



JANUARY 27-28, 2027

GLCS SPONSORSHIP OPPORTUNITIES and PROSPECTUS

Soaring Eagle Casino and Resort • Mt. Pleasant, MI
WWW.GREATLAKESCROPSUMMIT.COM



**MICHIGAN
SOYBEAN
COMMITTEE**



YOU'RE INVITED TO SPONSOR THE

Great Lakes Crop Summit



ABOUT THE EVENT

GLCS is the only conference in Michigan that brings together our state's corn, soybean and wheat checkoff organizations. The event is designed to connect farmers with research and industry experts and improve farm profitability and the strategic position of Michigan corn, soybean and wheat farmers.

The 2027 event will feature sessions and speakers focused on agronomic research and marketing, resource management, production economics and the direction of Michigan's corn, soybean and wheat industries. The agenda includes researchers from several top-notch universities, industry and private consultants across the Midwest.

WHY SPONSOR

Sponsoring the GLCS will provide your business with invaluable opportunities to network face-to-face with Michigan's leading corn, soybean and wheat growers. We offer you a wide array of highly visible sponsorship packages with many exciting options to promote awareness of your company at this one-of-a-kind event.

HOW TO BEGIN YOUR SPONSORSHIP

This mailing includes information regarding sponsorship levels, commitments and promotional opportunities. For more information, please visit our website at www.GreatLakesCropSummit.com. To sponsor or become an exhibitor, please contact Penni Sweeney at 517.706.6819 or psweeney@micorn.org.

Our sponsorship team looks forward to working with you and we thank you for your support of Michigan's crop farmers!

**All exhibitor and sponsorship opportunities are subject to availability.*

SPONSORSHIP LEVELS

DIAMOND: \$10,000

- First right of refusal for investment in next year's show (some restrictions apply).
- Two promotional social media posts on Michigan Corn, Soybean and Wheat social media that highlight your company.
- On-site recognition via signage and on the main stage in the entertainment center in the morning or the afternoon.
- The sponsor will submit a 2-minute video that will play during breakfast or lunch on Wednesday. The video will play at least 2 times and must be pre-approved by GLCS.
- Opportunity to choose your booth space (First-come, first-served).
- A 10x10 ft. or a 20x10 ft. booth.
- Company recognition in the onsite program guide.
- Web link and logo on the event website.
- On-site recognition via a 90-second company led introduction during the opening ceremony of the event.
- Company supplied full page advertisement in the day of brochure that is distributed to all GLCS attendees (materials must be received no later than Dec. 31, 2026).
- Six complimentary registrations.

ELITE: \$5,000

- A 10x10 ft. or a 20x10 ft. booth.
- Company recognition in the onsite program guide.
- Company supplied 1/2 page advertisement in the day of brochure that is distributed to all GLCS attendees (materials must be received no later than Dec. 31, 2026).
- Web link and logo on the event website.
- Five complimentary registrations.

PREMIER: \$4,000+

- A 10x10 ft. or a 20x10 ft. booth.
- Company recognition in the onsite program guide.
- Web link on the event website.
- Four complimentary registrations.

SELECT: \$2,000+

- A 10x10 ft. booth.
- Company recognition in the onsite program guide and website.
- Three complimentary registrations.

A limited number of each sponsorship level is available. Booth location will be assigned based on sponsorship level.

Each booth space comes with pipe and drape, one six-foot skirted table and two chairs. 20x10 ft. double booth space will only be available to Diamond, Elite and Premier sponsors.

SPONSORSHIP AND EXHIBITOR FORM

Company Name	Contact Person
Mailing Address	
City, State, Zip Code	
Phone	Email Address
Website	

SPONSORSHIP OPPORTUNITIES

- | | | |
|---|-------------------|----------|
| ☐ Diamond Sponsorship – \$10,000+ | Booth Size _____ | \$ _____ |
| ☐ Elite Sponsorship – \$5,000+ | Booth Size _____ | \$ _____ |
| ☐ Premier Sponsorship – \$4,000+ | Booth Size _____ | \$ _____ |
| ☐ Select Sponsorship – \$2,000+ | (10x10 ft.) booth | \$ _____ |
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- | | | |
|--|--|----------|
| ☐ Event Program Advertising | | |
| ☐ 1/2 page – \$600 | ☐ 1/4 page – \$400 | \$ _____ |
| ☐ Keynote Day 1: U.S. Farm Report – \$5,000 | | \$ _____ |
| ☐ Keynote Day 2: Ray Starling – \$3,500 | | |
| ☐ Notebook – \$5,000 | | \$ _____ |
| ☐ Hotel Key Cards – \$3,500 | | \$ _____ |
| ☐ Lanyards – \$5,000 | | \$ _____ |
| ☐ Registration Bags – \$1,000 (specify dimensions) | | \$ _____ |
| ☐ Session Sponsor – \$1,000 | | \$ _____ |
| ☐ Evening Buffet – \$10,000 | Booth Size _____ | \$ _____ |
| ☐ Lunch – \$8,000 | Booth Size _____ | \$ _____ |
| ☐ Breakfast – \$6,000 | Booth Size _____ | \$ _____ |
| ☐ Evening Reception – \$10,000 | | |
| ☐ Break/Beverage Sponsor – \$2,500 | | \$ _____ |
| ☐ Welcome Reception – \$5,500 | | \$ _____ |
| ☐ Promotional Deliveries – | | |
| ☐ Tuesday – \$2,000 | ☐ Wednesday – \$3,000 | \$ _____ |

TOTAL SPONSORSHIP:

- ☐ Invoice ☐ Check Enclosed ☐ Credit Card (Please check one)
☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card #: ---

Exp. Date: ____ / ____ CCV Code: ____ Signature: _____

TERMS & CONDITIONS

By signing and returning this form, you are agreeing to a non-exclusive Sponsorship/Exhibition agreement between yourselves and the Great Lakes Crop Summit (GLCS) on the terms and conditions set out below and in the agreement.

- Confirmation of acceptance of your application will be sent in writing.
- Sponsorship/Exhibition package entitlements will commence only upon payment of all monies owed.
- Sponsorship packages are limited in accordance with the prospectus and booth allocations are assigned on a "first-in" basis.
- Subletting space is not permitted and two or more companies may not exhibit in a space unless approved by GLCS.
- GLCS reserves the right to decline sponsors or exhibitors.
- GLCS reserves the right to vary package entitlements or booth allocations if necessary.
- No refunds will be issued for sponsor cancellations for any reason.
- GLCS reserves the right to cancel this event and refund your sponsorship payment in full. In this case, liability will be limited to that amount and the exhibitor/sponsor shall have no further claim for damages or loss.
- Force Majeure. In the event that the Speaker's or GLCS's obligation to this Agreement is prevented by events beyond control such as acts of God, war, curtailment or interruption of transportation facilities, strikes (except those involving hotel's employees) or the imminent threat thereof, threats or acts of terrorism or similar acts, disease, pandemic/epidemic, State Department or other governmental or international agency travel advisory, corporate travel restrictions, civil disturbance, or any other cause beyond the parties' control, which, in the party's reasonable judgment, would tend to make it inadvisable (from a safety, health or financial standpoint), commercially impracticable, illegal or impossible for either party to perform their obligations under the Agreement as they relate to the event, such party may cancel the Agreement without liability upon written notice to the other party. Notice of cancellation may be sent at any time prior to the event provided the canceling party has met the requirements of this provision.
- Complimentary registrations may be used by company representatives or clients, but registrant information must be submitted by the early registration deadline.
- Meals are included in complimentary registrations.
- All exhibit spaces include electricity, one 6 ft. skirted table and two chairs.
- Overhead door access is available, but any equipment on display must be pushed in and placed on carpet.
- GLCS reserves the right to determine eligibility of a company, product, promotion or any part thereof, that in its opinion is not keeping with the character or purpose of the event. Exhibits which, in the opinion of GLCS, distract from the general character of event as a whole will be prohibited and/or evicted. In the event of eviction, GLCS is not liable for refunds.
- Alcoholic Beverages – Only elite and diamond sponsors may offer complimentary alcoholic beverages at their booths. Elite and diamond sponsors wishing to offer alcohol MUST request approval (in writing) from the GLCS. Approval will be considered upon review of written requests sent to GLCSsponsorship@micorn.org a minimum of 30 days prior to the event. Approval is at the discretion of the GLCS and is not guaranteed.
- All exhibitors agree to abide by the set-up and tear-down times allotted. Any space not claimed and occupied by the end of exhibitor's move-in time may be resold without obligation of GLCS for any refund whatsoever. Additionally, all exhibits must remain intact until the exposition closes and may not be dismantled or removed before that time.
- The Great Lakes Crop Summit is open to the public. In the event that participants, guests, exhibitors, sponsors, or the media photograph, video or audio-tape conference activities the GLCS organizers are NOT responsible for the use or distribution of such materials. It is understood that the checkoff organizations may freely use attendees images, names, pictures, and voices recorded by any means for educational, advertising and promotional purposes.
- No on-site meetings, gatherings, or organized discussions may be held at the event venue during the entire duration of the Great Lakes Crop Summit (GLCS) without prior written approval from the GLCS. This includes, but is not limited to, private meetings, promotional sessions, product demonstrations, or any activity that could be interpreted as an official or unofficial event function.

AUTHORIZATION

☐ I have read and agree to the Terms & Conditions.

Name: _____ Date: _____

Signature: _____

Please send your completed agreement and payment to:
Great Lakes Crop Summit
13750 S. Sedona Parkway, Suite 5, Lansing, MI 48906
Checks must be made payable to Great Lakes Crop Summit
with application or upon receipt of invoice.

If you have any questions, please contact Penni Sweeney
at (517) 706-6819 or psweeney@micorn.org

MORE OPPORTUNITIES

EVENT PROGRAM ADVERTISING

This is a great way to have your business name and logo displayed. It includes an advertisement in the program guide which will be distributed to all attendees.

1/2 Page – \$600 | 1/4 Page – \$400

KEYNOTE SPEAKER

This sponsorship will provide you with all the benefits of a Select Sponsor. In addition, you will have the opportunity for your company signage to appear on stage during the speaker's presentation and your name will be mentioned during the introduction of the speaker. In some cases you may be able to introduce the speaker.

Day One – \$5,000 | Day Two – \$3,500

HOTEL KEY CARDS (one sponsor only) – \$3,500

Your company-provided artwork will be on every room key for all conference attendees. In addition, you will receive all the benefits of a Select Sponsor.

NOTEBOOK (one sponsor only) - \$5,000

As a notebook sponsor you will receive all the benefits of a Select Sponsor. This sponsorship will put your logo in front of hundreds of clients. Includes your one-color logo and company name on each notebook. This will be co-branded with the Great Lakes Crop Summit logo.

SESSION SPONSORS – \$1,000

With this sponsorship your company name will be mentioned during the speaker's introduction and you will have the opportunity to place your company signage at the front of the room for everyone in attendance to see. Sponsorship cost is based on individual 50-minute sessions.

LANYARDS (two available) – \$2,600 per side/\$5,000 total

This sponsorship opportunity puts your logo in front of hundreds of potential clients. Includes your one-color logo and company name on each lanyard.

PROMOTIONAL DELIVERIES TO GUEST ROOMS

Your company supplied handouts or giveaways will be delivered by hotel staff directly to the guest rooms of the conference attendees in our room block.

TUESDAY NIGHT – \$2,000

Sponsor provides delivery/gift item (approximately 85 rooms)

WEDNESDAY NIGHT – \$3,000

Sponsor provides delivery/gift item (approximately 265 rooms)

MORE OPPORTUNITIES

REGISTRATION BAGS (one sponsor only) – \$1,000

As a registration bag sponsor you will provide your branded bags to the conference participants. Bags will be available to attendees at the registration tables. Approximately 1,000 bags.

EVENING BUFFET (one sponsor only) – \$10,000

As a meal sponsor you will receive all the benefits of a Diamond Sponsor plus you will be acknowledged during the general session and your company signage will be prominently displayed in the dining area and on the stage during your sponsored meal.

BREAKFAST (two available) – \$6,000

As a meal sponsor you will receive all the benefits of an Elite Sponsor and your company signage will be prominently displayed in the dining area and on the stage during your sponsored meal.

LUNCH (two available) – \$8,000

As a meal sponsor you will receive all the benefits of an Elite Sponsor and your company signage will be prominently displayed in the dining area and on the stage during your sponsored meal.

BREAK/BEVERAGE (two available) – \$2,500

As a beverage sponsor you will receive all the benefits of a Select Sponsor plus your company signage will be prominently displayed at the beverage station during break.

CUSTOM SPONSORSHIPS

Have something else in mind? We are always looking for opportunities to generate excitement for our attendees. If you would like to create a unique sponsorship opportunity, contact Penni Sweeney at psweeney@micorn.org.

EVENING RECEPTION (one available) – \$10,000

This coveted sponsorship will provide your company with an elevated level of visibility during this highly attended event. You will receive all the benefits of an Diamond Sponsor in addition to signage at the reception and your name listed in the brochure as the reception host. Sponsor is responsible for beverage charges.

WELCOME RECEPTION (one available) – \$5,500

The welcome reception is the first event of the summit and provides an ideal opportunity to showcase your company in an informal environment. You will receive all the benefits of a Premier Sponsor in addition to signage at the reception and your name listed in the brochure as the reception host.



*We appreciate your support and look
forward to partnering with you*

To begin your sponsorship experience, please contact
Penni Sweeney at psweeney@micorn.org or 517.706.6829.

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