

2026

SPONSORSHIP OPPORTUNITIES & PROSPECTUS



JANUARY 27-28, 2026

**Soaring Eagle Casino & Resort
Mt. Pleasant**

WWW.GREATLAKESCROPSUMMIT.COM

SPONSORED BY:



**MICHIGAN
SOYBEAN
COMMITTEE**





**You're invited to sponsor the
2026 Great Lakes Crop Summit**

Soaring Eagle Casino and Resort • January 27-28th

About the event

GLCS is the only conference in Michigan that brings together our state's corn, soybean and wheat checkoff organizations. The event is designed to connect farmers with research and industry experts and improve farm profitability and the strategic position of Michigan corn, soybean and wheat farmers. Our 2025 event had record attendance with nearly 1,200 people registered.

The 2026 event will feature sessions and speakers focused on agronomic research and marketing, resource management, production economics and the direction of Michigan's corn, soybean and wheat industries. The agenda includes researchers from several top-notch universities, industry and private consultants across the Midwest.

Why sponsor

Sponsoring the GLCS will provide your business with invaluable opportunities to network face-to-face with Michigan's leading corn, soybean and wheat growers. We offer you a wide array of highly visible sponsorship packages with many exciting options to promote awareness of your company at this one-of-a-kind event.

How to begin your sponsorship

This mailing includes information regarding sponsorship levels, commitments and promotional opportunities. For more information, please visit our website at **www.GreatLakesCropSummit.com**. To sponsor or become an exhibitor, please contact Penni Sweeney at **517.706.6819** or **psweeney@micorn.org**.

Our sponsorship team looks forward to working with you and we thank you for your support of Michigan's crop farmers!

**All exhibitor and sponsorship opportunities are subject to availability.*

SPONSORSHIP LEVELS

Diamond - \$10,000

- First right of refusal for investment in next year's show (some restrictions apply).
- Two promotional social media posts on Michigan Corn, Soybean and Wheat social media that highlight your company.
- On-site recognition via signage and on the main stage in the entertainment center in the morning or the afternoon.
- The sponsor will submit a 2-minute video that will play during breakfast or lunch on Wednesday. The video will play at least 2 times and must be pre-approved by GLCS.
- Opportunity to choose your booth space (First-come, first-served).
- A 10x10 ft. or a 20x10 ft. booth.
- Company recognition in the onsite program guide.
- Company recognition in advance publications.*
- Web link on the event website.
- Company-supplied handout in the registration packet (materials MUST be received no later than Dec. 5, 2025).
- Six complimentary registrations.

A limited number of each sponsorship level is available. Booth location will be assigned based on sponsorship level.

Each booth space comes with pipe and drape, one six-foot skirted table and two chairs. 20x10 ft. double booth space will only be available to Diamond, Elite and Premier sponsors.

*** Advance publications recognition is only available for sponsors who commit before Nov. 1.**

Elite - \$5,000

- A 10x10 ft. or a 20x10 ft. booth.
- Company recognition in the onsite program guide.
- Company recognition in advance publications.*
- Web link on the event website.
- Company-supplied handout in the registration packet (materials MUST be received no later than Dec. 5, 2025).
- Five complimentary registrations.

Premier - \$3,500+

- A 10x10 ft. or a 20x10 ft. booth
- Company recognition in the onsite program guide.
- Company recognition in advance publications.*
- Web link on the event website.
- Four complimentary registrations.

Select - \$2,000+

- A 10x10 ft. booth.
- Company recognition in the onsite program guide and website.
- Company recognition in advance publications.*
- Three complimentary registrations.

Exhibitor - \$1,500+

- A 10x10 ft. booth.
- One complimentary registration.
- Company name listed on exhibitor map and on website.

SPONSORSHIP & EXHIBITOR FORM

Company Name	Contact Person
Mailing Address	
City, State, Zip Code	
Phone	Email Address
Website	

SPONSORSHIP OPPORTUNITIES

- | | | |
|--|-------------------|----------|
| <input type="checkbox"/> Diamond Sponsorship – \$10,000+ | Booth Size _____ | \$ _____ |
| <input type="checkbox"/> Elite Sponsorship – \$5,000+ | Booth Size _____ | \$ _____ |
| <input type="checkbox"/> Premier Sponsorship – \$3,500+ | Booth Size _____ | \$ _____ |
| <input type="checkbox"/> Select Sponsorship – \$2,000+ | (10x10 ft.) booth | \$ _____ |
| <input type="checkbox"/> Exhibitor Sponsorship – \$1,500+ | (10x10 ft.) booth | \$ _____ |
-
- | | | |
|---|--|----------|
| <input type="checkbox"/> Event Program Advertising | | |
| <input type="checkbox"/> 1/2 page – \$600 | <input type="checkbox"/> 1/4 page – \$400 | \$ _____ |
| <input type="checkbox"/> Keynote Day 1 – Jacob Shapiro – \$5,000 | | \$ _____ |
| <input type="checkbox"/> Keynote Day 2 – Susan Stroud, No Bull Agriculture – \$3,500 | | \$ _____ |
| <input type="checkbox"/> Hotel Key Cards – \$3,500 | | \$ _____ |
| <input type="checkbox"/> Registration Folders – \$4,500 | Booth Size _____ | \$ _____ |
| <input type="checkbox"/> Lanyards – \$5,000 | | \$ _____ |
| <input type="checkbox"/> Registration Bags – \$1,000 (specify dimensions) | | \$ _____ |
| <input type="checkbox"/> Session Sponsor – \$1,000 | | \$ _____ |
| <input type="checkbox"/> Evening Buffet – \$10,000 | Booth Size _____ | \$ _____ |
| <input type="checkbox"/> Lunch – \$8,000 | Booth Size _____ | \$ _____ |
| <input type="checkbox"/> Breakfast – \$6,000 | Booth Size _____ | \$ _____ |
| <input type="checkbox"/> Ice Cream Social – \$5,500 | | \$ _____ |
| <input type="checkbox"/> Break/Beverage Sponsor – \$2,500 | | \$ _____ |
| <input type="checkbox"/> Welcome Reception – \$5,500 | | \$ _____ |
| <input type="checkbox"/> Promotional Deliveries – | | |
| <input type="checkbox"/> Monday – \$2,000 | <input type="checkbox"/> Tuesday – \$3,000 | \$ _____ |

TOTAL SPONSORSHIP:

- ☐ Invoice ☐ Check Enclosed ☐ Credit Card (Please check one)
☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card #: - - -

Exp. Date: ____ / ____ CCV Code: _____ Signature: _____

TERMS & CONDITIONS

By signing and returning this form, you are agreeing to a non-exclusive Sponsorship/Exhibition agreement between yourselves and the Great Lakes Crop Summit (GLCS) on the terms and conditions set out below and in the agreement.

- Confirmation of acceptance of your application will be sent in writing.
- Sponsorship/Exhibition package entitlements will commence only upon payment of all monies owed.
- Sponsorship packages are limited in accordance with the prospectus and booth allocations are assigned on a "first-in" basis.
- Subletting space is not permitted and two or more companies may not exhibit in a space unless approved by GLCS.
- GLCS reserves the right to decline sponsors or exhibitors.
- GLCS reserves the right to vary package entitlements or booth allocations if necessary.
- No refunds will be issued for sponsor cancellations for any reason.
- GLCS reserves the right to cancel this event and refund your sponsorship payment in full. In this case, liability will be limited to that amount and the exhibitor/sponsor shall have no further claim for damages or loss.
- Force Majeure. In the event that the Speaker's or GLCS's obligation to this Agreement is prevented by events beyond control such as acts of God, war, curtailment or interruption of transportation facilities, strikes (except those involving hotel's employees) or the imminent threat thereof, threats or acts of terrorism or similar acts, disease, pandemic/ epidemic, State Department or other governmental or international agency travel advisory, corporate travel restrictions, civil disturbance, or any other cause beyond the parties' control, which, in the party's reasonable judgment, would tend to make it inadvisable (from a safety, health or financial standpoint), commercially impracticable, illegal or impossible for either party to perform their obligations under the Agreement as they relate to the event, such party may cancel the Agreement without liability upon written notice to the other party. Notice of cancellation may be sent at any time prior to the event provided the canceling party has met the requirements of this provision.
- Complimentary registrations may be used by company representatives or clients, but registrant information must be submitted by the early registration deadline.
- Meals are included in complimentary registrations.
- All exhibit spaces include electricity, one 6 ft. skirted table and two chairs.
- Overhead door access is available, but any equipment on display must be pushed in and placed on carpet.
- GLCS reserves the right to determine eligibility of a company, product, promotion or any part thereof, that in its opinion is not keeping with the character or purpose of the event. Exhibits which, in the opinion of GLCS, distract from the general character of event as a whole will be prohibited and/or evicted. In the event of eviction, GLCS is not liable for refunds.
- Alcoholic Beverages – Only elite and diamond sponsors may offer complimentary alcoholic beverages at their booths. Elite and diamond sponsors wishing to offer alcohol MUST request approval (in writing) from the GLCS. Approval will be considered upon review of written requests sent to GLCSsponsorship@micorn.org a minimum of 30 days prior to the event. Approval is at the discretion of the GLCS and is not guaranteed.
- All exhibitors agree to abide by the set-up and tear-down times allotted. Any space not claimed and occupied by the end of exhibitor's move-in time may be resold without obligation of GLCS for any refund whatsoever. Additionally, all exhibits must remain intact until the exposition closes and may not be dismantled or removed before that time.
- The Great Lakes Crop Summit is open to the public. In the event that participants, guests, exhibitors, sponsors, or the media photograph, video or audio-tape conference activities the GLCS organizers are NOT responsible for the use or distribution of such materials. It is understood that the checkoff organizations may freely use attendees images, names, pictures, and voices recorded by any means for educational, advertising and promotional purposes.

AUTHORIZATION

☐ I have read and agree to the Terms & Conditions.

Name: _____ Date: _____

Signature: _____

Please send your completed agreement and payment to:
Great Lakes Crop Summit
13750 S. Sedona Parkway, Suite 5, Lansing, MI 48906
Checks must be made payable to Great Lakes Crop Summit
with application or upon receipt of invoice.

**If you have any questions, please contact Penni Sweeney at
(517) 706-6819 or psweeney@micorn.org**

MORE OPPORTUNITIES

• EVENT PROGRAM ADVERTISING

This is a great way to have your business name and logo displayed. It includes an advertisement in the program guide which will be distributed to all attendees.

1/2 Page - \$600 | 1/4 Page - \$400

• KEYNOTE SPEAKER

This sponsorship will provide you with all the benefits of a Premier Sponsor (Day one) or Select Sponsor (Day two). In addition, you will have the opportunity for your company signage to appear on stage during the speaker's presentation and your name will be mentioned during the introduction of the speaker. In some cases you may be able to introduce the speaker.

Day One - \$5,000 | Day Two - \$3,500

• HOTEL KEY CARDS (one sponsor only) - \$3,500

Your company-provided artwork will be on every room key for all conference attendees. In addition, you will receive all the benefits of a Select Sponsor.

• REGISTRATION FOLDER (one sponsor only) - \$4,500

As a registration sponsor you will receive all the benefits of a Premier Sponsor plus we will provide signage at the front desk listing your company as the registration sponsor and your company name or advertisement will be placed on the inside cover of the registration folder.

• LANYARDS (two available) - \$2,600 per side/\$5,000 total

This sponsorship opportunity puts your logo in front of hundreds of potential clients. Includes your one-color logo and company name on each lanyard.

• LUNCH (two available) - \$8,000

As a meal sponsor you will receive all the benefits of an Elite Sponsor and your company signage will be prominently displayed in the dining area and on the

• SESSION SPONSORS - \$1,000

With this sponsorship your company name will be mentioned during the speaker's introduction and you will have the opportunity to place your company signage at the front of the room for everyone in attendance to see. Sponsorship cost is based on individual 50-minute sessions.

• PROMOTIONAL DELIVERIES TO GUEST ROOMS

Your company supplied handouts or giveaways will be delivered by hotel staff directly to the guest rooms of the conference attendees in our room block.

MONDAY NIGHT - \$2,000

Sponsor provides delivery/gift item (approximately 85 rooms)

TUESDAY NIGHT - \$3,000

Sponsor provides delivery/gift item (approximately 265 rooms)

MORE OPPORTUNITIES

• **REGISTRATION BAGS (one sponsor only) – \$1,000**

As a registration bag sponsor you will provide your branded bags to the conference participants. Bags will be available to attendees at the registration tables. Approximately 1,000 bags.

• **EVENING BUFFET (one sponsor only) – \$10,000**

As a meal sponsor you will receive all the benefits of a Diamond Sponsor plus you will be acknowledged during the general session and your company signage will be prominently displayed in the dining area and on the stage during your sponsored meal.

• **BREAKFAST (two available) – \$6,000**

As a meal sponsor you will receive all the benefits of an Elite Sponsor and your company signage will be prominently displayed in the dining area and on the stage during your sponsored meal.

• **ICE CREAM SOCIAL (one available) – \$5,500**

As an ice cream social sponsor you will receive all the benefits of a Select Sponsor and company signage will be prominently displayed in the dining area and on the stage during dinner.

• **BREAK/BEVERAGE (two available) – \$2,500**

As a beverage sponsor you will receive all the benefits of a Select Sponsor plus your company signage will be prominently displayed at the beverage station during

• **CUSTOM SPONSORSHIPS**

Have something else in mind? We are always looking for opportunities to generate excitement for our attendees. If you would like to create a unique sponsorship opportunity, contact Penni Sweeney at

• **EVENING RECEPTION (one available) – SOLD**

This coveted sponsorship will provide your company with an elevated level of visibility during this highly attended event. You will receive all the benefits of an Elite Sponsor in addition to signage at the reception and your name listed in the

• **WELCOME RECEPTION (one available) – \$5,500**

The welcome reception is the first event of the summit and provides an ideal opportunity to showcase your company in an informal environment. You will receive all the benefits of an Premier Sponsor in addition to signage at the reception and your name listed in the brochure as the reception host.

**Sponsors are responsible for all food and beverage charges for receptions.*



**We appreciate your support
and look forward
to partnering with you.**

**To begin your sponsorship
experience, please contact
Penni Sweeney at
psweeney@micorn.org or
517.706.6829.**

**13750 S. Sedona Parkway, Suite 5
Lansing, MI 48906 | 517.706.6829**

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