



## **AIC Conference**

**Monday, May 17 to Tuesday May 18, 2027**

### **Sheraton Ottawa**

The Agri-Food Innovation Council Conference is an occasion for agriculture and food leaders in research and innovation and related stakeholders to gather and share information on key issues affecting the sector.

This year's theme is "*Nation Building 2.0 - AI powered Agri-Food: Transforming Crop, Animal & AgTech Systems.*"

As Canada looks to strengthen its economic resilience and global competitiveness, agriculture and food systems are emerging as a cornerstone of *Nation Building 2.0*. The rapid advancement of artificial intelligence is reshaping how we produce, process, and distribute food—unlocking new possibilities across crop production, livestock management, and agri-tech innovation.

This conference will explore how AI can be harnessed responsibly to drive productivity, sustainability, and workforce transformation, while addressing critical policy, ethical, and governance challenges. By convening leaders from industry, government, and academia, we aim to chart a path toward an AI-enabled agri-food system that is innovative, inclusive, and aligned with Canada's long-term economic and societal goals.

### **Sponsorship Packages**

#### All Sponsors Receive

- Logo placement on conference signage and materials
- Recognition on AIC's Conference Website
- Social media acknowledgment
- Association with a national platform driving agri-food innovation

#### Why Sponsor?

By partnering with AIC, you will:

- Reach decision-makers across Canada's agri-food sector
- Position your organization as a leader in innovation and policy
- Build relationships with industry, academia, and government
- Gain long-term visibility through integrated digital and event exposure

**Lead Innovation Partner (Platinum) – \$15,000 + tax**  
(Exclusive – 1 available)

Establish your organization as a national leader shaping the future of Canada's agri-food sector.

Thought Leadership & Influence

- 15-minute keynote presentation *or* panel participation
- Opportunity to host a curated VIP roundtable with 10 industry leaders at a closed section during a breakfast **(NEW)**

Premium Visibility (Before, During & After the Event)

- Featured recognition in all AIC communications reaching 1,100+ stakeholders **(NEW)**
- Monthly sponsor spotlight across AIC social media channels **(NEW)**
- Recognition across 6 AIC webinars annually **(NEW)**

On-Site Presence & Engagement

- 3 complimentary registrations
- Prominent top-tier logo placement across all signage and materials
- Full-page colour advertisement in conference program

Digital Amplification

- Featured logo + backlink on conference website
- Priority positioning in "Partnership Recognition"

**Strategic Partner (Gold) – \$9,000 + tax**  
(Limited availability)

Demonstrate leadership and engage directly with key industry audiences.

Thought Leadership

- Introduce keynote speaker with brief remarks
- Opportunity for brand storytelling during session opening **(NEW)**

Visibility & Reach

- Recognition across AIC emails (1,100+ stakeholders) **(NEW)**
- Monthly social media spotlight **(NEW)**
- Recognition across 6 AIC webinars **(NEW)**

On-Site Presence

- 2 complimentary registrations
- Prominent logo placement
- Half-page colour advertisement



#### Digital Presence

- Logo + link on conference website
- Social media recognition campaign

#### **Supporting Partner (Silver) – \$6,000 + tax**

Showcase your organization as a key contributor to Canada's agri-food innovation ecosystem.

#### Visibility

- Recognition in AIC communications and emails (NEW)
- Monthly social media mentions leading up to the event (NEW)

#### On-Site Presence

- 1 complimentary registration
- Logo placement on signage and materials
- Half-page advertisement

#### Digital Recognition

- Website listing with logo and link
- Social media acknowledgment

#### **Community Partner (Bronze) – \$3,500 + tax**

Build brand awareness and connect with a targeted agri-food audience.

#### Benefits

- 1 complimentary registration
- Quarter-page advertisement
- Logo on event signage and materials
- Website listing and social media recognition

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#### **Targeted Sponsorship Opportunities**

*Ideal for organizations seeking high-visibility branded engagement moments*

#### **Delegate Lanyard Sponsor – \$3,500 + tax** *(Exclusive)*

Keep your brand front and centre throughout the event.

- Logo featured on all attendee lanyards (sponsor-supplied)
- 1 complimentary registration
- Logo placement on event signage and website
- Social media recognition



**Welcome Reception Sponsor – \$4,000 + tax**  
*(Exclusive)*

Create a memorable first impression and connect in a relaxed setting.

- 3 to 5-minute speaking opportunity during reception
- 1 complimentary registration
- Prominent branding at reception venue
- Logo placement across all materials and website
- Social media recognition

Please email [office@aic.ca](mailto:office@aic.ca) to secure your sponsorship.

AIC will provide you with an invoice, and will accept payment by:

- Cheque
- Direct deposit
- E-transfer to [office@aic.ca](mailto:office@aic.ca)

**AIC thanks you for your generous support.**