

# Sponsor Prospectus



## Get Ready To Go Global

17-20 August 2008  
Costa Rica Marriott Hotel  
San Jose, **Costa Rica**

Connecting the  
Global Crop  
Protection  
Industry



**FARM  
CHEMICALS**  
INTERNATIONAL

# Trade Summit

[www.fcitradesummit.com](http://www.fcitradesummit.com)

# What Is The FCI Trade Summit?



The Farm Chemicals International Trade Summit **provides chemical manufacturers, formulators, and traders the opportunity to make valuable business connections** with leading distributors and agriculture input retailers, as well as hear the latest in-depth market analysis and updates from around the globe.

**More than 25 countries** were represented at the inaugural Summit in Toronto, Canada and the 2008 Summit promises to deliver even more global representation and opportunities from key regions including Latin America, Asia, India, North America and the Middle East/Africa.

For sponsors, it provides a venue to establish valuable business relationships and connect with current and new trading

partners from across the world. The pro-meeting format offers plenty of time for in-depth, in-person meetings and access to an exclusive Delegate Lounge for impromptu meetings.

Sponsors will have the ability to connect with fellow participants prior to the Summit by viewing profiles and contact information via a password protected web platform.

All of this will take place under one roof – **the beautiful Costa Rica Marriott Hotel in San Jose, Costa Rica**, located in the heart of Central America. You will be able to work efficiently, have higher quality meetings, and learn about new business opportunities without leaving the confines of the hotel.



## Why You Need To Be A Sponsor?

The Farm Chemicals International Trade Summit offer sponsors a wealth of business value – unmatched in any other industry event. The Summit is not your typical trade show – it stresses quality meetings with quality companies who are ready to do business.

The exclusive event is designed to deliver new contacts and spark important dialogue, the Summit offers sponsors a world-class venue to conduct business and pre- and post-event promotion in Farm Chemicals International magazine and FCI E-news – a powerful combination.

The FCI Trade Summit offers its sponsor partners significant value and promotional exposure from the time of commitment to well after the event. In addition to being able to meet in-person with valid business prospects from around the globe, sponsors receive extensive pre- and post-promotion in the magazine and on the web site.

Where else can you receive extensive global promotional coverage and meet face-to-face with key business partners for one affordable investment?

**There's only one place – the FCI Trade Summit.**

## 2008 FCI Trade Summit Agenda

(times subject to change)

### 17 August 2008, Sunday

**14.00 – 18.00** Registration

**18.00 – 19.30**

Welcome Reception

### 18 August 2008, Monday

**8.00 – 13.00** Registration

**8.30 – 10.30**

Global Perspective Briefings & Group Breakfast

**10.30 – 17.00**

Business Meetings

### 19 August 2008, Tuesday

**8.00 – 12.00** Registration

**8.30 – 10.00**

Global Perspective Briefings & Group Breakfast

**10.00 – 17.00**

Business Meetings

**17.00 – 18.30**

Reception

### 20 August 2008, Wednesday

**8.00 – 9.00**

Group Breakfast

**8.00 – 12.00**

Business Meetings



17-20 August 2008 • San Jose, Costa Rica

[www.fcitradesummit.com](http://www.fcitradesummit.com)

# Three Ways to Participate At The FCI Trade Summit

## All Sponsor Packages Include

- Complementary Summit registrations for staff.
- A company logo, web link and profile on the Summit web site with key contact and product information that delegates can view and use to help arrange meetings with your company (password protected).
- Ability to view detailed profiles and contact information of all Summit delegates to help arrange meetings and for post-event follow-up.
- Recognition as a sponsor in the post-event feature article in the November 2008 issue of Farm Chemical International.
- Access to the Global Perspective Updates (with full breakfast buffet), Sunday and Tuesday receptions and Trade Summit Delegate Lounge.

## 1 PREMIUM SPONSOR PACKAGE (FIVE AVAILABLE)

Price: \$6,995 U.S.

- Private meeting suite with adjoining sleeping room for one or two persons for four nights (Saturday arrival - Wednesday departure).\*
- Option to personally invite two (2) key customers to participate in the invitation-only trade summit (registration fee only).
- Two complimentary Summit registrations for staff.
- 1 page company profile in July 2008 issue of FCI and in one edition of FCI e-news.
- Recognition as a sponsor on all Summit signage, pre- and post-event promotional materials, e-newsletters and in the official on-site program.
- Complementary Internet access (four days) in the designated private meeting suite.

## 2 STANDARD SPONSOR PACKAGE (SIX AVAILABLE)

Price: \$4,000 U.S.

- Private meeting room on main meeting level for four days (Sunday - Wednesday). \* Sleeping room not included in sponsorship.
- Option to personally invite one (1) key customer to participate in the invitation-only trade summit (registration fee only).
- Two complimentary Summit registrations for staff.
- ¼ page company profile in July 2008 issue of FCI.
- Recognition as a sponsor on all Summit signage, pre- and post-event promotional materials, e-newsletters and in the official on-site program.

## 3 DISPLAY PACKAGE

Price: \$2,350 U.S.

- One tabletop display (6' table) for four days (Sunday - Wednesday).
  - One complimentary summit registration for staff.
- Listing as a sponsor in the July 2008 issue of FCI.

\* Shared meeting area/suite is permitted, two companies maximum. First sponsor pays full amount, second sponsor pays 60%. No sharing tabletop displays permitted. All sponsor and display packages prices are net.

## Targeted Sponsorship Opportunities

### Welcome OR Cocktail Reception (\$3,000 U.S. per event)

- Logo on signage and cocktail napkins at the reception.
- Banner or logo displayed during reception.

### Web Site Sponsorship (\$3,000 U.S.)

- Your company's banner ad and web link on the FCI Trade Summit home page.

### E-Mail News Updates Sponsorship (\$2,000 U.S. per e-mail)

- A banner ad and web link in each of the special E-Mail NewsUpdates that are sent to the FCI circulation list daily from the Summit.

### Group Breakfast (\$2,000 U.S. per day)

- Logo on signage and banner at the breakfast.
- One piece of promotional material placed on each chair.

### Delegate Lounge (\$2,000 U.S.)

- Company signage and promotional literature placed in delegate lounge.

### Name Badge Lanyard (\$2,000 U.S.)

- Company name placed on name badge lanyard that is given to each Summit participant.

### On-Site Schedule (\$1,500 U.S.)

- Company logo placed on on-site schedule that is distributed to all participants.



17-20 August 2008 • San Jose, Costa Rica

[www.fcitradesummit.com](http://www.fcitradesummit.com)

## What Sponsors Said About The FCI Trade Summit...

*"The Summit web site allowed for a profile of who was coming, who they are and what they want to get out of the meeting. That made it really easy to connect with customers."*



**Terry Kippley**  
Aceto Agricultural Chemicals  
U.S.A.

*"I would definitely recommend the FCI Trade Summit. I would go back and say you definitely must get there. I will for sure"*



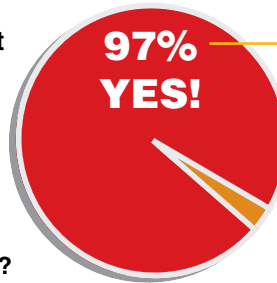
**Elizabeth Shrivastava**  
Aimco Pesticides  
India

## FCI Trade Summit Sponsor **Fast Fact**

### Delegates Say 2008 FCI Trade Summit Is On Their Calendar To Attend

When asked how likely they were to attend the 2008 FCI Trade Summit, a resounding 97% of delegates said they were likely, very likely or definitely returning.

**Can you afford not to make connections with these valuable contacts?**



**Would Attend Again!**



### Sponsor Sales Contact

ERIC DAVIS

Associate Publisher – Farm Chemicals International

Office Phone: +1440/942-2000 ext. 218 Mobile Phone: +1330/524-9105

E-Mail: [ejdavis@meistermedia.com](mailto:ejdavis@meistermedia.com)



17-20 August 2008 • San Jose, Costa Rica  
[www.fcitradesummit.com](http://www.fcitradesummit.com)