



PRECISION APPLICATION | ASIA

5-7 NOVEMBER, 2019 • BANGKOK THAILAND
BANGKOK MARRIOTT HOTEL THE SURAWONGSE



Where the Worlds of Application Technology
and Crop Inputs Collide

PrecisionApplication.com

Presented By





PRECISION | **ASIA**
APPLICATION

A NOTE FROM THE ORGANIZERS:

Precision Application Asia, brought to the market by the founders of industry-leading events including *AgriBusiness GlobalSM* Trade Summit, *PrecisionAg VISION* Conference, Biocontrols Conference & Expo, and more, is designed to provide a catalyst in the evolution of crop inputs and the technologies that apply them.

In all corners of the agriculture community, there is an urgent drive to innovate to overcome labor shortages, environmental impacts, worker safety, pest pressures and unpredictable crop yields. Available technologies in key markets have advanced well beyond grassroots start-ups and are finding a home at various levels of the supply chain through both service and sales models.

Forward-looking crop input manufacturers, formulators and distributors are placing their bets on the future through technology acquisitions, licensing contracts, R&D partnerships, and formulation technology adaptations.

Technology companies are finding ag industry footing through direct-to-grower sales, input application service agreements at the distributor and retailer level, and data management/decision support agreements industry-wide.

Grower co-operatives, food processors, and vertically integrated consumer brands are investing for greater transparency, productivity, and sustainability.

Is your company at the forefront of this evolution?

Join us and take a leadership position at the first event designed exclusively in the interest of crop input and precision application technology pioneers.



WHY INVEST IN PRECISION APPLICATION ASIA?

Reach Highly Targeted Decision Makers

Precision Application Asia's delegation will be comprised of executive-level, decision-making stakeholders in the crop input and precision technology markets

The value of an event designed for a hyper-specific, high value delegation lies in the chance of connecting 1:1 with a true change maker.

Invest in a conference where each attendee is an actionable opportunity to address your mission to advance agriculture and technology.

Build a 360° Groundswell

The power of an event hosted by a media company is true, full circle coverage and promotion.

The power of an event hosted specifically by Meister Media Worldwide is the unsurpassed impact, reach and influence of nearly a century exclusively serving the agricultural supply chain.

Go beyond the on-site coverage by sponsoring an event that reaches past the conference hall.

Source Talent, Technology, and Action-Taking Partners

We build the commercial offerings for prospectuses like these with the R.O.I. of our specialized delegations top of mind.

What is your key performance indicator? Is it a database of leads you gathered through a strategic sponsorship like a prize giveaway? Is it brand awareness you'll ground the true impact of through provided metrics reporting on your digital placements? Is it a distribution contract in a target geography signed by a contact you met by hosting a sponsored networking break on site?

Partner with an event that plans for your company's individualized success path.

ATTENDEES WILL INCLUDE 250+

- Manufacturers, formulators, distributors and dealers, of crop protection and plant health products who are actionably interested in precision technology
- Precision application technology companies providing UAV and ground-based sprayers, A.I. sensor technology, and data management/decision support tools that are specifically engaged in agriculture
- Large grower co-op and food processing executives looking to find ways to increase revenue through application advancements

WHAT DOES THAT REACH LOOK LIKE?

- *AgriBusiness Global* (ABG) and *PrecisionAg* (PAG) print and digital magazines reach a combined circulation equaling 105,000+ readers
- ABG and PAG newsletters hit the inboxes of 23,000+ combined readers weekly
- The brands' websites generate traffic surpassing 28,000 visitors every month
- Every year, Meister Media Worldwide hosts upwards of a dozen events bringing together more than 4500 attendees spanning 50+ countries.

PRECISION SHOWCASE SPONSORSHIPS

SHOWCASE SPONSOR

QTY: 11

Utilize this space on site to show off a product, equipment or service and field inquiries from interested attendees in the exhibit hall showcase.

- Tabletop and four chairs
- Electrical
- Company profile included in the event show guide
- Two complimentary registrations

Logo and Profile Deadline 23 October, 2019

PREMIUM SHOWCASE SPONSOR

QTY: 4

Utilize these preferred locations and the global media powered by Meister Media Worldwide to display a product, equipment, or service to prospective partners pre-event, on site, and post-event.

- 3x3 sq. mtr. premium-placed exhibit space
- Tabletop and four chairs
- Electrical
- Company profile included in the event show guide
- Company profile included in digital, pre-event showcase eblast delivered to 15,000+ audience members (including event attendees, *PrecisionAg* readers, and *AgriBusiness GlobalSM* readers)
- ¼ page company spotlight published in *AgriBusiness GlobalSM* magazine's event showcase section (Delivered to global circulation and on-site event delegation in print and digital)
- Sponsor logo included on event website, delegate marketing emails, signage and show guide
- Three complimentary registrations

Logo and Profile Deadline 23 October, 2019

LIVE PRESENTATION PRODUCT DEMO

QTY: 4

Attendees are coming from around the world to see the next generation of ag technology in action. Present your product, equipment or service capabilities on the main stage via video, presentation/ slideshow, or (when possible) a live demonstration.

- 8-10 minute presentation at the main podium during the event agenda
- Sponsor branding wherever session is listed
- Coverage of presentation (content brief and image) included in post-event editorial content housed on agribusinessglobal.com for organic traffic
- Sponsor logo included on event website, delegate marketing emails, signage and show guide

Logo Deadline 23 October, 2019

To Exhibit or
Sponsor, Contact:

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BRANDING SPONSORSHIPS

TECHNOLOGY SPONSOR

- Exclusive branding of Precision Application event app
- Custom Wi-Fi password chosen by sponsor
Password Deadline 16 October, 2019
- Sponsor branded Wi-Fi code inserted into registration packets and placed in conference area
- Sponsor branding wherever event Wi-Fi and event app are mentioned
- Sponsor logo included on event website, delegate marketing emails, signage and show guide
- One complimentary registration
Logo Deadline 23 October, 2019

REGISTRATION SPONSOR

- One-color logo printed on delegate lanyards
- Four-color logo printed on delegate name badges
- Four-color logo included in delegate registration emails
- Large-scale branding at registration desk
- Sponsor logo included on event website, delegate marketing emails, signage and show guide
- One complimentary registration

TOTE BAG SPONSOR

- One-color logo printed on one side of delegate tote bag (delivered to all attendees at registration check-in)
- Placement of company's promotional material (provided by sponsor) inside tote bag (*NOTE: material inclusion is nonexclusive*)
- Sponsor logo included on event website, delegate marketing emails, signage and show guide
- One complimentary registration

NETWORKING & LEAD GENERATION SPONSORSHIPS

COFFEE/TEA BREAK SPONSOR

- One-color branded napkins
Logo Deadline 9 October, 2019
- Company brochure/sell sheet (provided by the sponsor) placed throughout break area
- Sponsor branding wherever event coffee/tea break is mentioned
- Sponsor logo included on event website, delegate marketing emails, signage and show guide
- One complimentary registration
Logo Deadline 23 October, 2019

COCKTAIL RECEPTION SPONSOR

- Sponsor branding wherever event cocktail reception is mentioned
- Sponsor branded beverage stations
- Custom reception invitations delivered to event attendees digitally pre-event and hard copy on site in registration packets
- Branded signage throughout cocktail reception area
- Invitation to attend the reception delivered by sponsor at the podium
- Sponsor logo included on event website, delegate marketing emails, signage and show guide
- Two complimentary registrations

GIVEAWAY SPONSOR

- Sponsor branding wherever giveaway is mentioned
- Sponsor branded business card drop stations
- Card draw for prize delivered at the podium by sponsor
- Business cards of giveaway entrants delivered to sponsor
- Sponsor logo included on event website, delegate marketing emails, signage and show guide
- One complimentary registration
Note: Prize provided by the sponsor, disclosed to event organizers by 23 October, 2019

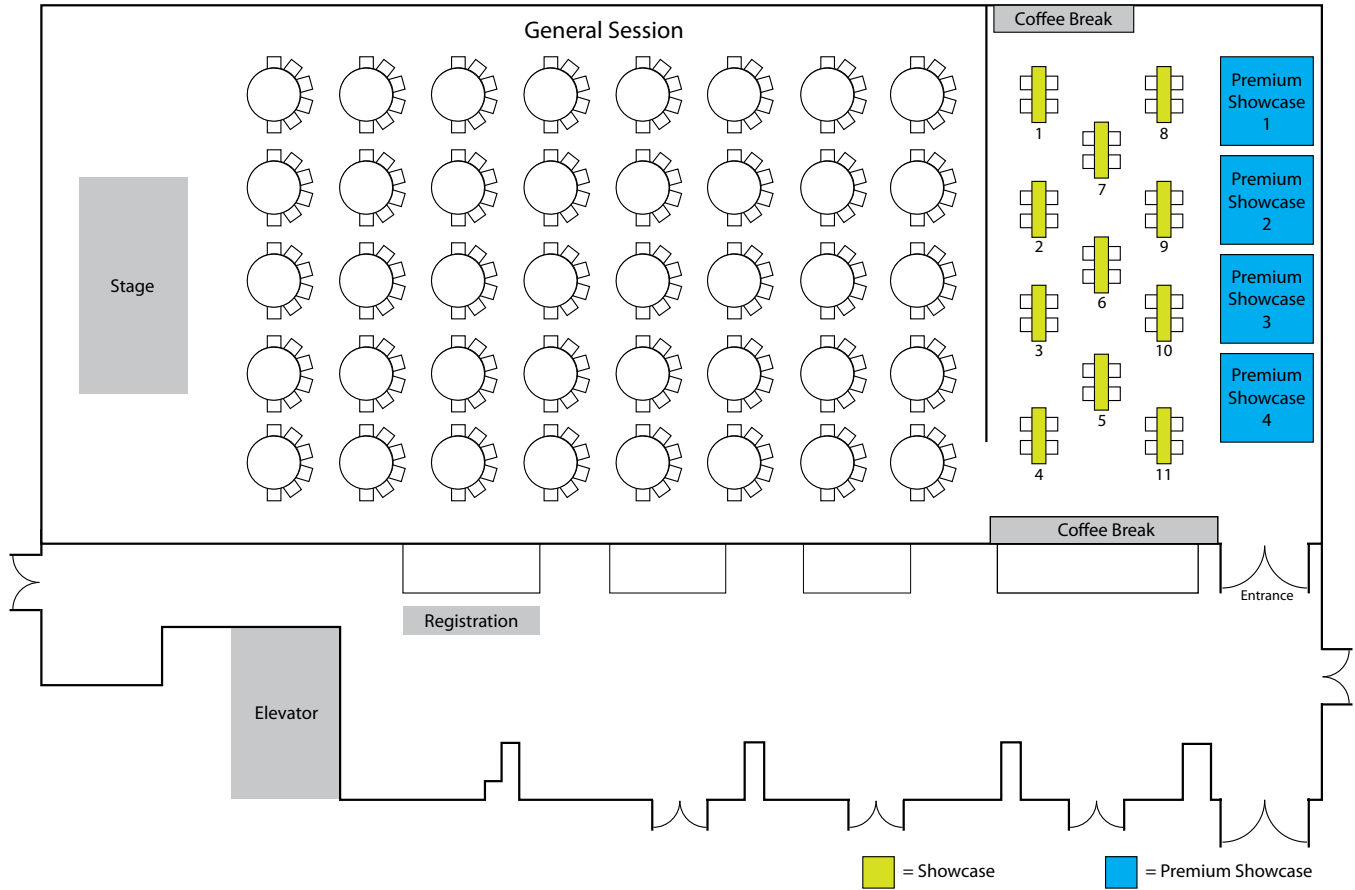
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FLOOR PLAN



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