

Green Markets® Specialty Fertilizer Global Summit 2018

December 13, 2018
Omni Royal Orleans, NOLA



Sponsorship Opportunities

Gain exposure across specialty fertilizer aligned industries with an economical and impactful sponsorship.

For more information, contact Jonathan Wentworth-Ping at jping@Green-Markets.com or call +1-603-357-8160.

Green Markets® Specialty Fertilizer Global Summit 2018

COMPANY INFORMATION:

The **Specialty Fertilizer Global Summit** is hosted by Green Markets - the most trusted, widely read publication for fertilizer business news, analysis and market activities for over 40 years.

Green Markets is a weekly report, delivered digitally, that provides a comprehensive review of all activity within the North American and global fertilizer markets; content includes over 350 commodity price points, regional market analysis, regulatory news, executive moves, company earnings, weather and crop reports, transportation and supply chain info.

Green Markets also publishes fertilizer market research, hosts conferences and webinars and conducts consulting and advisory assignments.

Green Markets' parent company, Bloomberg BNA, a wholly owned subsidiary of Bloomberg, LP.

Learn more about Green Markets at FertilizerPricing.com

EVENT OVERVIEW:

The **Specialty Fertilizer Global Summit** is now in its 4th year and is now established as the leading source of information with regard to the burgeoning specialty and premium fertilizer market.

The appeal of the event is a combination of factors:

1. Its relevance to the fertilizer marketplace given the commoditization of standard fertilizer applications
2. The uniqueness of the event's schedule which features nine sessions with speakers addressing all aspects of the development of the specialty space - patent applications, utilization, variable costs and returns, market share, market value etc...
3. The lack of fertilizer conferences that focus on market intelligence, data, research and education
4. The opportunity to network with representatives from across the continuum of the fertilizer industry

For 2018, we head to the 'Crescent City' New Orleans and to a venue in the heart of the French Quarter, The Omni Royal Orleans - with expanded conference capacity and expanded exhibitor areas.

Attendees include senior executives from the fertilizer industry; agronomists; sales directors; marketing & communications executives, presidents, CEOs, and those serving the industry

Expected Audience Size: ~150 attendees

Event website: www.fertilizerpricing.com/specialtysummit

WHO ATTENDS:

The Specialty Fertilizer Global Summit attracts senior executive and operational management representatives from companies across the length and breadth of the fertilizer industry:

- Fertilizer Manufacturers
- Fertilizer Wholesalers
- Fertilizer Blenders
- Fertilizer Distributors
- Fertilizer Equipment Manufacturers
- Fertilizer Technology Specialists
- Fertilizer Traders & Brokers
- Agronomists
- Cooperatives
- Entrepreneurs
- Investment Community
(Private Equity, Venture Capital, Investment Banks, Hedge Funds)
- Law Firms
- Construction and Engineering Firms
- State & Government Agencies
- Fertilizer Industry Associations
(National & State)

2018 SPONSORS:

Platinum Sponsor



Agriculture Division of DowDuPont

Silver Sponsor



Breakfast Sponsor



Lunch Sponsor



Hotel Key Card Sponsor



Wi-Fi Sponsor



Note Pad & Pen Sponsor



Tote Bag Sponsor



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2018 AGENDA:

8:00 am – 8:45 am

Networking Breakfast

8:50 am – 9:30 am

Global Market Outlook for Slow/Controlled-Release Fertilizers

Priyanka Khemka, *Consultant, Nexant*

9:30 am – 10:10 am

Trends in Specialty Product Development

Chris Underwood, *Director of R&D and Formulation Services, Hocking International AL*

10:10 am – 10:40 am

National Trends in Specialty Fertilizers

Nick Young, *Supervising Special Investigator, California Department of Food and Agriculture (CDFA)*

10:40 am – 11:05 am

Morning Networking Break

11:05 am – 11:35 am

Micronutrient Market Update

Speaker details coming soon!

11:35 am – 12:05 pm

SOP Market Update

Christopher Perrella, *Analyst – Chemical Equity, Bloomberg Intelligence*

12:05 pm – 12:35 pm

HPTA Testing Methodology and Humic Market Outlook

Russel Taylor, *Vice President, Live Earth Products Inc.*

12:35 pm – 1:50 pm

Networking Luncheon

1:50 pm – 2:30 pm

Integrating Value-Added Products Into Fertilizer Blending Systems

Jeff Ivan, *Managing Director International Sales, AGI - Yargus*

2:30 pm – 3:00 pm

Organic Crop Inputs for Increased Nutrient Absorption

Richard Kamolvathin, *CEO & Chief Science Officer, GroGenesis*

3:00 pm – 3:40 pm

The Latest Thinking On Biostimulant Markets

Jon Leman, *Commercial Vice President, Italtollina USA, Inc.*

3:40 pm – 4:05 pm

Afternoon Networking Break

4:05 pm – 4:35 pm

Developing Bioferts That Are More Effective With Synthetics

Jane Fife, *Chief Science Officer, 3Bar Biologics*

4:35 pm – 5:15 pm

A New Category of Crop Inputs to Enhance Plant Productivity

Travis Bayer, *CTO, Sound Agriculture*

5:15 pm – 5:55 pm

R&D Efforts Using Nano-Biotechnology to Improve Uptake

Dr. Carlos Monreal, *Research Scientist, Agriculture and Agri-Food Canada*

5:55 pm – 7:00 pm

Networking Cocktail Reception

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WORKSHOP:

Special Pre-Summit Event on December 12:

Fertilizer Labeling Workshop Only \$97!

2:00 pm – 5:00 pm

Fertilizer labeling is a cost of doing business for everyone on the manufacturing side of the industry

But staying up to date on the latest rules and regulations is hard. And so is figuring out new ways to meet all of your obligations as efficiently as possible. It's important for your business.

This ALL-NEW workshop gives fertilizer manufacturers clarity on **current rules**, gives them **new ideas**, and helps them understand the **idiosyncrasies** of effective, compliant labeling. It's guidance that will save your company time, money, and aggravation.

The Fertilizer Labeling Workshop is a unique learning opportunity designed especially for the fertilizer company compliance, legal and operations professionals.

If you're responsible for label compliance, this is workshop you don't want to miss!

Topics include:

- The Basics of Proper Fertilizer Labeling
- The Idiosyncrasies of Labeling Across all States
- Overcoming the Challenge of "Beneficial Substances" Labeling
- Guidance on the quickly emerging policies and potential regulation of biostimulant products

PLUS: Bring your own questions to the experts! Or review your own labels to be evaluated and discussed among this group of experienced, seasoned pros. Too shy?? Submit a label in advance without your logo for review by our expert panel!

The workshop features knowledge from Nick Young, Supervising Special Investigator, **California Department of Food & Agriculture's Fertilizing Materials Inspection Program**.



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VENUE:

Omni Royal Orleans

621 St Louis Street, New Orleans, LA 70130

Built on the site of the original Saint Louis Hotel (1843) and using exacting architectural drawings of the stone arches and Spanish wrought-iron railings, the Omni Royal Orleans has welcomed the world in high style for the last 50+ years. Proving the worth of the original central French Quarter location, the Royal Orleans is situated on the city's most fashionable corner and has been haunt of the local social elite, famous entertainers and infamous politicians for decades. To this day, it is known as "the place to see and be seen."

Despite the fact that some of America's top-rated French and Creole style restaurants are within a short stroll of the new hotel, the hotel's famous Rib Room is one of the very few hotel restaurants to make (and retain) its mark as one of America's culinary institutions. Its ground level location allows patrons to watch French Quarter street life through the now famous Saint Louis arches. The Rib Room was so successful at attracting discriminating local diners that identical Rib Rooms appeared in other hotels in America.



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With sponsorship options to meet any budget, you'll find a solution that suits your marketing, branding, and business development objectives.

PLATINUM SPONSOR – \$10,000 – EXCLUSIVE!

- Sole recognition as 'Platinum Sponsor' on all event advertising, and expanded company description on event website
- Rights to use 'Platinum Sponsor' in your own advertising and marketing
- Full-page advertisement in conference handbook
- Six (6) complimentary conference passes
- Exhibit table in premium location outside conference session room
- Designated 'Platinum Sponsor' ribbons on event name badges for your representatives
- Recognition as 'Platinum Sponsor' in conference handbook, and 100-word company description
- Recognition as 'Platinum Sponsor' on all on-site event signage
- Two text advertisements in conference related pressings, *News Alerts* from *Green Markets*
- Literature hand-out at registration
- Recognition as 'Platinum Sponsor' in all *Green Markets* event marketing and advertising includes:
 - Emails (your logo with embedded URL link)
 - Event website (your logo with embedded URL link)
 - PDF brochure (your logo with embedded URL link)
 - Mailed print brochure (contract must be signed three months prior to event)
 - Advertisements in the *Green Markets* weekly report
- Post event use of attendee list in MS Excel format, one time use only, direct mail or email

GOLD SPONSOR – \$6,000

- Recognition as 'Gold Sponsor' on all event marketing and advertising, and expanded sponsor description on event website
- Rights to use 'Gold Sponsor' in your own advertising and marketing
- Half-page advertisement in conference handbook
- Three (3) complimentary conference passes
- Exhibit table in optimized location outside conference session room
- Designated 'Gold Sponsor' ribbons for all event badges for your representatives
- Recognition as 'Gold Sponsor' in conference handbook, and 75-word company description
- Recognition as 'Gold Sponsor' on all on-site event signage
- Recognition as 'Gold Sponsor' in all *Green Markets* event marketing and advertising includes:
 - Emails (your logo with embedded URL link)
 - Event website (your logo with embedded URL link)
 - PDF brochure (your logo with embedded URL link)
 - Mailed print brochure (contract must be signed three months prior to event)
 - Advertisements in the *Green Markets* weekly report
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SILVER SPONSOR – \$4,500

- Recognition as 'Silver Sponsor' on all event marketing and advertising, and website sponsor description on event website
- Rights to use 'Silver Sponsor' in your own advertising and marketing
- Two (2) complimentary conference passes
- Exhibit Table
- Designated 'Silver Sponsor' ribbons for all event badges for your representatives
- Recognition as 'Silver Sponsor' in conference handbook with 50 word company description
- Recognition as 'Silver Sponsor' on all on-site event signage
- Recognition as 'Silver Sponsor' in all Green Markets event marketing and advertising includes:
 - Emails (your logo with embedded URL link)
 - Event website (your logo with embedded URL link)
 - PDF brochure (your logo with embedded URL link)
 - Mailed print brochure (contract must be signed three months prior to event)
 - Advertisements in the *Green Markets* weekly report
- Post event use of attendee list in MS Excel format, one time use only, direct mail or email

COCKTAIL RECEPTION SPONSOR – \$6,000

- 6' exhibit table for table top display
- Two (2) complimentary conference passes
- Reception will be held in exhibit area to maximum traffic for all sponsors and exhibitors
- Sponsor shall be given 2-3 minutes to speak during reception
- Rights to use 'Sponsor' in advertising and marketing
- Designated 'Sponsor' ribbons for all event badges
- Recognition as Reception Sponsor' in conference handbook + 75 word company description
- Dedicated signage for Cocktail Reception featuring sponsor name and logo only (no other sponsors)
- Recognition as 'Reception Sponsor' in event marketing
 - Event website (www.fertilizerpricing.com/specialtysummit) (sponsor logo with embedded URL link)
 - PDF brochure - (sponsor logo with embedded URL link)
- Ability to place one (1) piece of literature in tote bags; 8.5 x 11 two-sided one pager max size
- Post event use of attendee list, MS Excel, one time use only, direct mail or email.

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WI-FI SPONSOR – \$4,250

- 6' exhibit table for table top display
- Two (2) complimentary conference passes
- Rights to use 'Official Wi-Fi Sponsor' in advertising and marketing
- Designated 'Sponsor' ribbons for all event badges
- Recognition as 'Wi-Fi Sponsor' in conference handbook + 75 word company description
- Recognition as 'Wi-Fi Sponsor' on all on-site event signage
- Wi-Fi promo inserts in Tote Bags
- Wi-Fi promo tent cards in meeting room
- Wi-Fi promo on hotel guest check-in materials (pending approval from Hilton Austin)
- Recognition as 'Wi-Fi Sponsor' in all event marketing
 - Emails (sponsor logo with embedded URL link)
 - Event website (www.fertilizerpricing.com/specialtysummit) (sponsor logo with embedded URL link)
 - PDF brochure - (sponsor logo with embedded URL link)
 - Print brochure (IF contract signed three months prior to event)
- Ability to place one (1) piece of literature in tote bags; 8.5 x 11 two-sided one pager max size
- Post event use of attendee list, MS Excel, one time use only, direct mail or email.

LUNCH SPONSOR – \$4,500

- 6' exhibit table for table top display
- Two (2) complimentary conference passes
- Sponsor shall be given 2-3 minutes to speak during reception
- Rights to use 'Sponsor' in advertising and marketing
- Designated 'Sponsor' ribbons for all event badges
- Recognition as 'Lunch Sponsor' in conference handbook + 75 word company description
- Dedicated signage for Lunch Sponsor (sponsor name and logo only (no other sponsors))
- Recognition as 'Lunch Sponsor' in all event marketing
 - Event website (www.fertilizerpricing.com/specialtysummit) (sponsor logo with embedded URL link)
 - PDF brochure (sponsor logo with embedded URL link)
- Ability to place one (1) piece of literature in tote bags; 8.5 x 11 two-sided one pager max size
- Post event use of attendee list, MS Excel, one time use only, direct mail or email.

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BREAKFAST SPONSOR – \$3,500

- 6' exhibit table for table top display
- One (1) complimentary conference passes
- Rights to use 'Sponsor' in advertising and marketing
- Designated 'Sponsor' ribbons for all event badges
- Recognition as 'Breakfast Sponsor' in conference handbook + 75 word company description
- Dedicated signage for Breakfast featuring sponsor name and logo only (no other sponsors)
- Recognition as 'Breakfast Sponsor' in event marketing
 - Event website (www.fertilizerpricing.com/specialtysummit) (sponsor logo with embedded URL link)
 - PDF brochure (sponsor logo with embedded URL link)
- Ability to place one (1) piece of literature in tote bags; 8.5 x 11 two-sided one pager max size
- Post event use of attendee list, MS Excel, one time use only, direct mail or email.

HOTEL KEY CARD SPONSOR – \$3,500

- Key Cards will have custom imprints of the Sponsor name, logo, web URL
- Key Cards will be given to all registered attendees of the Specialty Fertilizer Global Summit 2018 who are staying at the Omni Royal Orleans, LA
- One (1) complimentary conference pass
- Rights to use 'Official Sponsor' of 'Specialty Fertilizer Global Summit 2018' in your advertising and marketing
- Designated 'Sponsor' ribbons for all event badges
- Recognition as 'Hotel Key Card Sponsor' in conference handbook + 50 word company description
- Recognition as 'Sponsor' Event on event website (www.fertilizerpricing.com/specialtysummit)
- Ability to place one (1) piece of literature in tote bags; 8.5 x 11 two-sided one pager max size
- Post event use of attendee list, MS Excel, one time use only, direct mail or email.

NOTE PAD & PEN SPONSOR – \$2,500

- One (1) complimentary conference pass
- Rights to use 'Official Sponsor' of 'Specialty Fertilizer Global Summit 2018' in your advertising and marketing
- Recognition as 'Note Pad & Pen Sponsor' in conference handbook + 50 word company description
- Recognition as 'Sponsor' Event on event website (www.fertilizerpricing.com/specialtysummit)
- Ability to place one (1) piece of literature in tote bags; 8.5 x 11 two-sided one pager max size
- Post event use of attendee list, MS Excel, one time use only, direct mail or email

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FLASH DRIVE/THUMB DRIVE SPONSOR – \$3,250

- Two (2) complimentary conference passes
- Rights to use 'Official Sponsor' in advertising and marketing
- Recognition as 'Flash Drive Sponsor' in conference handbook + 50 word company description
- Recognition as 'Sponsor' Event on event website (www.fertilizerpricing.com/specialtysummit)
- Ability to place one (1) piece of literature in tote bags; 8.5 x 11 two-sided one pager max size
- Post event use of attendee list, MS Excel, one time use only, direct mail or email.

Sourcing of Flash Drives

- If sponsor has existing flash drives and wishes to use those, that is absolutely OK
- Client must ensure that flash drives arrive at event location no later than 3 days prior to the event

TOTE BAG SPONSOR – \$3,250

- Two (2) complimentary conference passes
- Rights to use 'Official Sponsor' in advertising and marketing
- Recognition as 'Tote Bag Sponsor' in conference handbook + 50 word company description
- Recognition as 'Sponsor' Event on event website (www.fertilizerpricing.com/specialtysummit)
- Ability to place one (1) piece of literature in tote bags; 8.5 x 11 two-sided one pager max size
- Post event use of attendee list, MS Excel, one time use only, direct mail or email.

Sourcing of Bags

- If sponsor has existing bags and wishes to use those, that is absolutely OK
- Client must ensure that bags are of sufficient size to accommodate all conference materials
- Client must ensure that bags arrive at event location no later than 3 days prior to the event

OR

- Green Markets will source tote bags and bill sponsor at cost
- Sponsor will work with Green Markets to determine: Bag style, Bag color & Bag imprints
- Green Markets will ship all bags to venue
- Green Markets will stuff all bags with conference materials on site
- Green Markets will give tote bags to all attendees upon arrival at the show

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LANYARD SPONSOR – \$3,000

- Two (2) complimentary conference passes
- Rights to use 'Official Sponsor' in advertising and marketing
- Recognition as 'Lanyard Sponsor' in conference handbook + 50 word company description
- Recognition as 'Sponsor' Event on event website (www.fertilizerpricing.com/specialtysummit)
- Ability to place one (1) piece of literature in tote bags; 8.5 x 11 two-sided one pager max size
- Post event use of attendee list, MS Excel, one time use only, direct mail or email

Sourcing of Lanyards

- If sponsor has existing lanyards and wishes to use those, that is absolutely OK
- Client must ensure that lanyards arrive at event location no later than 3 days prior to the event

OR

- Green Markets will source lanyards and bill sponsor at cost
- Sponsor will work with Green Markets to determine: style, color & imprints
- Green Markets will ship all lanyards to venue
- Green Markets will give lanyards to all attendees with their badges upon arrival at the show

EXHIBITOR – \$2,500

- 6' exhibit table for table top display
- One (1) complimentary conference pass
- Rights to use 'Exhibitor' at 'Specialty Fertilizer Global Summit 2018' in your advertising and marketing
- Recognition as 'Exhibitor' in conference handbook + 25 word company description
- Post event use of attendee list, MS Excel, one time use only, direct mail or email.

ATTENDEE OPTIONS

- Single registration: \$895
- Three (3) registrations: \$775 ea.
- More than three registrations - please call Jonathan

All of the above options MUST be contracted with Jonathan

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