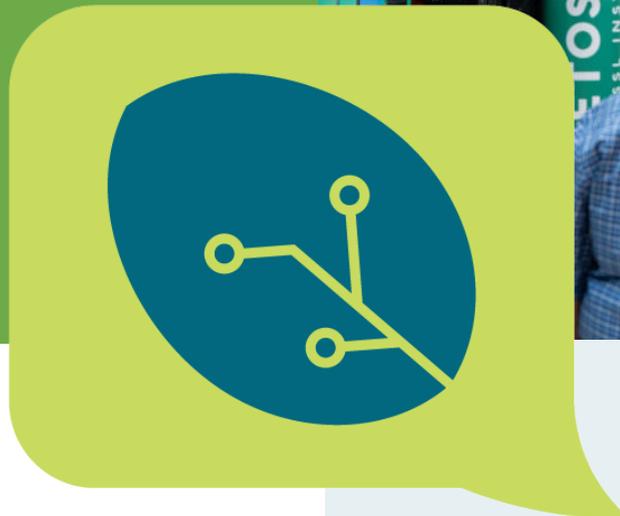




THE
FERTILIZER
INSTITUTE

August 24-26, 2026

Indianapolis, Indiana



Agronomy Conference & Expo

transforming ag retail through innovation

P R O S P E C T U S



Centered on retail agronomy leaders, the Agronomy Conference and Expo serves as a platform to expand agronomic knowledge, network with peers, and discover new market opportunities, while digging into the dynamics of effective business practices. The conference aims to empower attendees with actionable solutions they can bring back to their businesses and customers while exploring the future of agriculture. The expo will provide hands-on engagement and exhibits that showcase the latest innovations.



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Agronomy Conference & Expo



Who attends?

Agricultural retail agronomy leaders, including retail professionals who make management decisions within their companies, especially related to hiring and purchasing or sales and marketing decisions, and anyone with divisional, regional/multi-location, or country level responsibilities.

Additional attendee categories include, but are not limited to:

- Local/frontline agronomists
- Independent crop consultants
- Scientist agronomists from the crop input industry

Who Should Exhibit and Sponsor?

If your company offers innovative products or services that can alleviate or provide solutions for some of the challenges facing the retail agronomy industry, this is the tradeshow for you!

Showcase your brand at to expand your market share, educate and inform current and prospective customers, and network with thought leaders in the industry.

Prospective exhibitors and sponsors include those who provide the following products or services:

- **Biotech and biologicals**
- **Consulting**
- **Crop inputs**
- **Farm management systems**
- **Farming equipment**
- **Precision farming**
- **Robotics**
- **Satellite imaging and drones**
- **Sensors**
- **Software**
- **Soil testing and analysis**
- **And more!**

Why Exhibit or Sponsor?

- **Create, develop, and enhance retail credibility**
- **Highly-targeted marketing**
- **Media exposure**
- **Brand awareness & recognition**
- **Generate new sales & relationships**
- **Drive lead generation**

Exhibitor Opportunity

To maintain our agronomist/retailer to exhibitor ratio, we are intentionally limiting our exhibitor opportunities to 30 companies.

First come, first served.

- Two full conference registrations with each booth space purchased
- 15 complimentary customer invites for qualified agronomists and retail professionals

Exhibit space is available in increments of 10'x10'.

Price per 10'x10' booth:

- Member of The Fertilizer Institute: \$2,000
- Non-Member: \$2,500

Sponsorships

Titanium

exclusively receives Innovation Spotlight

- Nutrient Stewardship Education: \$12,500
- Retail Industry Leader Keynote: \$10,000
- Hospitality: \$9,500
- Registration: \$9,000

Platinum

- Industry Connections Luncheon: \$8,000
- Field Tour: \$7,500
- Welcome Happy Hour : \$7,000

Gold

- Tradeshow Bag: \$6,500
- Digital Experience: \$6,500
- Refreshment Breaks: \$5,000

Core Sponsorship Benefits

- Recognition on event website, in marketing campaigns, and on-site signage
- Recognition of sponsorship during event programming
- Listed in exclusive sponsor section of the Mobile App
- List of attendees with contact details
- Complimentary registrations; quantity based on sponsorship level
- Right of first refusal for sponsorship of same event, if offered, in 2027

Not seeing an offering that fits your company's business needs? Want to create a one-of-a-kind offering? Contact Bella Shain, bshain@tfi.org, to discuss a customized solution.

Exhibitor & Sponsor Contract



Please confirm that the following information is correct, as it will be used to contact you regarding operational aspects of the event. Please write the company name as you would like it listed in event materials.

Company Name _____

Street Address _____

City _____ State _____ Zip _____ Country _____

Contact Name _____

Telephone _____ Email _____

Please refer to the prospectus for items included in your exhibit space and/or benefits included in your sponsorship.

Sponsorship(s) Selected: _____

Exhibitor Space:

Member of The Fertilizer Institute: \$2,000 per 10'x10' x (# of 10'x10' booth spaces) = \$ _____

Non-Member: \$2,500 per 10'x10' x (# of 10'x10' booth spaces) = \$ _____

Companies from whom we desire separation: Requests cannot be guaranteed

1. _____ 2. _____ 3. _____ 4. _____

CANCELLATION POLICY: Show management must receive written notice of sponsor and/or exhibitor cancellation (voicemails NOT accepted) by April 1, 2026, to receive a refund. Cancellation requests must be sent to Bella Shain bshain@tfi.org. No refunds will be issued after April 1, 2026. There will be a \$150 processing fee for cancellation. We understand this is a contract with Agronomy Conference & Expo, and agree to the provisions of the cancellation clause and fees found on this contract. Agronomy Conference & Expo assumes no risk by our acceptance of the contract. We expressly release Agronomy Conference & Expo from any and all liability for any damage, injury or loss to any person or goods and agree to hold and save Agronomy Conference & Expo harmless of and from any loss or damage. We further agree that our organization's attendees will participate in the event's room block, and to abide by the terms and conditions and any further rules and regulations issued prior to, or at, the show.

Authorized Signature _____ Date _____

PAYMENT OPTIONS:

Charge my: VISA MasterCard American Express

Card Number _____ CVV # _____ Expiration Date _____

Billing Address _____

Name on Card _____ Total Amount to Be Charged: \$ _____

Invoice me (only available for sponsorships)

Return completed contract to: Bella Shain | bshain@tfi.org