



Agricultural communicators from around the world will be in Minneapolis, Minnesota, to attend the International Federation of Agricultural Journalists (IFAJ) Congress in July 2019. It will be held in conjunction with the annual Agricultural Media Summit (AMS).

The United States is once again hosting the prestigious IFAJ Congress. This is your opportunity to reach the top domestic and international agricultural editors and communicators in one location! Become a sponsor and get your company's products and messages out to a global audience.

IFAJ Congress: July 24–30, 2019
Ag Media Summit: July 27–31, 2019
www.ifaj2019.org

“Global Connections in America's Heartland” is the theme for the combined IFAJ Congress/AMS. There will be some overlap of activities during the event. Agenda details are being developed and will be completed over the next year. The meeting headquarters is the DoubleTree by Hilton Hotel Bloomington-Minneapolis South.

Many of you may remember the last time we rolled out the red carpet for our international guests in Fort Worth, Texas, in 2009. There were farm/ag industry tours, professional improvement workshops, a trade show and plenty of fun activities. All were designed to enrich relationships, develop invaluable contacts and create content and international networks. We plan to make the 2019 edition in Minneapolis, Minnesota, even better! This is your chance to make connections with agricultural journalists who reach farmers and ag leaders and decision-makers in every corner of the world. It's a rare chance that occurs only once every few decades to amplify your message globally through a personal one-on-one meeting format.

Your Sponsorship Investment in the 2019 IFAJ Congress

We anticipate more than 150 of the world's leading agricultural journalists will attend. That's in addition to the 600 agricultural communicators who attend the annual AMS meeting. All are seeking product news, company insights, program details and more that they can share with their audiences across multiple continents.

In short, the combined IFAJ Congress/AMS offers exceptional sponsorship opportunities. They include:

- Keynote and workshop speakers
- Farm/industry tours
- World-class receptions and dinners
- Lunches and refreshment breaks
- Registration, transportation and more

Your support and investment are critical to the success of the 2019 IFAJ Congress. Hosting our international guests and providing an expanded program requires additional expenses. We are asking sponsors to, in essence, double their financial investment for this year only--2019. Check out the complete list of sponsorship opportunities.

We encourage you to work with your international counterparts to take advantage of this tremendous opportunity to reach these influential agricultural journalists located here and abroad.

Your sponsorship earns you multiple benefits:*

- ▶ Reaching agricultural journalists from around the world with your product/program/service information
- ▶ Podium messaging/announcements at various events
- ▶ Sponsorship of appropriate events and/or workshops
- ▶ Recognition on banners and other signage, website, e-blasts and other platforms
- ▶ Ads in conference programs
- ▶ Complimentary IFAJ Congress and/or AMS registrations
- ▶ Complimentary exhibit booth at the InfoExpo Trade Show
- ▶ Insertion of promotional items into registration packet and/or room drops of similar items

*Dependent on level of sponsorship

We can also develop customized sponsorship packages to meet your specific objectives and budgets. Our goal is to provide sponsors maximum exposure during the 2019 IFAJ Congress/AMS.

Members of the sponsorship committee (listed below) are ready to help you make a connection with agricultural journalists from around the globe. Committee members can answer your questions and provide additional information.

Don't delay. It's time to make "Global Connections in America's Heartland."



Sponsorship Committee

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www.ifaj2019.org

2019 SPONSORSHIP OPPORTUNITIES



Platinum Sponsor (\$40,000)

- Exclusive premier event sponsorship
- Company recognition during event
- Two-page, four-color spread ad in conference program
- Leaderboard banner (728 X90 pixels) on IFAJ/AMS website
- Six conference registrations
- Three InfoExpo exhibit booths
- Company name on entrance sign for event
- Hotel room drop of flier or promotional items (pre-approved by AMS committee)
- Insertion of fliers or promotional items in registration packet (pre-approved by AMS committee)
- Pre-conference e-mail blast to registrants
- Registration list (mailing labels only) *may request an excel spreadsheet of addresses of attendees
- Receive logo recognition in conference app and pre-conference promotional items
- Sponsor appreciation gift

Gold Sponsor (\$30,000)

- Premier event sponsorship
- Company recognition during event
- One-page, four-color ad in conference program
- Spotlight ad (300 X 250 pixels) on IFAJ/AMS website
- Four conference registrations
- Two InfoExpo exhibit booths
- Company name on entrance sign for event
- Insertion of fliers or promotional items in registration packet (pre-approved by AMS committee)
- Pre-conference e-mail blast to registrants
- Registration list (mailing labels only) *may request an excel spreadsheet of addresses of attendees
- Receive logo recognition in conference app and pre-conference promotional items
- Sponsor appreciation gift

Silver Sponsor (\$20,000)

- Major event or workshop session sponsorship
- Company recognition during event
- Half-page, four-color ad in conference program
- Button ad (180 X 150 pixels) on IFAJ/AMS website
- Three conference registrations
- Two InfoExpo exhibit booths
- Company name on entrance sign for event
- Insertion of fliers or promotional items in registration packet (pre-approved by AMS committee)
- Pre-conference e-mail blast to registrants
- Registration list (mailing labels only) *may request an excel spreadsheet of addresses of attendees
- Receive logo recognition in conference app and pre-conference promotional items
- Sponsor appreciation gift

Bronze Sponsor (\$15,000)

- Choice of event or workshop session sponsorship
- Company recognition during event
- Half-page, four-color ad in conference program
- Button ad (180 X 150 pixels) on IFAJ/AMS website
- Three conference registrations
- One InfoExpo exhibit booth
- Company name on entrance sign for event
- Pre-conference e-mail blast to registrants
- Registration list (mailing labels only) *may request an excel spreadsheet of addresses of attendees
- Receive logo recognition in conference app and pre-conference promotional items
- Sponsor appreciation gift

Contributor (\$10,000)

- Event or multiple workshop sponsorship
- Company recognition during event
- Half-page, four-color ad in conference program
- Company listing on IFAJ/AMS website
- Two conference registrations
- One InfoExpo exhibit booth
- Company name on entrance sign for event
- Pre-conference e-mail blast to registrants
- Registration list (mailing labels only)
- Sponsor appreciation gift

Patron (\$5,000)

- Workshop or meeting break sponsorship
- Quarter-page, four-color ad in conference program
- Company listing on IFAJ/AMS website
- One conference registration
- Registration list (mailing labels only)
- Opportunity to be featured in one general AMS e-mail blast to include a button ad/logo with link to requested site
- Sponsor appreciation gift

Supporter (\$2,500 and under)

- Single workshop sponsorship
- Company recognition in conference program
- Company listing on IFAJ/AMS website
- One conference registration
- Registration list (mailing labels only)