

# Crop Science Forum & Awards 2020

## Partner & Sponsorship Prospectus



In partnership with:  
**Chemical Week**

# Crop Science Forum & Awards 2020

Welcome to the **Crop Science Forum & Awards 2020**, continuing the tradition of the **Agrow Awards** – the crop science industry’s premier annual event.

For well over a decade, Agrow has recognised 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 2020 is a fantastic opportunity for you to partner with us as a sponsor, ensuring your organisation’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 those of your competitors, allowing 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 2020

Industries across the globe, including the crop protection industry, are figuring out creative ways to deal with the disruption caused by the Covid-19 pandemic. They are seeking to maintain business as usual, ensuring that any disrupting impact on agriculture may be minimal, while also working with an eye on the future through research on innovative products.

In this scenario, it becomes imperative for Agrow to carry on the tradition of recognising excellence in the industry in the form of the Crop Science Awards & Forum. While travel restrictions and social distancing prevent us from organising the gala event in London, there is nothing stopping us from recreating the same celebratory feel online.

For 2020, we are pleased to announce the Crop Science Forum & Awards in partnership with Chemical Week, ensuring even a wider outreach.

*“A great event that showcases the future of our industry”*  
*Ecospray, Finalist*

## Generate six months of targeted high-profile publicity

**June 2020** The **Crop Science Forum & Awards 2020** are open for entry. Submissions are welcomed worldwide from a diverse range of companies. Organisations start to prepare their entries that explain why they are best-in-class for their chosen category.

**August 2020** The Awards are closed for entries. All entries to be reviewed by the judges have been received by the Agrow team.

**August 2020** The judges review entries, reviewing whether the materials provided by each organisation demonstrate the requirements of the category by drawing on their own expertise. Scores and comments are then debated and agreed upon for every entry.

**September 2020** Finalists are announced for each Awards category by Agrow, creating a buzz in the crop science industry, as organisations 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 2020** The **Crop Science Forum & Awards 2020**, attended by market leaders from small to large organisations who are driving innovation to share the success of their industry's achievements. The official magazine rounding up the activities of the **Crop Science Awards & Forum** is released; a permanent record of the occasion and invaluable promotional material for shortlisted companies, winners and sponsors.

*“We are incredibly honoured and proud to see our efforts to improve transparency applauded by this prestigious industry event” - Bayer, Finalist*



## All Headline, Category & Content partners receive:

### Take the spotlight with our partnership benefits

#### Pre-event

- Your company will be mentioned in selected coverage of the Crop Science Awards & Forum, published in Chemweek.com (100,000 unique visitor 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 announcements of the shortlisted finalists.
- Your company logo will appear on e-invites to send to your guests.
- You will receive the Crop Science Awards & Forum 2020 logo to use on your own marketing and PR materials.
- Your company will have a double page company profile in a pre event supplement.

#### 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 programme distributed during the event.

#### Post-event

- You will receive a full page, four-colour display advert in the official Crop Science Forum & Awards 2020 magazine supplement.
- You will receive 20 printed copies of the official Crop Science Forum & Awards 2020 magazine supplement.
- Further publicity in Awards winners article, to be published on...
- Your company name will appear in our winners announcement to the market and press.
- First refusal on sponsorship of the same award for 2021.



## Headline Partnership: Be seen above all others - Price \$19,995

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: Ability to present a podcast. Attendees who participate will opt-in to participate and have their contact information shared with sponsor. Distributed to Chemical Week's 100,000+ readers through chemweek.com and Chemical Week Insider newsletter.
- Your organisation's branding in a prominent on top of the Crop Science Forum & Awards website homepage throughout 2020, which previous sponsors have noted is the most valued marketing activity they benefit from by partnering with us.
- Branded keynote address at the start of the Awards giving your organisation a platform to talk to the industry.
- Virtual Showcase Curate your own dedicated online exhibition page where you can showcase your services using text, video and hyperlinks to relevant promotional material

## Content Partnership: Be involved in debate that matters - Price \$14,995

The Forum's focus is on the key areas of a diversifying crop protection industry, providing attendees with insight into the latest developments that could impact their organisation's strategy. Leaders from the market will be invited to join our in-house experts for discussion and debate.

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

*"It is a premier event that recognizes valuable contributions from the agro industry's best, with extreme organisation and professionalism" - Marrone Bio, Finalist*

## Awards Category Partnership : Be part of a glittering celebration

Price \$7,995

Each of the twelve categories in the Awards ceremony is available for Category Sponsorship.

In addition to all the partnership features you will receive:

- A representative from your company will be entitled to announce the award to the winner of the sponsored category
- A 20 second sponsorship profile to be read out by Awards host, which is approved by the editor.

- 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 Programme
- Best Public Outreach Programme
- Best Marketing Campaign
- Best Company from an Emerging Region
- Best Supplier
- Best Supporting Role
- Lifetime Achievement

## Additional Partnership Opportunities

### DIGITAL - Content campaign powered by Artificial Intelligence - \$19,995

For truly personalized marketing communications, Chemical Week's AI tool will predict what content you should present to Chemical Week's 100,000 digital users to increase user engagement and commercial return. 1 month campaign.

### PRINT – 4 page Chemical Week Supplement – \$19,995

Work with Chemical Week editorial team, to publish a supplement (or executive interview) that generates awareness of your company's expertise and growing global capabilities. Hard copy / digital version distributed to over 20,000 magazine readers globally.

### Branded Breaks – \$2,995

Ability to submit a company branded video or PowerPoint to be played during online conference breaks.

### Closing Credits – \$2,995

Ability to submit a company branded video or PowerPoint to be played at the end of the conference.

## Forum Content for 2020

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

Presentation will cover :

- 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

Presentations will cover topics such as:

- 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?

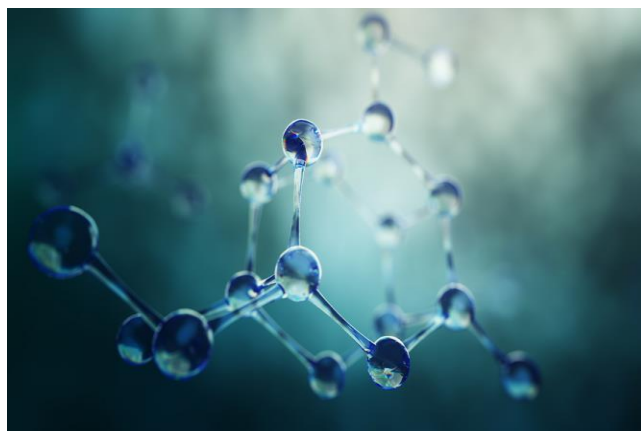
### The role of crop protection in sustainability

Presentations will cover topics such as:

- 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?

## More details of the Forum content and speakers to follow

*“It is great to see how our industry is evolving through the various achievements” -*  
**European Crop Protection Association, Finalist**



## CONTACT US:

**For further information about partnership opportunities,  
please contact us:**

Head of Advertising – Agribusiness  
Intelligence

Ben Watkins

[Ben.Watkins@ihsmarkit.com](mailto:Ben.Watkins@ihsmarkit.com)

Advertisings sales representative:

Anu Rajan,

[Anu.Rajan@ihsmarkit.com](mailto:Anu.Rajan@ihsmarkit.com)

