

# 2020 Sponsorship and Exhibit Opportunities



Connect to the agribusiness and ag finance market at an FCC Services Conference in 2020. Our industry-leading conferences are designed to maximize value for attendees and sponsors alike.

# JOIN US

Reasons to sponsor the FCC Services Conferences include:

- Connecting to high-level decision makers in the organization
- Highlighting your brand as an important Farm Credit business partner
- Reaching your desired audience through targeted events
- Maximizing face time with exhibit space in the same area as the receptions and breaks



**June 22 - 24, 2020**

Loews Coronado Bay || San Diego, CA

*Attendees include (approximately 250): Mid- to Senior-Level Leaders in Credit & Finance, Marketing, Communications and Relationship Management, Operations, IT, and Human Resources*

**Opportunities available:**

	<u>Sponsor</u>	<u>Passkey Partner*</u>
Platinum Sponsor	\$7,500	\$6,500
Gold Sponsor	\$5,500	\$4,500
Bronze Sponsor	\$4,500	\$3,500
Exhibitor	\$3,500	\$2,500



**August 31 - September 2, 2020**

Omni Nashville || Nashville, TN

*Attendees include (approximately 550): Appraisers, Auditors, CCOs, CFOs, Credit Reviewers, Credit Staff, Chief Risk Officers*

**Opportunities available:**

	<u>Sponsor</u>	<u>Passkey Partner*</u>
Platinum Sponsor	\$7,500	\$6,500
Gold Sponsor	\$5,500	\$4,500
Bronze Sponsor	\$4,500	\$3,500
Exhibitor	\$3,500	\$2,500



**September 29 - October 1, 2020**

The W Fort Lauderdale || Fort Lauderdale, FL

*Attendees include (approximately 175): Seasoned Loan Officers, Credit Analysts, Relationship Managers, Regional Vice Presidents*

**Opportunities available:**

	<u>Sponsor</u>	<u>Passkey Partner*</u>
Platinum Sponsor	\$4,500	\$3,500
Gold Sponsor	\$3,500	\$2,500
Bronze Sponsor	\$2,500	\$2,000
Exhibitor	\$1,875	\$1,525



**November 17 - 19, 2020**

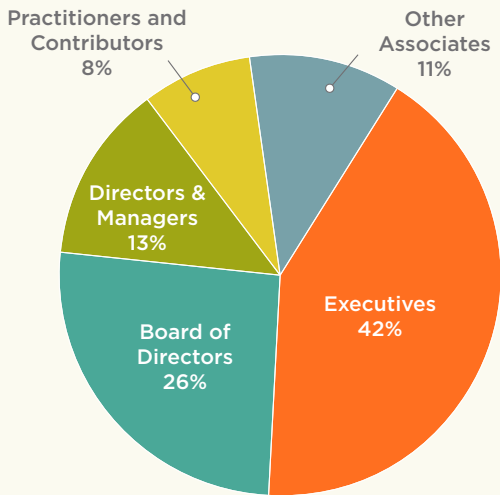
Hyatt Regency Indian Wells Resort || Palm Springs, CA

*Attendees include (approximately 250): Board Directors, Audit Committee Members, CFOs, CEOs, Internal Auditors*

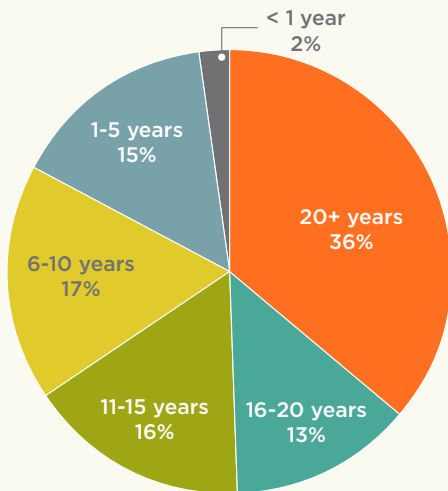
**Opportunities available:**

	<u>Sponsor</u>	<u>Passkey Partner*</u>
Platinum Sponsor	\$7,500	\$6,500
Gold Sponsor	\$5,500	\$4,500
Bronze Sponsor	\$4,500	\$3,500
Exhibitor	\$3,500	\$2,500

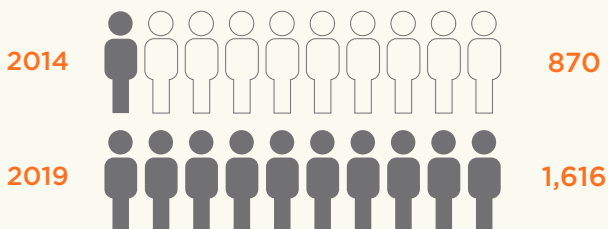
## Our Attendees are Key Decision Makers



## Years in the Industry



## Attendee Growth



## JOB TITLES

- ▶ Appraiser
- ▶ Assistant Vice President
- ▶ Auditor
- ▶ Branch Manager
- ▶ Chief Appraiser
- ▶ Chief Audit Executive
- ▶ Chief Credit Officer
- ▶ Chief Executive Officer
- ▶ Chief Financial Officer
- ▶ Chief Lending Officer
- ▶ Chief Risk Officer
- ▶ Controller
- ▶ Credit Analyst
- ▶ Credit Officer
- ▶ Director of Internal Audit
- ▶ Director of Marketing
- ▶ Executive Vice President
- ▶ Internal Auditor
- ▶ Regional Manager/Branch Manager
- ▶ Regional Vice President
- ▶ Relationship Manager/Loan Officer
- ▶ Risk Management
- ▶ Vice President of Credit
- ▶ Vice President/Director of Marketing
- ▶ Board Director/Board Chair

## AREAS OF INFLUENCE

- ▶ Board of Directors
- ▶ Marketing and Sales
- ▶ Operations
- ▶ HR/Training
- ▶ Senior Leadership
- ▶ IT
- ▶ Finance
- ▶ Audit and Risk Management
- ▶ Lending



**BUILD** powerful relationships



**BE SEEN & HEARD** by your target audience



**ENGAGE** with attendees



**CONNECT** with key decision-makers

## Platinum Sponsor

*Goal: Be Prominent. Stand Out. Make an Impact.*

### Platinum Sponsor benefits include:

- Premier exhibit location - One (1) 8'x10' space
- Complimentary conference registration (includes meals/breaks/reception) for two representatives
- Additional exhibit-only registration (includes meals/breaks/reception) - \$325
- Conference attendee list two weeks before event (name/title/entity name/email)\*
- Recognition during opening comments
- Company brochure in attendee packets
- Inclusion in the "Word about our Sponsors & Exhibitors" message sent to all participants
- Recognition in conference program guide, signage and slides
- Announced as lunch sponsor with signage of sponsor level at lunch
- A one to two minute client-prepared video showcased during Day One General Session
- Logo and link to your website on the sponsored conference home page
- Logo and up to 100-word profile on the conference website
- Opportunity to provide gifts for attendees
- Social media promotion during the event on FCC Services channels
- Banner ad with your company logo on conference mobile app

*\*Excludes the RISK 360 Conference (formerly the RAAW Conference) which includes name/entity name/title only*

## Gold Sponsor

*Goal: Be Influential. Build Powerful Relationships.*

### Gold Sponsor benefits include:

- Superior exhibit location - One (1) 8'x10' space
- Complimentary conference registration (includes sessions/meals/breaks/reception) for one representative
- Complimentary exhibit-only registration (includes meals/breaks/reception) for one representative
- Additional exhibit-only registration (includes meals/breaks/reception) - \$350
- Conference attendee list two weeks before event (name/title/entity name/email)\*
- Recognition during opening comments
- Company brochure in attendee packets
- Inclusion in the "Word about our Sponsors & Exhibitors" message sent to all participants
- Recognition in conference program guide, signage and slides
- Announced as reception sponsor with signage of sponsor level at reception
- Logo and link to your website on the sponsored conference home page
- Logo and up to 100-word profile on conference website
- A one to two minute client-prepared video showcased during a general session
- Banner ad with your company logo on conference mobile app

*\*Excludes the RISK 360 Conference (formerly the RAAW Conference) which includes name/entity name/title only*

## Bronze Sponsor

**Goal:** Be Recognized. Make Important Connections.

### Bronze Sponsor benefits include:

- One (1) 8'x10' exhibit space
- Complimentary conference registration (includes sessions/meals/breaks/reception) for one representative
- Additional exhibit-only registration (includes meals/breaks/reception) - \$375
- Conference attendee list two weeks before event (name/title/entity name/email)\*
- Company brochure in attendee packets
- Inclusion in the "Word about our Sponsors & Exhibitors" message sent to all participants
- Recognition in conference program guide, signage and slides
- Logo, listing and link to your website on conference website
- Announced as a coffee break sponsor
- A one to two minute client-prepared video showcased on digital media
- Company listed on conference mobile app

## Exhibitor

**Goal:** Be Seen and Heard. Engage with Attendees.

### Exhibitor benefits include:

- One (1) 8'x10' exhibit space
- Complimentary conference registration (includes sessions/meals/breaks/reception) for one representative
- Additional exhibit-only registration (includes meals/breaks/reception) - \$400
- Conference attendee list two weeks before event (name/title/entity name/email)\*
- Company brochure in attendee packets
- Inclusion in the "Word about our Sponsors & Exhibitors" message sent to all participants
- Recognition in conference program guide, signage and slides
- Logo, listing and link to your website on conference website

\*Excludes the RISK 360 Conference (formerly the RAAW Conference) which includes name/entity name/title only

*The 2019 Learning Conference was a well-organized event that had plenty of time to connect with new contacts from the Farm Credit System from across the nation. As an exhibitor and sponsor, in addition to making connections at my booth during breaks, I felt very welcome to attend any of the breakout sessions along with the Farm Credit attendees. What a great experience - thank you FCC Services.*

— SARAH SMITH  
Lands' End

*Lien Solutions had a very positive experience at the 2019 RAAW Conference. As a Partner of the Farm Credit System we really enjoy the experience to attend the RAAW Conference and spend time with our different Farm Credit Associations. The conference gives us the opportunity to collaborate, meet new members of the association and share in the best conference of the year!*

— MARY BETH SOMMER  
Wolters Kluwer Lien Solutions

If you have any questions, please contact Heather Tseng at [heather.tseng@fccservices.com](mailto:heather.tseng@fccservices.com).