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
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
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.

**Options include:**

- **Keynote presentation:** Address senior stakeholders with your vision
- **Chair a session:** Help shape the content and delivery of a panel debate
- **Join a panel:** Sit alongside your peers to share your insight into a specific topic
- **Lead a roundtable:** Interact directly with key delegates on a critical issue
- **Run a workshop:** Position your company as an authority on a specific topic through an in-depth briefing
- **Content marketing:** Maximize your reach through a content-rich email or social media piece to our 29,000-strong agri-tech digital network
- **Host a webinar**
  Gain international exposure by presenting a case study or hosting an online debate ahead of the summit

**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."  

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**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:

**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.

**WHO WILL YOU MEET?**

- **By Company Type:**
  - Technology: 38%
  - Investors: 10%
  - Agribusiness: 8%
  - Equipment: 7%
  - Consultancy: 6%
  - R&D: 5%
  - Media/Association: 4%
  - Other: 2%

- **By Country:**
  - North America: 70%
  - Europe: 20%
  - Asia: 5%
  - Rest of World (RoW): 5%

**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.

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*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
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.

<table>
<thead>
<tr>
<th>Months of continuous exposure:</th>
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</thead>
<tbody>
<tr>
<td>250,000 logo impressions per month via</td>
</tr>
<tr>
<td>+</td>
</tr>
<tr>
<td>HTML email campaigns</td>
</tr>
<tr>
<td>+</td>
</tr>
<tr>
<td>summit website</td>
</tr>
<tr>
<td>+</td>
</tr>
<tr>
<td>15,000 Agri-Tech industry professionals</td>
</tr>
</tbody>
</table>

Social Media

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

Social Media

@WorldAgriTech  #worldagritech

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

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
Partnership Packages

<table>
<thead>
<tr>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>EXHIBITOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRE EVENT PROMOTION</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo on event website, emails &amp; brochure</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Company logo positioning on marketing emails | | | | ✓
| 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' |
| 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
email: kelly.langridge@rethinkevents.com
tel: 0044 (0)1273 005 971
web: www.worldagritechusa.com
@WorldAgriTech

Previous sponsors include: