

“The unique mix of start-ups, investors and big ag companies saves me 5-10 individual business trips because the main key players/decision makers are all present.”

Global Strategy Director, **BASF**

WORLD AGRI-TECH

INNOVATION SUMMIT

San Francisco, March 17-18, 2020

worldagritechusa.com

@WorldAgriTech



PLATINUM PARTNERS



GOLD PARTNERS



NETWORKING PARTNER



HOSTED BY



Accelerating the Super Evolution of Agriculture through Innovation and Collaboration

Now in its 6th year, the World Agri-Tech Innovation Summit in San Francisco connects innovators with partners, major corporates and investors to take advanced solutions from the laboratory into the field. Over 1,500 global leaders come together in San Francisco to uncover the most exciting innovations in agricultural technology – and to forge the right partnerships to take those solutions to market.



“Our team was able to meet with over 60 participating delegates and had great conversations at the ISA exhibit booth.”

Director Ag Innovations and Technology Transfer,
ILLINOIS SOYBEAN ASSOCIATION

The Best Networking in Agri-Tech

An extensive 1:1 meeting system ensures every delegate meets their target clients

Critical Intelligence on Agri-Tech Trends

From gene editing and soil health to AI, robotics and the IoT

Global in Scope

Attracting speakers and delegations from around the world

100% Focused on Innovation

Attracting visionary leaders from every part of the agri-food value chain

A Chance to Learn with the Market

Case studies, panel debates and roundtable workshops maximise interactivity

Open Dialogue with Global Agribusinesses

Essential insight into corporate innovation strategy and opportunities for collaboration

The Most Exciting Agri-Tech Start-Ups

A series of technology pitching sessions showcase new and innovative solutions

Access to Investment

More investors and accelerators in the audience than at any other Agri-Tech event



Thought Leadership

The World Agri-Tech Innovation Summit in San Francisco offers the perfect platform to deliver your message to the most senior stakeholders across the entire value chain.



KEY AGENDA THEMES IN 2020

Smart Agricultural Platforms:

Creating Integrated Solutions and an Omnichannel Environment for Today's Growers

Investment & Finance: Big Banks, Exit Strategies & IPOs in Food & Agriculture

Soil Health, Smart Nutrition, Regenerative Ag: Targeted Solutions to Balance Productivity with Ecosystem Health

Chemical Alternatives: Developing Greener, Cleaner and More Effective Crop Protection Products

Crops, Precision Breeding & Biology

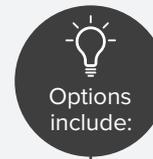
by Design: Creating A More Biodiverse and Nutrient-Dense Food System

Corporate Partnerships: Creative Collaborations Advancing Innovation and Profits

Supply Chain Insights: Technologies Driving Food Quality Up the Food Chain

Automation, Robotics & Deep-Tech: Building Viable Businesses to Solve Food Production Challenges

Synthetic Biology: Mapping the Impact of 21st Century Agriculture



“ The best gathering of senior executives from across the equipment, service and agrochemical providers worldwide. ”

Head of Product Development, Industrial & Energy
CAMBRIDGE CONSULTANTS

Business Development

If you are looking to create and develop partnerships that will take your business to the next level, World Agri-Tech offers a range of options to help you make new contacts and cement relationships onsite:

VIP drinks reception:

Position your company as market leaders by hosting a networking drinks reception to welcome delegates to the summit.

Hosting a coffee break:

An opportunity to theme a break around your products/services and host the agri-tech community.

Client pass bundle:

A great opportunity to entertain your clients and strengthen business relationships at the highest-level gathering of the year.

Hospitality rooms:

Host business meetings and client entertainment in one of our exclusive hospitality suites with dedicated assistance from the Rethink Events team.

One-to-One meeting service:

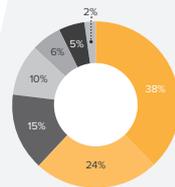
Guarantee maximum ROI from the summit by pre-arranging meetings via our online partnering system. Our team will ensure you meet your most important targets by facilitating personal introductions on site. Partners gain priority access to the meeting service, allowing you to request and accept a greater volume of meetings.

“The most important names in this space, with some really new innovative companies. It’s about the state of agriculture and specifically how agtech is going to play a role for the future. That’s really exciting, and I’m glad to be here.”

Global Director, **TRIMBLE**

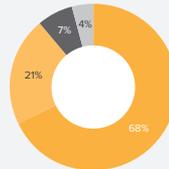


WHO WILL YOU MEET?



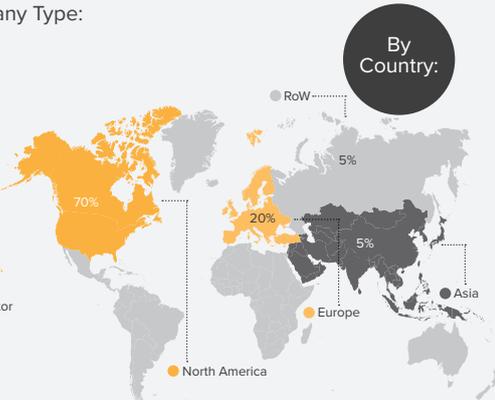
By Company Type:

- Technology
- Investors
- Agribusiness
- Equipment
- Consultancy
- R&D
- Media/Association



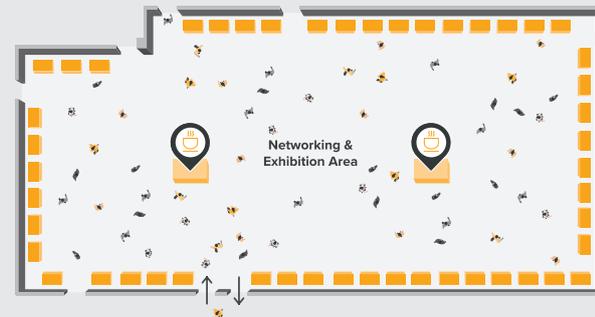
By Attendee:

- President/CEO/Director
- Senior Management
- Management
- Other



Exhibition

Sold out every year, exhibiting places your brand at the heart of the networking space and acts as a meeting place for your clients and team throughout the summit.



Brand Communication

Raise your business' profile on a world stage. High profile branding opportunities through our extensive multi-channel marketing campaign and onsite will position your brand firmly in the minds of the industry's leaders.

Months of continuous exposure:

250,000

logo impressions per month via



HTML email campaigns



summit website

Branding on the front cover of the summit brochure in print and digital format, distributed to a network of

15,000

Agri-Tech industry professionals

Media Engagement

We work closely with trade and consumer press and the leading industry associations to promote the summit and raise the profile of innovation and investment in the Agri-Tech industry.



“ The summit is jam-packed with industry experts and high-level conversations. It is such a relief from the standard trade-show format. ”

Senior Director, **CONCENTRIC**

Social Media @WorldAgriTech #worldagritech

Engage with our audience by sharing your latest news and getting involved with our hashtag campaigns.



Onsite Visibility



Logo, profile and advert in the Event Guide



Branding on summit banners and backdrop



Seat drop: Branded materials to all delegates



Exposure to mainstream industry press



Partnership Packages

	PLATINUM	GOLD	SILVER	EXHIBITOR
PRE EVENT PROMOTION				
Company logo on event website, emails & brochure	✓	✓		
Company logo positioning on marketing emails	Headline	Large	Select	
Company profile on event website	150 words	100 words	75 words	
Logo displayed at top of every brochure page	✓			
Homepage banner advert	✓			
Featured editorial piece	✓			
Social media outreach	Premium	Welcome		
# Meetings (1-2-1 Platform)	50	30	20	
# Introductions to your target market	20	10	5	
ONSITE PROMOTION				
Speaking opportunity	Standalone & Panel	Panel	Roundtable	
Registration	Headline	Large	Yes	
Exhibition stand	15' x5'	10' x5'	10' x5'	10'x5'
Company logo on conference signage	✓	✓	✓	
Company logo on conference stage backdrop	Headline	Large		
Event guide branding	All Premium Positions	Front and Inside cover	Partner page	Listing
Event guide advertizing in program	1 Page Advert & 150 word profile	100 word profile	75 word profile	
Logo displayed on speaker podium & delegate list	✓			
Holding Slides	Headline	Large		
Hospitality / meeting room	✓			
EVENT PASSES				
Full access delegate passes	4	3	2	2
Additional complimentary client guest passes	2	1		
Saving for additional guests	35%	25%	20%	20%
POST EVENT PROMOTION				
Campaign logo impressions	250,000	150,000	50,000	
Post event use of delegate list	✓	✓		
Post event survey questions	✓			

Tailored promotional options:

Networking drinks host	Client pass bundle	Branded stationery	Branded event WiFi
Roundtable chairing	CxO Interview	Enhanced advert in event guide	Speaker gifts

Contact Us

Partnership with the World Agri-Tech Innovation Summit provides highly effective, insight driven exposure to your target market. It is a proven way to get your organization noticed by key decision makers and ensure that your company is right at the forefront of the field.

Contact Kelly Langridge today

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