eviction, GLCS is not liable for refunds.
- All exhibitors agree to abide by the set-up and tear-down times allotted. Any space not claimed and occupied by the end of exhibitor's move-in time may be resold without obligation of GLCS for any refund whatsoever. Additionally, all exhibits must remain intact until the exposition closes and may not be dismantled or removed before that time.
- The Great Lakes Crop Summit is open to the public. In the event that participants, guests, exhibitors, sponsors, or the media photograph, video or audio-tape conference activities the GLCS organizers are NOT responsible for the use or distribution of such materials. It is understood that the checkoff organizations may freely use attendees images, names, pictures, and voices recorded by any means for educational, advertising and promotional purposes.

AUTHORIZATION

☐ I have read and agree to the Terms & Conditions.

Name: _____ Date: _____

Signature: _____

Please send your completed agreement and payment to:

Great Lakes Crop Summit

13750 S. Sedona Parkway, Suite 5, Lansing, MI 48906

Checks must be made payable to Great Lakes Crop Summit.

Payments due in full by October 11, 2019.

**If you have any
questions, please contact
Penni Sweeney at (517) 668-2676 or
sponsorship@greatlakescropsummit.com.**



MORE OPPORTUNITIES

EVENT PROGRAM ADVERTISING | (Price varies)

This is a great way to have your business name and logo displayed. It includes an advertisement in the program guide which will be distributed to all attendees. Advertising space is limited.

1/2 Page - \$600 | 1/4 Page - \$400 | 1/8 Page - \$250

KEYNOTE SPEAKER | \$3,500

This sponsorship will provide you with all the benefits of a Premier Sponsor. In addition, you will have the opportunity for your company signage to appear on stage during the speaker's presentation and your name will be mentioned during the introduction of the speaker.

HOTEL KEY CARDS (*One sponsor only*) | \$2,500

Your company-provided artwork will be on every room key for all conference attendees. In addition, you will receive all the benefits of a Select Sponsor.

REGISTRATION (*One sponsor only*) | \$2,500

As a registration sponsor you will receive all the benefits of a Select Sponsor plus we will provide signage at the front desk listing your company as the registration sponsor and your company name or advertisement will be placed on the inside cover of the registration folder.

LANYARDS (*Two available*) | \$2,500

This sponsorship opportunity puts your logo in front of hundreds of potential clients. Includes your one-color logo and company name on each lanyard. You will receive all the benefits of a Select Sponsor.

SESSION SPONSORS | \$1,000

With this sponsorship your company name will be mentioned during the speaker's introduction and you will have the opportunity to place your company signage at the front of the room for everyone in attendance to see. Sponsorship cost is based on individual 50-minute sessions.

EVENING BUFFET (*One sponsor only*) | \$10,000

As a meal sponsor you will receive all the benefits of an Elite Sponsor plus you will be acknowledged during the general session and your company signage will be prominently displayed in the dining area and on the stage during your sponsored meal.

LUNCH (*Two available*) | \$8,000

As a meal sponsor you will receive all the benefits of an Elite Sponsor and your company signage will be prominently displayed in the dining area and on the stage during your sponsored meal.

BREAKFAST *(Two available)* | **\$6,000**

As a meal sponsor you will receive all the benefits of an Elite Sponsor and your company signage will be prominently displayed in the dining area and on the stage during your sponsored meal.

ICE CREAM SOCIAL *(One available)* | **\$2,500**

As an ice cream social sponsor you will receive all the benefits of a Select Sponsor and company signage will be prominently displayed in the dining area and on the stage during the social Wednesday evening following dinner.

BREAK/BEVERAGE *(Two available)* | **\$2,000**

As a beverage sponsor you will receive all the benefits of a Select Sponsor plus your company signage will be prominently displayed at the beverage station during the entire day.

CUSTOM SPONSORSHIPS

Have something else in mind? We are always looking for opportunities to generate excitement for our attendees. If you would like to create a unique sponsorship opportunity, contact Penni Sweeney at (517) 668-2676 or sponsorship@greatlakescropsusummit.com.

EVENING RECEPTION *(One available)* | **SOLD**

This coveted sponsorship will provide your company with an elevated level of visibility during this highly attended event. You will receive all the benefits of an Elite Sponsor in addition to signage at the reception and your name listed in the brochure as the reception host.

WELCOME RECEPTION *(One available)* | **\$5,000**

The welcome reception is the first event of the summit and provides an ideal opportunity to showcase your company in an informal environment. You will receive all the benefits of an Elite Sponsor in addition to signage at the reception and your name listed in the brochure as the reception host.

**Sponsors are responsible for all food and beverage charges for receptions.*

**Limited
sponsorships available**





Great Lakes Crop Summit
13750 S. Sedona Parkway, Suite 5
Lansing, MI 48906

GLCS Sponsorship Opportunities 2020 INSIDE

PRST STD
U S POSTAGE
PAID
PERMIT NO 108
LANSING MI