



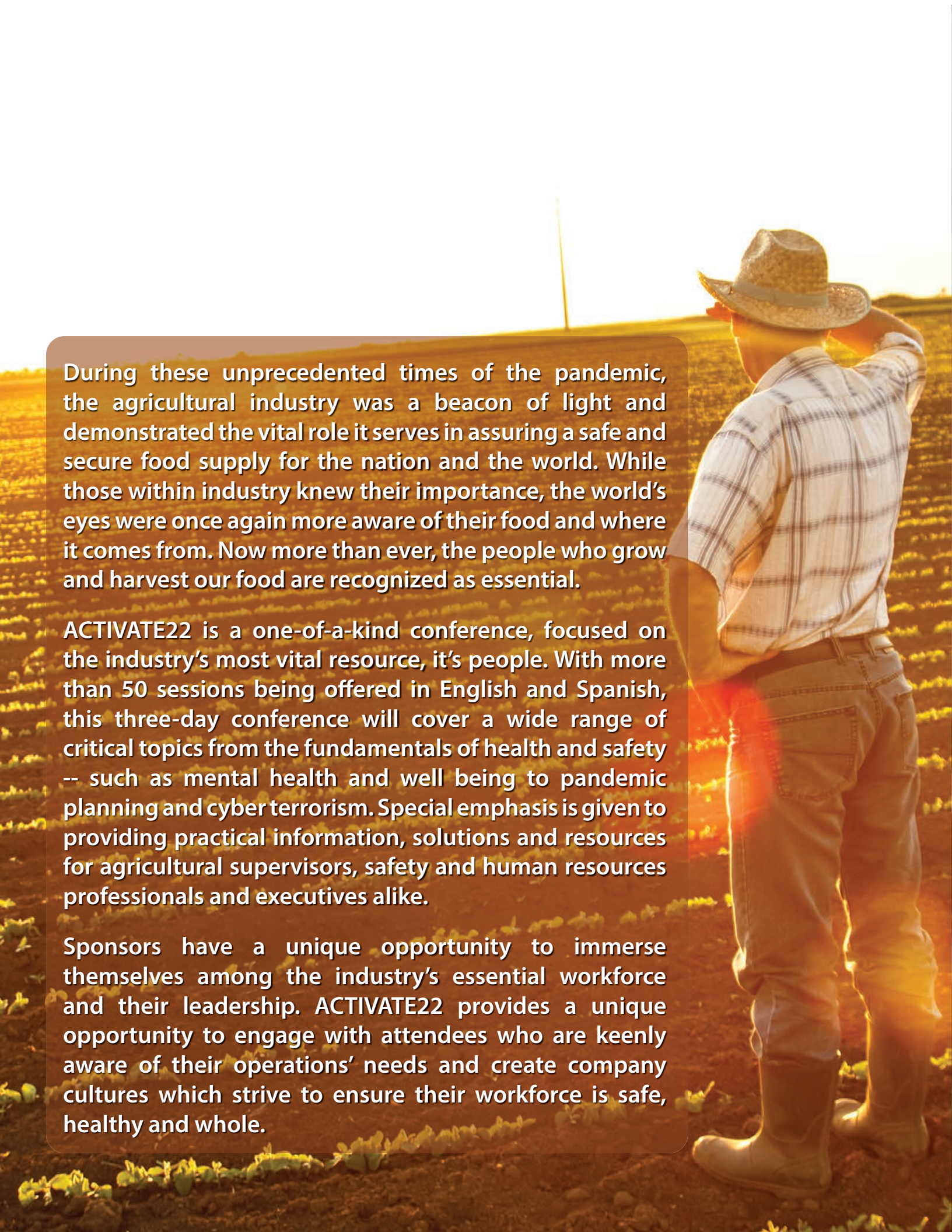
AgSafe

ACTIVATE22

Annual Conference

2.15.22 — 2.17.22

Monterey, CA

A man wearing a straw hat, a plaid shirt, and jeans stands in a field of young plants at sunset. He is looking towards the horizon with his hand on his hat. The scene is bathed in the warm, golden light of the setting sun.

During these unprecedented times of the pandemic, the agricultural industry was a beacon of light and demonstrated the vital role it serves in assuring a safe and secure food supply for the nation and the world. While those within industry knew their importance, the world's eyes were once again more aware of their food and where it comes from. Now more than ever, the people who grow and harvest our food are recognized as essential.

ACTIVATE22 is a one-of-a-kind conference, focused on the industry's most vital resource, it's people. With more than 50 sessions being offered in English and Spanish, this three-day conference will cover a wide range of critical topics from the fundamentals of health and safety -- such as mental health and well being to pandemic planning and cyber terrorism. Special emphasis is given to providing practical information, solutions and resources for agricultural supervisors, safety and human resources professionals and executives alike.

Sponsors have a unique opportunity to immerse themselves among the industry's essential workforce and their leadership. ACTIVATE22 provides a unique opportunity to engage with attendees who are keenly aware of their operations' needs and create company cultures which strive to ensure their workforce is safe, healthy and whole.

SPONSORS

PRESENTING • \$10,000

- Prominent company name/logo recognition on all ACTIVATE22 conference materials, including the registration brochure and event program, as time allows
- Opportunity to welcome attendees during a general session
- Opportunity to include a promotional video during a general session
- Opportunity to introduce keynote speaker on Wednesday morning, February 16, 2022
- Two (2) exclusive eblasts to AgSafe distribution list
- Company name/logo on conference promotional item of AgSafe's choosing
- Company name/logo in prominent location on the ACTIVATE22 website
- Company name/logo in the conference app
- Digital signage with company name/ logo in general sessions
- Complimentary trade show exhibitor table in the most desirable location
- Company name/logo in post-conference issue of Members Monthly e-newsletter, distributed to all AgSafe members
- Company name/logo in post-conference recap e-blast with prominent placement
- Sponsor badge recognition for all company conference attendees
- Three (3) complimentary full registrations (excludes supplemental seminars & premium tracks)
- Four (4) tickets to the Sponsor Dinner on Tuesday, February 15, 2022
- Two (2) complimentary tickets to the Wednesday Night Reception
- One (1) piece of marketing material included in the ACTIVATE22 attendee packets
- Two (2) promoted posts on conference app

HARVESTER • \$7,500

- Company name/logo on conference promotional item of AgSafe's choosing
- Prominent recognition on ACTIVATE22 registration brochure and event program, as time and space allows
- Company name/logo featured on conference promotional materials, as time and space allows
- Opportunity to welcome attendees during a general session
- Company name/logo in featured location on the ACTIVATE22 website
- Company name/logo in the conference app
- Digital signage with company name/ logo in general sessions
- Complimentary trade show exhibitor table in desirable location
- Company name/logo in post-conference issue of Members Monthly e-newsletter, distributed to all AgSafe members
- Company name/logo in post-conference recap e-blast with prominent placement
- Sponsor badge recognition for all company conference attendees
- Three (3) complimentary full registrations (excludes supplemental seminars & premium tracks)
- Four (4) tickets to the Sponsor Dinner on Tuesday, February 15, 2022
- Two (2) complimentary tickets to the Wednesday Night Reception
- One (1) piece of marketing material included in the ACTIVATE22 attendee packets
- Two (2) promoted posts on conference app

TO SPONSOR:

Sign up online at agsafe.org

or contact us at: (209) 526-4400 safeinfo@agsafe.org

CULTIVATOR • \$5,000

- Company name/logo in prominent location on the ACTIVATE22 website
- Company name/logo in the conference app
- Digital signage with company name or logo in general sessions
- Complimentary trade show exhibitor table
- Company name/logo in post-conference issue of Members Monthly e-newsletter, distributed to all AgSafe members
- Company name/logo in post-conference recap e-blast
- Sponsor badge recognition for all company conference attendees
- Two (2) complimentary full registrations (excludes supplemental seminars & premium tracks)
- Three (3) tickets to the Sponsor Dinner on Tuesday, February 15, 2022
- Two (2) complimentary tickets to the Wednesday Night Reception
- One (1) piece of marketing material included in the ACTIVATE22 attendee packets
- One (1) promoted post on conference app

PLANTER • \$2,500

- Company name/logo on the ACTIVATE22 website
- Company name/logo in the conference app
- Digital signage with company name/ logo in general sessions
- Complimentary trade show exhibitor table
- Company name/logo in post-conference issue of Members Monthly e-newsletter, distributed to all AgSafe members
- Sponsor badge recognition for all company conference attendees
- Two (2) tickets to the Sponsor Dinner on Tuesday, February 15, 2022
- Two (2) complimentary tickets to the Wednesday Night Reception
- One (1) complimentary full registration (excludes supplemental seminars & premium tracks)
- One (1) piece of marketing material included in the ACTIVATE22 attendee packets

BRANCH • \$1,000

- Company name/logo on the ACTIVATE22 website
- Company name/logo in the conference app
- Digital signage with company name/ logo in general sessions
- Opportunity to place company materials on the AgSafe information table
- Company name/logo in post-conference issue of Members Monthly e-newsletter, distributed to all AgSafe members
- Sponsor badge recognition for all company conference attendees
- Two (2) tickets to the Sponsor Dinner on Tuesday, February 15, 2022

SEED • \$500

- Company name/logo on the ACTIVATE22 website
- Company name/logo in the conference app
- Digital signage with company name/ logo in general sessions
- Company name/logo in post-conference issue of Members Monthly e-newsletter, distributed to all AgSafe members
- Sponsor badge recognition for all company conference attendees
- Two (2) tickets to the Sponsor Dinner on Tuesday, February 15, 2022



WHO ATTENDS

- Owners/Presidents/CEOs
- General Managers
- Safety Managers
- Food Safety Managers
- Human Resources Professionals
- Production Managers
- Farm Labor Contractors
- Frontline Supervisors

ATTENDEES REPRESENT

- Animal Ag
- Packing Houses
- Citrus
- Berries
- Coolers
- Row Crops
- Tree Fruit
- Food Processors
- Seed Production
- Vineyards
- Wineries
- Nuts

PHOTO CREDIT: HECTOR AMEZCUA, COLLEGE OF AGRICULTURAL AND ENVIRONMENTAL SCIENCES, UC DAVIS



IMPORTANT DATES:

Please submit sponsorship commitment form and high-resolution company logo (at least 300 dpi in jpg format) no later than September 17, 2021 to be included in the ACTIVATE22 digital registration materials and registration brochure, and December 17, 2021 to be included in all ACTIVATE22 collateral materials.



AgSafe
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