

Chemical Week LIVE



Crop Science Forum & Awards

2021 Partner & Sponsorship Prospectus



Crop Science Forum & Awards 2021

Welcome to the **Crop Science Forum & Awards 2021**, continuing the Agrow Awards tradition – the crop science industry’s premier annual event. For well over a decade, Agrow has recognized excellence in the crop protection market through its prestigious annual awards that celebrate best-in-class scientific, technological, and leadership initiatives throughout the global industry.

Being shortlisted and winning a much-coveted award is a stamp of approval for creativity and innovation within companies ranging from start-ups to conglomerates.

The Crop Science Forum & Awards 2021 is a fantastic opportunity for you to partner with us as a sponsor, ensuring your organization’s brand is part of this global platform showcasing industry achievements.

Our sponsorship packages are designed to complement your existing marketing plans and elevate your profile above your competitors. The packages allow you to generate six months of international publicity and gain direct access to top decision-makers within your industry community.



Continuing the Crop Science Awards & Forum in 2021

The crop protection industry is figuring out creative ways to deal with the disruption caused by the Covid-19 pandemic. It seeks to maintain business as usual, ensuring that any disrupting impact on agriculture is minimal, while also working with an eye on the future through research on innovative products.

In this scenario, it’s imperative for IHS Markit, the successor of Agrow, to carry on the tradition of recognizing excellence in the industry in the form of the Crop Science Awards & Forum. For 2021, we are pleased to announce the Crop Science Forum & Awards Online in partnership with **Chemical Week**, ensuring even a broader outreach.

“A great event that showcases the future of our industry”

Ecospray, Finalist

Generate six months of targeted high-profile publicity

June 2021 The Crop Science Forum & Awards 2021 are open for entry. Submissions are welcomed worldwide from a diverse range of companies. Organizations start to prepare their entries that explain why they are best-in-class for their chosen category.

August 2021 The Awards are closed for entries. The judges review all entries.

August 2021 The judges review entries, determine whether the materials provided by each organization demonstrate the requirements of the category by drawing on their expertise. Scores and comments are then debated and agreed upon for every entry.

September 2021 Finalists are announced for each Awards category by Agrow, creating a buzz in the crop science industry, as organizations shortlisted invite their network to share in their success. Excitement builds for the Crop Science Forum & Awards, and sponsors can enjoy additional PR activity in the run-up to the event.

November 2021 The Crop Science Forum & Awards 2021, attended by market leaders from small to large organizations driving innovation to share the success of their industry's achievements. The official magazine rounding up the Crop Science Awards & Forum activities is released, a permanent record of the occasion and invaluable promotional material for shortlisted companies, winners, and sponsors.

"We are incredibly honored and proud to see our efforts to improve transparency applauded by this prestigious industry event"

- Bayer, Finalist



Take the spotlight with our partnership benefits

As part of the packages, all partners receive:

Pre-event

- Your company will be mentioned in selected Crop Science Awards & Forum coverage, published in Chemweek.com (100,000 unique visitors a month).
- Your company logo, hyperlink, and profile will be placed on the Crop Science Awards & Forum website homepage, with a link through to your website.
- Your company logo will appear on Crop Science Awards & Forum promotional campaigns to run regularly in the build-up to the event, including the shortlisted finalists' announcements.
- Your company logo will appear on e-invites to send to your guests.
- You will receive the Crop Science Awards & Forum 2021 logo to use on your marketing and PR materials.
- Your company will have a double page company profile in a pre-event supplement.

At the event

- Your company logo will be displayed widely throughout the event
- Your company logo and 50-word profile will appear in the Crop Science Forum & Awards program distributed during the event.

Post-event

- You will receive 20 printed copies of the official Crop Science Forum & Awards 2021 magazine supplement.
- Further publicity in Awards winners article, to be published Chemical Week
- Your company name will appear in our winner's announcement to the market and press.
- First refusal on sponsorship of the same award for 2021.



For sponsorship opportunities, contact Ben Watkins at ben.watkins@ihsmarkit.com

Headline Partnership

Be seen above all others

Price \$40,000

Headline Sponsorship offers your brand the highest prominence throughout the event to an audience of industry leaders, providing a huge opportunity to highlight your brand above any others.

In addition to all the partnership features you will receive:

Pre-event

- The option to **produce a podcast** and distribute it to Chemical Week's network of 100,000+ readers through chemweek.com and Chemical Week Insider newsletter. Attendees will opt-in to have their contact information shared with the sponsor.
- **Your firm's branding** placed in a prominent position on the event's homepage throughout 2021. Previous sponsors have noted it is the most valued marketing activity they benefit from by partnering with us.

At the event

- A **branded keynote address** at the start of the Awards giving your organization a platform to talk to the industry.
- **Virtual Showcase** - So your firm can curate its own dedicated Online exhibition page and showcase your services using text, video, and hyperlinks.

Post the event

- A **full-page, four-color display advert** in the event's official supplement, included in Chemical Week magazine's December issue.
- **Full contact details** of those who attended the event.



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Content Partnership:

Be involved in debate that matters

Price \$20,000

The Forum provides attendees with insight into the latest industry developments and trend potentially affecting their organization's strategy. Reach market leaders as they gather with our in-house experts for stimulating discussions on the issues shaping the industry.

In addition to all the partnership features you will receive:

Pre-event:

Partner's corporate video will be distributed to **Chemical Week's** 100,000+ readers through chemweek.com and Chemical Week Insider newsletter. Video to be placed on the Events platform.

Pre-recorded Presentations - Ability to submit a pre-recorded presentation to be accessible by all conference attendees

Thought Leadership - Ability to submit a white paper or infographic etc. to be accessible by all conference attendees



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Awards Category Partnership

Be part of a glittering celebration

Price \$10,000



In addition to all the partnership features you will receive:

Pre-event:

- A representative from your firm announces the winner of the award for the sponsored category.
- A 20-second sponsorship profile— approved by the editor— read out by the Awards host.

Awards categories available for Award Sponsorship at the ceremony:

- Best R&D Pipeline
- Best Formulation Innovation
- Best New Biological Product
- Best New Crop Protection Product or Trait
- Best Innovation in Digital Farming Technology
- Best Stewardship Program
- Best Public Outreach Program
- Best Marketing Campaign
- Best Company from an Emerging Region
- Best Supplier
- Best Supporting Role
- Lifetime Achievement

Additional Sponsorship Opportunities

Chemical Week Magazine supplement – \$25,000

Work with **Chemical Week** to publish a supplement that generates awareness of your company's expertise and growing global capabilities.

Distribution: Hard copy / digital version distributed with Chemical Week Magazine to over 20,000 magazine readers globally.

AI-powered sponsored content campaign – \$25,000

Chemical Week's Artificial Intelligence tool will predict what content you should present to Chemical Week's 100,000 digital users to increase user engagement and maximize commercial return for genuinely personalized marketing communications.

Your articles will be on chemweek.com for 3 months.

LIVE conversation – \$25,000

Exclusive LIVE interviews, chaired by senior journalists from Chemical Week, focusing on the most disruptive technology reshaping the chemical industry right now.

Your content will feature in chemweek.com and other digital channels (newsletters and social media) for 3 months.



Agenda

Our editors work arduously to create a topical agenda and secure top speakers for the event.

Below, an illustration of the topics covered during the 2020 edition of the Forum.

Agribusiness drivers and the crop protection and seed sectors: outlook for 2020/2021

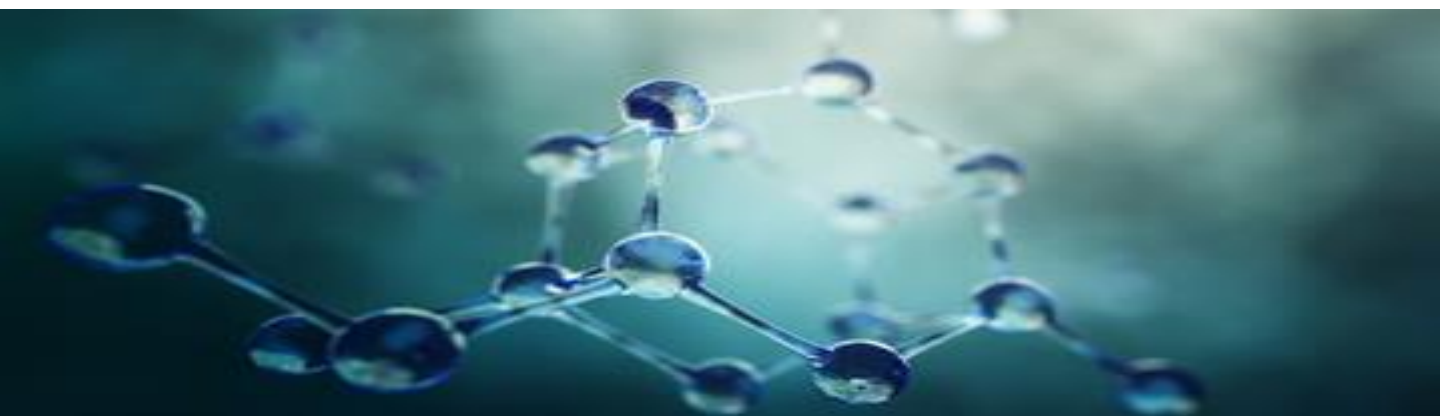
- Impact of Covid-19 and US/China tensions on companies and markets
- Factors impacting sowing patterns and agricultural commodity prices
- Impact of public opinion/politics on regulatory decisions
- New technologies/shifts in R&D trends within the industry and impact on market
- Market outlook for 2021 and beyond

Digital agriculture: from concept to reality

- What are the principal drivers for adoption, from regulatory pressure to sustainability and industry consolidation?
- How quickly does the benefit translate into a return on investment, and what does a realistic business model look like?
- What are the knock-on effects for the rest of industry, including agrochemical manufacturers?

The role of crop protection in sustainability

- What are leading companies doing in making agriculture more sustainable?
- Is sustainability a valid business proposition for crop protection?
- Can conventional crop protection be sustainable?



CONTACT US:

For further information about partnership opportunities, please contact us:

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