

2024 SPONSORSHIP & EXHIBIT OPPORTUNITIES

the
FORUM

September 24-26, 2024

The Royal Sonesta
Minneapolis Downtown
Minneapolis, MN

The FORUM for Ag Lending unites proactive leaders and team members from various Farm Credit organizations to delve into crucial lending topics and innovate the customer experience. Seize the opportunity to make valuable connections as a sponsor or exhibitor.

watch
sponsorship
video



Meet Your Audience

- + Attendees include 150+ lending professionals from 25 Farm Credit organizations.
- + More than 40% of participants are decision-makers at manager level or above.
- + Attendees have an average of 12.5 years of Farm Credit experience.



Attendees at this Dynamic Event Include

- + Mid to Senior Level Loan Officers
- + Relationship Managers
- + Branch Managers
- + Credit Analysts
- + Regional Vice Presidents



Past Sponsors and Exhibitors include



Reasons to Sponsor an FCCS Conference

- + Capture leads amongst motivated professionals in a dynamic environment of education and development.
- + Enhance your brand visibility among conference attendees.
- + Attend conference sessions to gain insight into the Farm Credit System.



Tractor Zoom will be going on our 4th year of sponsoring and attending FCCS's conferences. We started with Risk 360, and are now attending multiple additional conferences. Our brand has become highly recognizable and respected as a result of being associated and elevated at these quality events. The experiences our sales and customer success teams have had meeting with the right kind of Farm Credit leaders has been second to none. As a member of our marketing team, I can confidently say that sponsoring and attending FCCS's conferences has positively impacted our business.

— Andy Campbell
Tractor Zoom



For more information about sponsorship, please contact Heather Tseng at heather.tseng@fccsconsulting.com or 303.903.8544.

2024 SPONSORSHIP BENEFITS



REGULAR RATE PASSKEY PARTNER

	PLATINUM	GOLD	BRONZE	EXHIBITOR
	\$4,625	\$3,625	\$3,125	\$2,500
	\$4,125	\$3,125	\$2,625	\$2,200
Booth (One 8'x10')	Premier location	Superior location	✓	✓
Full Conference Passes	2	1*	1	1
Additional exhibit-only registration (includes meals/breaks/reception)	\$325	\$350	\$375	\$400
Attendee list two weeks before event (name/title/entity name/email)	✓	✓	✓	✓
Company brochure in attendee packets	✓	✓	✓	✓
Recognition in conference program guide, signage and slides	✓	✓	✓	✓
Logo, listing and link to your website on conference website	✓	✓	✓	✓
Inclusion in the "Word about our Sponsors & Exhibitors" message	✓	✓	✓	✓
One to two minute client-prepared video showcased	During a general session	During a general session	On digital media	
Recognition during opening comments	✓	✓	✓	✓
Banner ad with your company logo on conference mobile app	✓	✓		
Logo and link to your website on the sponsored conference home page	✓	✓		
Logo and up to 100-word profile on conference website	✓	✓		
Announced as lunch sponsor with signage present	✓			
Opportunity to provide gifts for attendees	✓			
Social media promotion during event on FCCS channels	✓			
Announced as reception sponsor with signage present		✓		
Announced as coffee break sponsor			✓	

*1 full conference pass plus one additional exhibit-only registration (includes meals/breaks/receptions).

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A LA CARTE SPONSORSHIP OPTIONS

Want your sponsorship to make an even larger impact on conference attendees? Consider these add-on options...

WiFi Sponsorship

1 Available . . . \$3,500

Be the exclusive Wi-Fi sponsor for the whole audience! Your brand will be advertised on signage placed on every table in the conference room, as well as used as the network password.

Pre-Conference Dedicated Email to Attendees

1 Available . . . \$2,000

Attendees pay special attention to emails sent from FCCS, the conference facilitator. Let us send a dedicated email on your behalf to drive traffic to your booth, announce your evening event, encourage meetings with your team, and more!

Room Drop Gift

1 Available . . . \$2,500
+ cost of gifts

Thoughtful gifts leave a lasting impression. Your organization can provide gifts for attendees, which will be placed in their room prior to their arrival. Our team will help you determine the right recipients for your gift to maximize your ROI.

Registration Refreshment Station

1 Available . . . Cost
+ 15% labor surcharge

Let your brand make a positive impact on attendees at the moment of their arrival! Sponsor your choice of welcome snack and/or beverage, situated next to the registration desk during the hours of event registration. Your branding will be prominently displayed.