

# 2024 SPONSORSHIP & EXHIBIT OPPORTUNITIES

LEARNING  
conference

June 24-26, 2024

Radisson Blu Aqua Hotel  
Chicago, IL

Experience the pinnacle of Farm Credit leadership education at the Learning Conference. Leaders and middle managers from diverse departments across numerous Farm Credit organizations will gather to sharpen their skills.

watch  
sponsorship  
video



## Meet Your Audience

- + Attendees include 175+ leaders from more than 40 Farm Credit organizations.
- + More than 57% of participants are decision-makers at manager level or above.
- + Attendees have an average of more than 13 years of Farm Credit experience.



## Attendees at this Vibrant Event Include

- + Marketing, Sales and Communications
- + Relationship Managers and Branch Managers
- + Human Resources, Organizational Development and Training
- + Operations, Project Managers, and Technical Staff
- + Senior Executives and Leadership Teams
- + Credit and Risk Managers/Officers
- + Young Professionals



## 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.

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*Without the FCCS Conferences we wouldn't have face time with our out-of-state clients. These conferences allow us to grow existing partnerships and create new partnerships. We love showing everyone what their branding can look like with our custom, creative promo!*

— Jessica White  
LogoBranders

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FCCS  
FORWARD. THINKING.

For more information about sponsorship, please contact Heather Tseng at [heather.tseng@fccsconsulting.com](mailto:heather.tseng@fccsconsulting.com) or 303.903.8544.

# 2024 SPONSORSHIP BENEFITS

LEARNING  
conference

## REGULAR RATE PASSKEY PARTNER

	PLATINUM	GOLD	BRONZE	EXHIBITOR
	\$7,750	\$6,750	\$5,750	\$3,750
	\$7,250	\$6,250	\$5,250	\$3,250
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...**

### 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.

### 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!

### 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.

### Headshot Station

1 Available . . . \$2,500

A quality headshot make an important, professional impression. That's why the headshot station, launched at Learning Conference in 2023, was a tremendous success. Your branding will be included on a pre-event email about the headshot station, on signage at the event, and in each email sent to individuals with their completed headshots.