



CROSSROADS
ALBERTA'S CROP CONFERENCE

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2026 SPONSORSHIP
OPPORTUNITIES

January 27 - 28, 2026

DoubleTree by Hilton Hotel West Edmonton

ABOUT CROSSROADS

The Crossroads Crop Conference is set to return on January 27 & 28, 2026 at the DoubleTree by Hilton West Edmonton, with a revamped format to bring together producers and industry for a day and a half of insight and networking.

This premier event will host the Annual General Meetings of Alberta Canola, Alberta Pulse Growers, and Alberta Grains, making it a key gathering for producers, researchers, and agri-business professionals across the province. Attendees can look forward to expert-led sessions, dynamic plenaries, and valuable networking opportunities—including the popular Industry Mixer.

CROSSROADS - ALBERTA'S CROP CONFERENCE IS PRESENTED BY:



Alberta Grains



Our event management team is dedicated to ensuring that sponsors fully leverage the benefits associated with their selected sponsorship level. We will work closely with you to assist, elaborate upon, and maximize these benefits to amplify your impact at the conference.

Contact: Praneeta Lambert, Event Manager

Email: praneeta@kiwiproductions.ca

Ph: (780)-283-0226

EVENT OVERVIEW & SPONSORSHIP BENEFITS

CONFERENCE FEATURES

- Engaging keynote speakers and expert sessions delivering relevant insights and value to farmers.
- Deep dives into farm business management, innovation, policy shifts affecting agriculture, evolving sustainability practices, and crop management strategies.
- Opportunities to stay ahead of industry trends and explore current challenges.
- Valuable networking opportunities to foster fresh ideas and meaningful connections.
- Opportunity to attend Annual General Meetings of Alberta Canola, Alberta Pulse Growers, and Alberta Grains

CROSSROADS DEMOGRAPHIC:

Attracting 300+ delegates from across Alberta, CrossRoads draws a diverse audience comprising 60% farmers and 40% industry professionals.

SPONSORSHIP INVESTMENT:

Align your brand with an agricultural community composed of farmers, decision-makers, researchers, and industry professionals shaping the innovative landscape of the industry.

As a sponsor, your brand will be prominently featured throughout the conference, showcasing your ongoing commitment to the agricultural community. We eagerly anticipate the prospect of forging dynamic partnerships with you.

SPONSORSHIP PACKAGE

These sponsorship packages offer varying levels of visibility, engagement, and promotional opportunities for sponsors at the CrossRoads Crop Conference, allowing you to align your sponsorship with your specific marketing objectives and budget considerations.

INDUSTRY MIXER HOST - \$15,000 (Exclusive – 1 Spot)

Date: January 27, 2026 | Time: 5:00 PM – 7:00 PM

Be the exclusive presenting sponsor of the CrossRoads Industry Mixer - an evening designed to bring attendees together in a relaxed, social setting. This refreshed event goes beyond beer, featuring a mix of beverages including a custom branded mocktail station. It's a perfect opportunity to align your brand with connection, collaboration, and community in agriculture.

- "Industry Mixer presented by [Sponsor Name]"
- **Speaking Opportunity:** Your executive member receives a 10-minute speaking opportunity during opening speeches.
- **Signature Mocktail Station:** Opportunity to create a custom branded mocktail for the reception, with your logo featured prominently at the drink station.
- **Networking Opportunity:** Prominent networking space in the Networking Lounge for direct engagement and targeted networking with the ability to feature products.
- **Video Commercial:** Showcase your brand with an up-to two-minute commercial video played during conference breaks. (Video to be provided by sponsor in MP4 format).
- **Full Access Passes:** Receive twelve all-access conference passes.
- **Brand Display:** Logo placement on the main stage backdrop during your sponsored segment and prominent signage display. (Banner to be provided by the sponsor, maximum size 31" x81").
- **Digital Presence & Program Integration:** Prime logo placement with clickable links on the official conference website, logo on digital and printed agenda.
- **Brand Recognition:** Display of your logo as a sponsor on main hall screens throughout the conference. Option to include a QR code.
- **Social Media Recognition:** Receive recognition on social media platforms.
- **Verbal Recognition:** Verbal recognition by the MC during the conference.



NETWORKING LUNCHEON HOST - \$12,000 (Exclusive – 1 Spot)

Make a lasting impression by sponsoring one of the most valuable networking moments at CrossRoads. This is your chance to connect directly with attendees in a relaxed, professional setting while positioning your brand as a leader in the agriculture industry.

- “Networking Luncheon presented by [Sponsor Name]” for the duration of the conference.
- **Speaking Opportunity:** Your executive member receives a 5-minute speaking opportunity during lunch kick-off on Day 1 of the conference.
- **VIP Meal Experience:** Reserved table for 8 with plated lunch on Day 1 of conference. A fantastic opportunity to host producers or potential clients.
- **Prominent Branding:** Customized graphics from your organization at meal service areas, including branding on menu cards.
- **Networking Opportunity:** Prominent networking space in the Networking Lounge for direct engagement and targeted networking with the ability to feature products.
- **Video Commercial:** Showcase your brand with a one-minute commercial video played during conference breaks. (Video to be provided by sponsor in MP4 format).
- **Full Access Passes:** Receive six all-access conference passes.
- **Brand Display:** Logo placement on the main stage backdrop during your sponsored segment and prominent signage display. (Banner to be provided by the sponsor, maximum size 31" x81").
- **Digital Presence & Program Integration:** Prime logo placement with clickable links on the official conference website, logo on digital and printed agenda.
- **Brand Recognition:** Display of your logo as a sponsor on main hall screens throughout the conference. Option to include a QR code.
- **Social Media Recognition:** Receive recognition on social media platforms.
- **Verbal Recognition:** Verbal recognition by the MC during the conference.

BREAKFAST CONNECT HOST – \$12,000 (2 Spots Available)

Start the day with impact by sponsoring one of the most highly attended meals at CrossRoads. This opportunity puts your brand front and center as attendees fuel up for a day of learning and connection - making it the perfect setting to build relationships and spark conversations.

- “Breakfast Connect presented by [Sponsor Name]” for the duration of the conference.
- **Speaking Opportunity:** Your executive member receives a 5-minute speaking opportunity during opening speeches on Day 2 of conference.
- **VIP Meal Experience:** Reserved table for 8 with plated Breakfast on Day 2 of conference. A fantastic opportunity to dine producers or potential clients.
- **Prominent Branding:** Customized graphic from your organization at meal service areas, including branding on menu cards.
- **Networking Opportunity:** Prominent networking space in the Networking Lounge for direct engagement and targeted networking with the ability to feature products.
- **Video Commercial:** Showcase your brand with a 30-second commercial video played during conference breaks. (Video to be provided by sponsor in MP4 format).
- **Full Access Passes:** Receive six all-access conference passes.
- **Brand Display:** Logo placement on the main stage backdrop during your sponsored segment and prominent signage display. (Banner to be provided by the sponsor, maximum size 31" x81").
- **Digital Presence & Program Integration:** Prime logo placement with clickable links on the official conference website, logo on digital and printed agenda.
- **Brand Recognition:** Display of your logo as a sponsor on main hall screens throughout the conference. Option to include a QR code.
- **Social Media Recognition:** Receive recognition on social media platforms.
- **Verbal Recognition:** Verbal recognition by the MC during the conference.

KEYNOTE SPONSOR – \$8,000 (3 Spots Available)

Align your brand with one of the most high-profile moments of the conference by sponsoring a CrossRoads keynote session.

- **Speaking Opportunity - Session Host:** Five minutes of speaking time for your organization update followed by Keynote speaker introduction.
- **Audience Engagement:** Facilitate audience Q&A and live polling via Slido at the end of your sponsored session.
- **Networking Opportunity:** Prominent networking space in the Networking Lounge for direct engagement and targeted networking with the ability to feature products.
- **Video Commercial:** Showcase your brand with a 30 second commercial video played during conference breaks. (Video to be provided by sponsor in MP4 format).
- **Full Access Passes:** Receive four all-access conference passes.
- **Brand Display:** Logo placement on the main stage backdrop during your sponsored segment and prominent signage display. (Banner to be provided by the sponsor, maximum size 31" x81").
- **Digital Presence & Program Integration:** Prime logo placement with clickable links on the official conference website, logo on digital and printed agenda.
- **Brand Recognition:** Display of your logo as a sponsor on main hall screens throughout the conference. Option to include a QR code.
- **Social Media Recognition:** Receive recognition on social media platforms.
- **Verbal Recognition:** Verbal recognition by the MC during the conference.

NETWORKING BREAK - COFFEE SPONSOR – \$6,500 (Exclusive – 1 Spot)

Fuel meaningful connections by sponsoring a Networking Break and keeping attendees refreshed with coffee and conversation.

- **Prominent Branding:** Customized graphic of your organization/brand at all coffee stations.
- **Networking Opportunity:** Prominent networking space in the Networking Lounge for direct engagement and targeted networking with the ability to feature products.
- **Video Commercial:** Showcase your brand with a 30 second commercial video played during conference breaks. (Video to be provided by sponsor in MP4 format).
- **Full Access Passes:** Receive three all-access conference passes.
- **Brand Display:** Logo placement on the main stage backdrop during your sponsored segment and prominent signage display. (Banner to be provided by the sponsor, maximum size 31" x81").
- **Digital Presence & Program Integration:** Prime logo placement with clickable links on the official conference website, logo on digital and printed agenda.
- **Brand Recognition:** Display of your logo as a sponsor on main hall screens throughout the conference. Option to include a QR code.
- **Social Media Recognition:** Receive recognition on social media platforms.
- **Verbal Recognition:** Verbal recognition by the MC during the conference.

DELEGATE SPONSOR – \$5,000 (Exclusive – 1 Spot)

- **Prominent Branding - Delegate Name Badges:** Your logo on all delegate name badges.
- **Promotional Item Display:** Opportunity to provide branded items for main hall tables, such as notepads and pens.
- **Networking Opportunity:** Prominent networking space in the Networking Lounge for direct engagement and targeted networking with the ability to feature products.
- **Full Access Passes:** Receive two all-access conference passes.
- **Brand Display:** Logo placement on the main stage backdrop during your sponsored segment and prominent signage display. (Banner to be provided by the sponsor, maximum size 31" x81").
- **Digital Presence & Program Integration:** Logo placement with clickable links on the official conference website, logo on digital and printed agenda.
- **Brand Recognition:** Display of your logo as a sponsor on main hall screens throughout the conference. Option to include a QR code.
- **Social Media Recognition:** Receive recognition on social media platforms.
- **Verbal Recognition:** Verbal recognition by the MC during the conference.

ENGAGEMENT PARTNER (SLIDO) – \$5,000 (Exclusive – 1 Spot)

- **Stage Time:** Opportunity to host a 5-minute survey to gather insights and data directly from attendees.
- **Brand & Logo Display:** Your logo will be displayed at the top of every Q&A session and audience engagement period, maximizing visibility and recognition.
- **Networking Opportunity:** Prominent networking space in the Networking Lounge for direct engagement and targeted networking with the ability to feature products.
- **Full Access Passes:** Receive two all-access conference passes.
- **Brand Display:** Logo placement on the main stage backdrop during your sponsored segment and prominent signage display. (Banner to be provided by the sponsor, maximum size 31" x81").
- **Digital Presence & Program Integration:** Logo placement with clickable links on the official conference website, logo on digital and printed agenda.
- **Brand Recognition:** Display of your logo as a sponsor on main hall screens throughout the conference. Option to include a QR code.
- **Social Media Recognition:** Receive recognition on social media platforms.
- **Verbal Recognition:** Verbal recognition by the MC during the conference.

LANYARD CO-SPONSOR – \$3,500 (Exclusive – 1 Spot)

- **Logo on Lanyards:** Your company logo prominently displayed on all lanyards alongside the CrossRoads logo, ensuring widespread visibility among attendees.
- **Networking Opportunity:** Networking space in the Networking Lounge for direct engagement and targeted networking with the ability to feature products.
- **Full Access Passes:** Receive two all-access conference passes.
- **Brand Display:** Logo placement on the main stage backdrop during your sponsored segment and prominent signage display. (Banner to be provided by the sponsor, maximum size 31" x81").
- **Digital Presence & Program Integration:** Logo placement with clickable links on the official conference website, logo on digital and printed agenda.
- **Brand Recognition:** Display of your logo as a sponsor on main hall screens throughout the conference. Option to include a QR code.
- **Social Media Recognition:** Receive recognition on social media platforms.
- **Verbal Recognition:** Verbal recognition by the MC during the conference.

COAT CHECK SPONSOR – \$3,500 (Exclusive – 1 Spot)

- **Prominent Brand Display:** Your company logo prominently displayed at the coat check area.
- **Networking Opportunity:** Networking space in the Networking Lounge for direct engagement and targeted networking with the ability to feature products.
- **Full Access Passes:** Receive two all-access conference passes.
- **Brand Display:** Logo placement on the main stage backdrop during your sponsored segment and prominent signage display. (Banner to be provided by the sponsor, maximum size 31" x81").
- **Digital Presence & Program Integration:** Logo placement with clickable links on the official conference website, logo on digital and printed agenda.
- **Brand Recognition:** Display of your logo as a sponsor on main hall screens throughout the conference. Option to include a QR code.
- **Social Media Recognition:** Receive recognition on social media platforms.
- **Verbal Recognition:** Verbal recognition by the MC during the conference.

PRINT SPONSOR - \$3,500 (Exclusive – 1 Spot)

- **Logo Highlight:** Your logo on printed & digital agendas.
- **Brand Advertising:** 1/4 page Ad on printed agendas (300 x 250)
- **Networking Opportunity:** Networking space in the *Networking Lounge* for direct engagement and targeted networking with the ability to feature products.
- **Full Access Passes:** Receive two all-access conference passes.
- **Brand Display:** Logo placement on the main stage backdrop during your sponsored segment and prominent signage display. (Banner to be provided by the sponsor, maximum size 31" x81").
- **Digital Presence & Program Integration:** Logo placement with clickable links on the official conference website, logo on digital and printed agenda.
- **Brand Recognition:** Display of your logo as a sponsor on main hall screens throughout the conference. Option to include a QR code.
- **Social Media Recognition:** Receive recognition on social media platforms.
- **Verbal Recognition:** Verbal recognition by the MC during the conference.

BRONZE SPONSOR - \$3,000 (8 Spots Available)

- **Networking Opportunity:** Networking space in the Networking Lounge for direct engagement and targeted networking with the ability to feature products. .
- **Full Access Passes:** Receive two all-access conference passes.
- **Brand Display:** Logo placement on the main stage backdrop during your sponsored segment and prominent signage display. (Banner to be provided by the sponsor, maximum size 31" x81").
- **Digital Presence & Program Integration:** Logo placement with clickable links on the official conference website, logo on digital and printed agenda.
- **Brand Recognition:** Display of your logo as a sponsor on main hall screens throughout the conference. Option to include a QR code.
- **Social Media Recognition:** Receive recognition on social media platforms.
- **Verbal Recognition:** Verbal recognition by the MC during the conference.