



17th Annual Southwest Agricultural Conference
Wednesday January 6 & Thursday January 7, 2010

Take Part in the 2010 Southwest Agricultural Conference Sponsorship

The 17th Annual edition of SWAC will give you the opportunity to meet clients, prospective clients and colleagues. Hear from speakers on “**The Road Ahead for Agriculture**” the theme for 2010. Make excellent contacts and be an industry leader to start the year. Today’s producers want to be ahead of the curve and SWAC will kick off 2010 bringing the agriculture industry together. The program is shaping up to be the best program assembled to date. Your company can be a partner to bring this together.

Whether you are attending for the first time or the seventeenth; thank you for the support. We look forward to building on the success. The Industry Trade show and the “Taste Ontario” reception help participants connect with the sponsors and speakers on a one on one basis. Attendance continues to grow and we are striving to accommodate the increased attendance and improve the comfort for participants. Our goal is education and networking within the industry and your company’s support is a key element in the equation. SWAC will again be broadcasting via internet a number of key sessions to satellite sites across Ontario, keeping the conference current and reaching a broader audience.

Take a look at the Sponsorship Opportunities Brochure and select the item that fits your program the best. To assist in selecting either speaker or session sponsorship, the program outline and topics will soon be finalized and posted on the website www.southwestagconference.ca. Some opportunities go quickly, avoid disappointment, do it now and be invoiced before the end of the year. As always, we are happy to discuss any idea you may have. Give the office a call.

Sponsorship deadline: December 7, 2009. Return the attached reply form with payment:

Cheques Payable to “Southwest Agricultural Conference” (Credit Card accepted) on or before Monday, December 7, 2010 (fax: 519-674-1512.)

Contacts: Luanne Brien 519 674 1596 or lbrien@ridgetownc.uoguelph.ca or Albert Tenuta at 519-674-1617.

Sincerely,

Luanne Brien
Ag Business Centre

Albert Tenuta
OMAFRA

Southwest Agricultural Conference Sponsorship Registration Wednesday and Thursday - January 6 & 7, 2010

Company Name: _____ *exactly* as it is to appear in Conference Proceedings Workbook

Company Address: _____

Contact Name: _____ Email: _____

Phone: _____ Cell: _____ Fax: _____

Complimentary Recipient Name: _____ Lunch: Box Buffet

See section "k" for fees*- Names of Additional staff attending: (Buffet lunch will be the default if no choice selected)

1. _____ Box Buffet 3. _____ Box Buffet

2. _____ Box Buffet 4. _____ Box Buffet

	Sponsorship Opportunity	Information	Amount	NOTES: session preference. Tagline...	Subtotal
A	Exclusive Room or Program Session	Call to Discuss Options or Indicate topic # choices on Program	TBD or \$ 125/session	Company sign provided <input type="checkbox"/> Company logo emailed <input type="checkbox"/>	
B	Radio Promotions	Indicate your "tagline" for Radio	\$ 150/Spot		
C	Trade Show Display in RDC Auditorium	Display booth: 10 ft x 5ft. Table and Chair Supplied	\$ 325	No table required <input type="checkbox"/>	
D	Refreshment Breaks	Served in commercial display area	\$ 250	Company sign provided <input type="checkbox"/>	
E	Package Inserts	Starting at \$600/insert	\$ 600/insert	Company inserts provided <input type="checkbox"/>	
F	Conference Proceeding Advertising	"NEW" Colour Full outside back cover <input type="checkbox"/> \$ 1,200 1/4 pg inside cover <input type="checkbox"/> \$ 400 1/2 pg inside cover <input type="checkbox"/> \$ 600 Black and White Inside workbook: Full page <input type="checkbox"/> \$ 600 1/2 page <input type="checkbox"/> \$ 350 1/4 page <input type="checkbox"/> \$ 200		Prepared company advertisement submitted camera ready by Dec 7, 2009	
G	Feature Speakers	Call for information			
H	Buffet Lunch Or Box Lunch	Jan 6 Lunch buffet <input type="checkbox"/> \$ 2,000 Jan 7 Lunch buffet <input type="checkbox"/> \$ 2,000 Both days box lunch <input type="checkbox"/> \$ 2,000			
I	Social Reception	Jan 6 Reception <input type="checkbox"/> Jan 7 Relax & recap <input type="checkbox"/>	TBD @ actual cost		
J	Brochure	Company logo printed on brochure	\$ 500.00	Company logo emailed Deadline October 13, 2009	
K	*Additional Staff Attending	By Dec 4, 2009 # _____ After Dec 4, 2009 # _____	\$ 100 each \$ 125 each		
				Total Sponsorship	

****All sponsors: Email Company Logo in JPG format to lbrien@ridgetownc.uoguelph.ca for inclusion in Workbook****

Sponsorship deadline is Monday, December 7, 2009. Some opportunities are limited; please respond promptly.

Southwest Agricultural Conference
c/o Luanne Brien, Ag Business Centre
University of Guelph, Ridgetown Campus
120 Main Street East
Ridgetown ON N0P 2C0

Make cheque payable to: "Southwest Agricultural Conference"

Payment by: Cheque VISA M/C

_____ / _____ / _____ / _____ Exp. ____ / ____

Cardholder Name: _____

Ph. 519-674-1596 Fax. 519-674-1512 E: lbrien@ridgetownc.uoguelph.ca Web: www.southwestagconference.ca

2010 Sponsorship Opportunities

A Exclusive Session Room Sponsor

- Call to discuss room availability and cost

Program Sessions \$125 each

- Sponsorship recognition on session page of SWAC proceedings workbook
- Your company sign/logo and handouts in the session room

B Radio Promotions at \$150 each

- Company name & tagline featured on a minimum of Two -30 second radio promotional ads on CFCO

C Trade Show Display Booths at \$325

- 10' displays in R.D. Centre Auditorium
- Refreshments and Reception Area nearby
- Table/chair provided

D Refreshment Breaks at \$250 each

- Your company sign (provided by company) posted at the refreshment break in commercial exhibit area throughout conference

E Company insert in participant packages

- Each insert \$600.00

F Conference Workbook—Advertising

- **“NEW” Colour Covers**
- 1/4 pg inside cover (3.5 x 5”) \$400
- 1/2 pg inside cover (7.5 x 4.75”) \$600
- 1 full pg outside back cover (7 x 10”) \$1,200
- **Black and White**
- 1 full pg inside workbook (7.5 x 10”) \$600
- 1/2 pg inside workbook (7.5 x 5”) \$350
- 1/4 pg inside workbook (3.5 x 5”) \$200

G Feature Speakers

- Your company name on the program promotional brochure
- Your company banner behind the feature speaker

Advertisement is prepared by **your company**
Deadline for camera-ready ad is
Dec 7, 2009

H Noon Meals

- Tuesday and Wednesday at \$2,000 each
- Company banner posted at dining space
- Recognition in conference program brochure & proceedings workbook

Box Lunch

- Sponsor ID “sticker” on each box lunch, both days
- Opportunity to add small insert in box
- Recognition in conference program brochure & proceedings workbook

I Social Breaks / Conference Reception

- Company display at reception,
- Recognition in conference program brochure & proceedings workbook

Call for details to discuss sponsor opportunities at the “Taste Ontario” reception.

J Program Brochure Sponsors - \$500 each

- Company logo featured in a prominent location on the program brochure.
- Logo Deadline: October 13, 2009**

All Sponsors will receive:

- One complimentary full conference registration
- Copy of conference proceedings
- Buffet or box lunch for each day
- Recognition on the sponsor pages of the conference proceedings workbook

SPONSORSHIP RECOGNITION
EMAIL your COMPANY LOGO
in JPG FORMAT to
lbrien@ridgetownc.uoguelph.ca

The Southwest Agricultural Conference
greatly appreciates your generous
commitment to this event!

Sponsorship Opportunities

The Southwest Soil and Crop Improvement
Associations and OMAFRA
in partnership with
Agribusiness and Producers
present

SOUTHWEST
AGRICULTURAL
CONFERENCE

Wednesday & Thursday
January 6 & 7, 2010

At
University of Guelph Ridgetown Campus
Ridgetown, Ontario