



argusmedia.com



Argus Fertilizer Live - Virtual Conference

14 - 16 October 2020 | Conference | Exhibition | Networking

Sponsorship opportunities



All stakeholders



All regions



One platform

Contact us to explore your options:

 sponsorship@argusmedia.com

 +44 (0) 7525 815 194

Your new opportunity for networking, trade and information sharing in today's complex and locked down world

During this time of critical change, the Argus Fertilizer Live - Virtual Conference will offer you essential insights into the global industry's response to the Covid-19 crisis and the future of fertilizer in a post-Covid world.

A series of panel debates and interactive presentations followed by live Q&As will address the biggest challenges and opportunities facing global fertilizer markets.

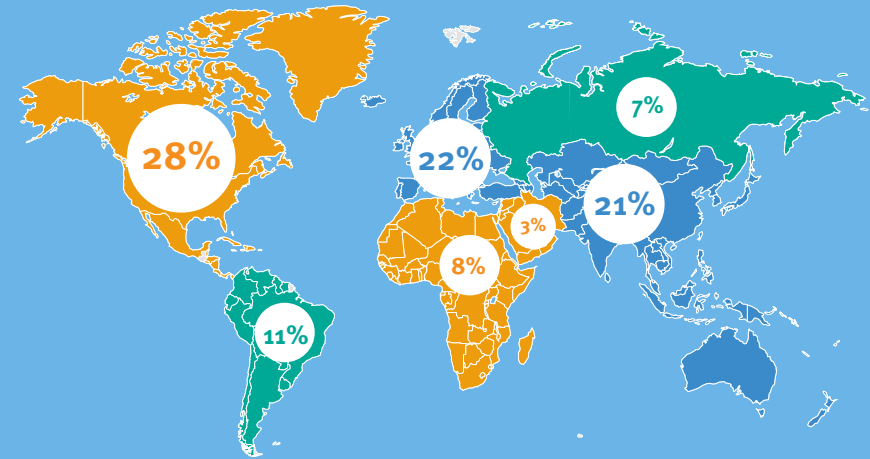
Structured networking functions will bring you together with fertilizer industry peers for private 1-to-1 and group meetings.

Digital sponsorship opportunities will elevate your brand and position your organization alongside industry leaders.

Join key stakeholders, across all regions, at this unique online event.

Who will you reach?

Pre-conference marketing will reach a global audience:



42%
influencers at director level and above

in 21,000+ LinkedIn followers
17,000+ Twitter followers



72-hour virtual event

Join an exclusive multi-region virtual conference and interactive exhibition.



25+ hours of content

Exclusive thought leadership opportunities across 25+ hours of panels and presentations led by industry heavyweights.



30+ hours of private meetings

As a sponsor you can host hours of 1-to-1 or group meeting in the virtual environment via video or live chat.



Unique showcase

Position your company as an innovator via unique, interactive sponsorship and exhibiting opportunities.

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Your audience

The Argus Fertilizer Live - Virtual Conference will bring together a global audience of senior decision makers from across the fertilizer supply chain.

Sample of companies who attend Argus Fertilizer events include:

OCP Africa | ICL Fertilizers | U.S. Borax | Yara | Sabic | Arab Potash Company | Ma'aden | Nutrien | Uralchem | KOCH | Ameropa | Salt Lake Potash | Indorama | PhosAgro | Belarusian Potash Company | Uralkai Trading | K+S Kali | Compo Expert | Arkema - Arrmaz | Evergrow | OCI Nitrogen | Kingenta | BASF | Haifa | Henan Xinlianxin Fertilizer | UlexAndes | SQM | Omnia Fertilizer | Koeppern | CF Industries | EMT Blending and Bagging | Nutrien | Mosaic

Attendees by job title:

- CEO
- President
- Commercial Director
- Marketing Manager
- Product Manager
- Chief Agronomist
- Head of Trading Fertilizers
- Head of Export
- R&D Director
- Director of Business Development
- Technical Director
- Head of Supply Chain Management

Reach an elite pre-conference audience of **55,000+ influential business leaders** from across the fertilizer supply chain, including:



Producer



Trading House



Wholesaler



Government and Associations



Blenders and Manufacturers



Marketing and Distribution



Transport, logistics, supply chain



Financial and Banking Investment

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Engage with your customers in real time

Creating an ideal platform for you to expand your contacts and grow your business

Connect and do business with influential decision-makers at the *only* event to offer an efficient and effective platform for networking with your fertilizer industry peers. Innovative sponsorship and exhibiting opportunities will help to elevate your brand and transform relationships with industry leading organizations.

Sponsorship and exhibition opportunities at Argus Fertilizer Live include:



Headline sponsorship

Your chance to drive the industry forward, with thought leadership, an exhibition listing, the highest levels of branding in the virtual environment, a number of delegate passes and 30+ hours of meetings per pass.



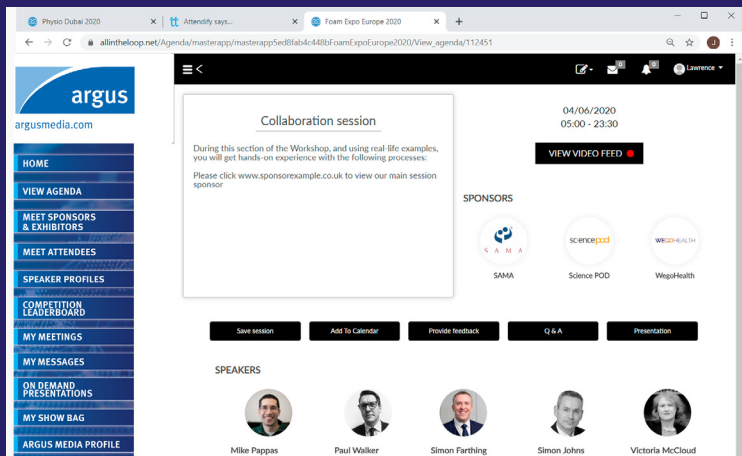
Branding

As a headline sponsor, your logo can appear on the virtual conference menu and home screen - a highly visible branding opportunity. Increase your reach to potential new customers and clients.

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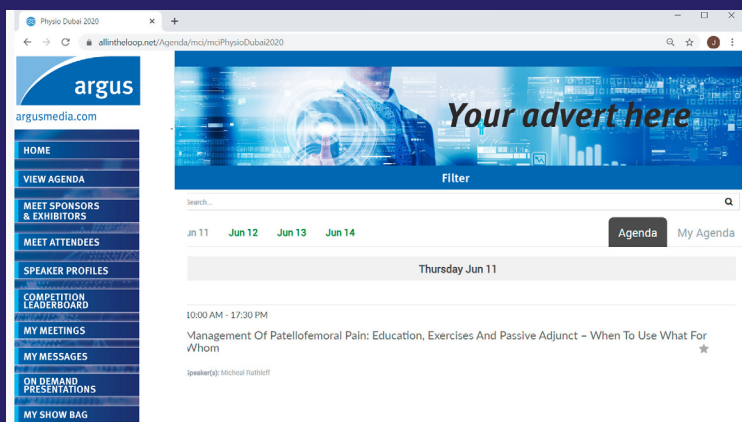
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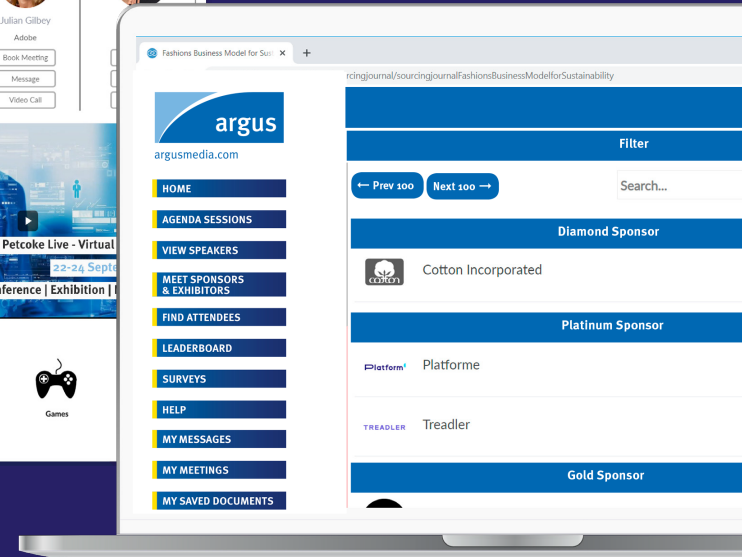
Session sponsor

Sponsor a session to feature as a panellist and have your logo or advertisement display in a prime location on screen during the live and on-demand session.



Banner advertising

Opportunities for your branded banner to display on popular sections of the virtual environment, from the agenda pages to the attendee list and speaker profile sections.



Exhibition

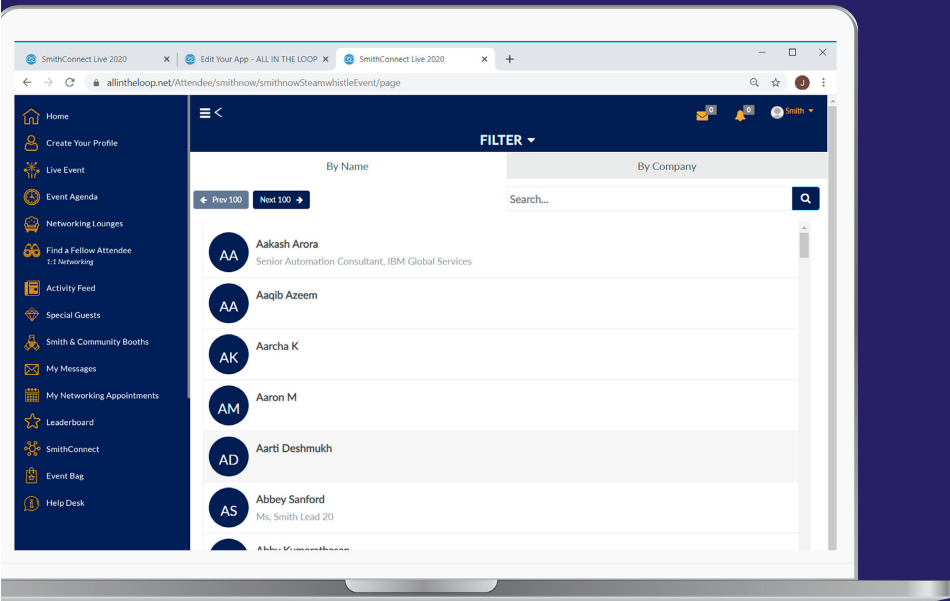
Digital exhibition opportunities include:

- Fully **customisable exhibitor directory listing** that can be tailored to match your company branding and targeted messaging.
- A **showcase for your latest products and services** via video, downloadable marketing assets and more.
- Promote your social and website channels to further **enhance brand awareness** and referral traffic.
- Delegates can browse your marketing material and connect via text or request a **video meeting in the virtual environment**.

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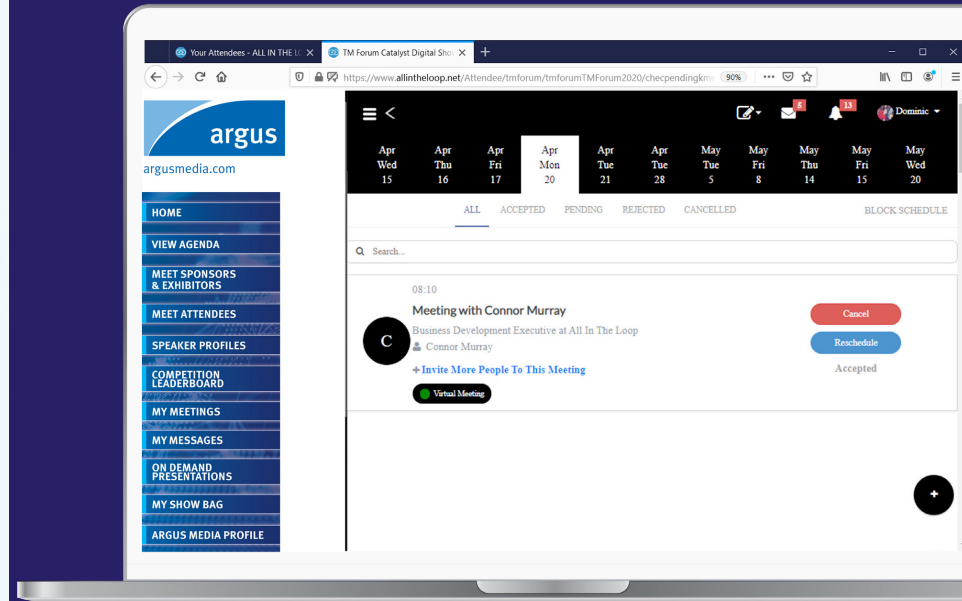
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Networking

As a sponsor each of your registered delegates will receive a minimum of 30 credits to schedule virtual meetings at Argus Fertilizer Live:

- View the attendee list.
- Use the search bar to find attendees.
- Custom filters will also help you to identify potential customers and clients to schedule meetings with.



Virtual meetings and Meeting room hosts

Making the right connections and doing business with other registered delegates is an essential element to Argus Fertilizer Live. As a sponsor you can host meetings with two or more people in your virtual meeting room:

- Set up virtual group meetings with attendees.
- Receive notifications when the meeting begins.
- Make notes to download after the meeting.

The best way to get the most out of the sponsorship and exhibiting opportunities at **Argus Fertilizer Live – Virtual Conference** is to talk to us directly. Contact us for more information, including custom-made options that fit your company's objectives and budget.

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Serving global commodity markets

Argus is a leading independent provider of energy and commodity price benchmarks. We pull upon our deep industry expertise and knowledge to deliver digital events for the following sectors:



oil



natural gas



coal



emissions



renewables



power



fertilizer



petrochemicals



transport



metals

Ready to get involved?

Contact us to discuss a package tailored to your requirements:

Stewart Bundock

Direct: **+ 44 7525 815194**

Email: **sponsorship@argusmedia.com**

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