

Green Markets A Bloomberg Company

Nitrogen North America 2019

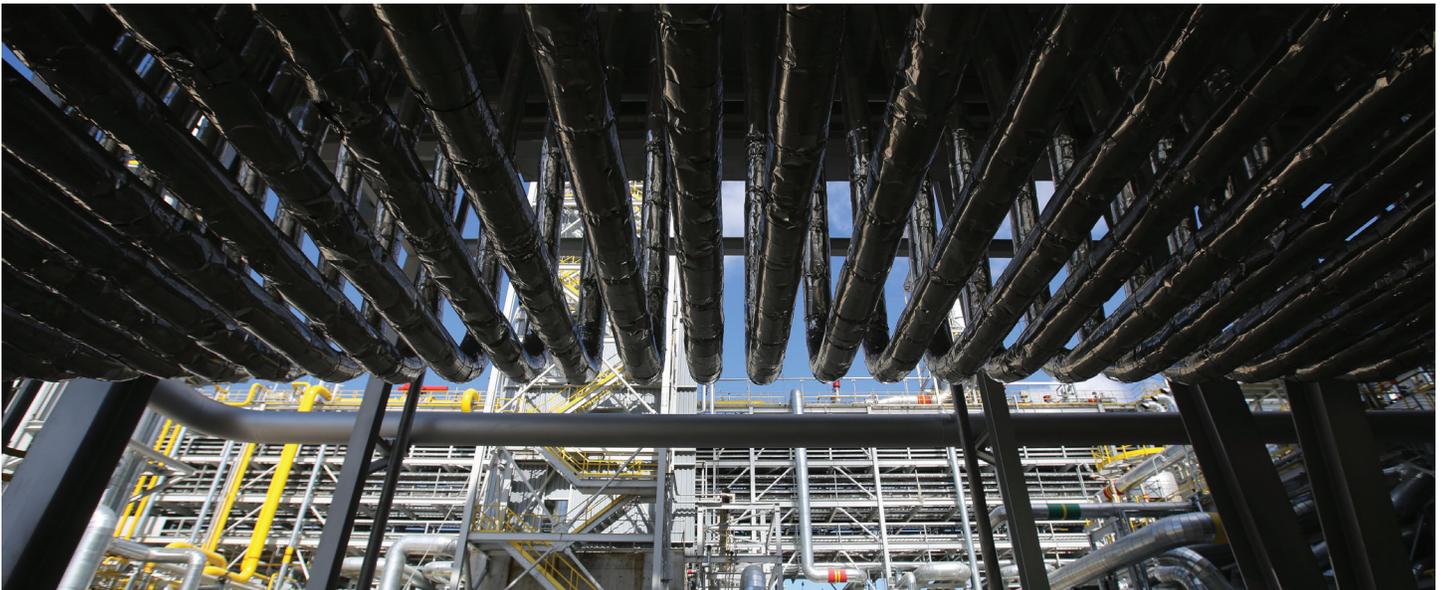
May 30, 2019

Luxor, Las Vegas

FertilizerPricing.com/N

Media Kit

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



**For more information, contact Lisa Robel at
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Nitrogen North America 2019

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Event Overview:

Nitrogen North America, now in its 4th year, addresses the upheaval facing the agricultural and industrial markets for ammonia, urea, and UAN nitrogen products.

Macro forces emanating from the dramatic nitrogen price surge of a decade ago continue to reverberate across North American markets. New domestic capacity and the upcoming closure of the Magellan pipeline has redrawn market ranges, impacted prices, renewed the significance of supply chains and left a lot of unanswered questions.

NITROGEN North America brings together leaders from across industry and agriculture. Together we uncover current thinking, challenge conventional wisdom, and look to the future of these critical and interdependent markets.

Attendees leave **Nitrogen North America** with the expert insight needed to effectively plan for the short, medium and long term success of their business.

"I found it to be very rewarding and look forward to the next. Keep up the good work and the important communication and info within the industry. I know planning and hosting such a high profile event is not an easy task-job well done!!"

- Large Nitrogen Product Distributor

Topics:

The expert panel of **Nitrogen North America** is developed from a proven process of developing valuable and unique conference content.

At the outset, timely subject matter is decided upon based on insight from across Green Markets analysts and customers. These topics are then researched to uncover the experts in respective fields to fully vet the concepts.

Never a commercial exercise, sessions are designed to exclusively deliver thought leadership to the audience.

Who Attends:

The typical attendee of **Nitrogen North America** has at least a decade of career experience in the sector. Titles are at least of a Director level. This is a highly qualified executive-level audience.

Company focus ranges from manufacturers of nitrogen products, to diversified chemical companies in both the industrial and agricultural sectors. Aligned companies that depend on nitrogen products as primary inputs to the manufacturing of value-added products are also represented.

Brand-name financial services firms from both buy and sell side are typically represented, as are consulting firms. Chemical product distributors and large agri-retailers round out this highly engaged audience.

Companies that have attended in the past include:

- Chemical Manufacturers
- Chemical Wholesalers
- Chemical Distributors
- Equipment Manufacturers
- Investment Community
- Construction and Engineering Firms
- Process Licensors
- Anyone with a stake in the North American nitrogen market

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Agenda at a Glance

Thursday, May 30, 2019

- 8:00 am** **Networking Breakfast**
- 9:05 am** **North American Nitrogen Outlook to 2030**
Alexis Maxwell, Research Director, Green Markets
- 9:50 am** **North American Nitrogen Trade Flows with a Focus on UAN**
Ivan Boasher, Industry Consultant
- 10:35 am** **Morning Networking Break**
- 11:05 am** **Nitrogen Fixing Cereals: A New Way for Fertilization**
Dr. Karsten Temme, Co-founder and Chief Executive Officer, Pivot Bio
- 11:50 am** **A National Nitrogen Reduction Scheme**
David Kanter, Assistant Professor of Environmental Studies, NYU
- 12:35 pm** **Networking Luncheon**
- 2:00 pm** **U.S. Ammonia Pipeline Overview**
Alexis Maxwell, Research Director, Green Markets
- 2:30 pm** **Ammonia Transport in the Wake of the Magellan Shutdown**
Todd Tranausky, Vice President, Rail and Intermodal, FTR Advisory
- 3:15 pm** **Afternoon Networking Break**
- 3:45 pm** **Farm Economics of Ammonia**
Dr. Gary Schitkey, Professor, University of Illinois
- 4:30 pm** **Financial Market Signals for Nitrogen Producers Amid Cheap Crops, Volatile Trade and Teetering GDP**
Jason Miner, Senior Analyst, Global Chemicals, Bloomberg Intelligence
- 5:15 pm** **Networking Cocktail Reception**

Sponsorships

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

Platinum Sponsor – **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 'Breaking News Alerts' from *Green Markets*
- Literature handed-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 (www.fertilizerpricing.com/N) (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' exhibit table for table top display
- Two (2) complimentary conference passes
- Reception will be held in exhibit area to maximize 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/N) (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.

Lunch Sponsor

- 6' exhibit table for table top display
- Two (2) complimentary conference passes
- Sponsor shall be given 2-3 minutes to speak during lunch
- 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 featuring sponsor name and logo only (no other sponsors)
- Recognition as 'Lunch Sponsor' in event marketing
 - Event website (www.fertilizerpricing.com/N) (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.

Wi-Fi Sponsor

- 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 the Luxor)
- Recognition as 'Wi-Fi Sponsor' in all event marketing
 - Emails (sponsor logo with embedded URL link)
 - Event website (www.fertilizerpricing.com/N) (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.

Hotel Key Card Sponsor

- Key Cards will have custom imprints of the Sponsor name, logo, web URL
- Key Cards will be given to all registered attendees of NITROGEN North America who are staying at the Luxor
- One (1) complimentary conference pass
- Rights to use 'Official Sponsor' of 'NITROGEN North America' 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' on event website (www.fertilizerpricing.com/N)
- 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.

Market Partners App Sponsor

- Market Partners App with banner ad with Sponsor name, logo, web URL
- Splash Page - Every attendee see the Splash Page - a full-screen visual that appears for up to 5 seconds, free from distraction
- One (1) complimentary conference pass
- Rights to use 'Official Sponsor' of 'NITROGEN North America' in your advertising and marketing
- Designated 'Sponsor' ribbons for all event badges
- Recognition as 'App Sponsor' in all event marketing
 - Emails (sponsor logo with embedded URL link)
 - Event website (www.fertilizerpricing.com/N) (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.

Exhibitors

- 6' exhibit table for table top display
- Two (2) complimentary conference pass

Additional Sponsorships

- Gold
- Silver
- Notepad & Pen
- Lanyard
- Flash Drive
- Tote Bag Sponsor

Venue

Luxor Hotel & Casino, 3900 Las Vegas Blvd, Las Vegas, NV 89119



Luxor Las Vegas is a 30-story hotel and casino situated on the southern end of the Las Vegas Strip. The hotel is owned and operated by MGM Resorts International and has a 120,000-sq. ft casino. The hotel's unique design contains 4,407 rooms (including 442 suites). The hotel's rooms line the interior walls of the main tower, which has a pyramid shape, 22-story twin ziggurat towers and features inclined elevators. Also the hotel features the Luxor 'Sky Beam', reputedly the strongest beam of light in the world, using curved mirrors to collect the light from 39 xenon lamps and focus them into one intense, narrow beam. On a clear night, the Sky Beam is visible up to 275 miles away. Luxor's facilities also include 20,000 sq ft of convention space, four swimming pools and whirlpools, a wedding chapel, Nurture Spa and Salon, and 29 retail stores.

Reserve your room for only \$50 per night on Wednesday 5/29 and Thursday 5/30 using the Green Markets room block:

<https://book.passkey.com/go/SGRE0519LX>

For more information, contact Lisa Robel at lrobel@green-markets.com or call +1-603-357-8181.