



FARMCON

Conference for Creative Minds in Agriculture

LOEWS HOTEL KANSAS CITY · JANUARY 6TH & 7TH, 2027

FARMCON

ATTENDEE DEMOGRAPHICS

 **1,400** Annual Attendees

 **37** States + **3** Countries

 **49** Average Age

 **\$6.8M** Average Annual Income

 **7,678** Average Crop Acres

 **12,436** Average Cattle Herd

 **+100** CEOs and Founders

 **+50** Ag Retailers

 **+450** Business Owners

 **+25** Ag Tech Startups



FARMCON • 2026 ATTENDEE TESTIMONIALS



I COME TO FARMCON TO NETWORK WITH THE LEADERS IN OUR SPACE. WHEN I THINK ABOUT THE INNOVATION THAT HAPPENS HERE, IT IS PRETTY SPECTACULAR. IT IS SO IMPORTANT FOR FARMERS TO BE THINKING ABOUT HOW TO INCREASE YIELD AND CUT COST IN THIS ENVIRONMENT. TALKING TO INDUSTRY LEADERS AND SEEING THE INNOVATION THAT IS HAPPENING HERE, IT CERTAINLY HELPS CONNECT THE DOTS!

- **MARK SCHWEITZER**, FORMER ADM EXECUTIVE



"I'VE BEEN COMING TO FARMCON FOR THE PAST 7-8 YEARS. I COME HERE BECAUSE I GET TO LEARN MORE ABOUT THE POINT OF VIEW AND VOICE OF THE CUSTOMER. FINDING PROGRESSIVE FARMERS WHO ARE LOOKING TO INCREASE PROFITABILITY ON THE ACRE, WILLING TO BE INNOVATIVE, AND PROVIDE FEEDBACK IS INVALUABLE TO WHAT WE DO AS ENTREPRENEURS."

- **MATT CRISP**, CHAIRMAN OF QUERCUS BIOSOLUTIONS



"FARMCON IS ONE OF THE KEY REASONS THAT MERISTEM HAS BEEN SUCH A SUCCESS. WE CAME TO FARMCON 4 YEARS AGO WHEN WE WERE A COUPLE OF YEARS INTO BUSINESS, SCRAPPING TO GET BY. WHAT THIS CONFERENCE HAS DONE TO HELP BUILD MERISTEM IS IMMEASUREABLE. I DON'T KNOW OF ANOTHER EVENT IN AG THAT GIVES YOU AN OPPORTUNITY TO INTERFACE WITH A HIGH LEVEL OF QUALITY FARMERS."

- **MITCH EVISTON**, CEO OF MERISTEM CROP PERFORMANCE

FARMCON • REASONS TO PARTNER IN 2027

BUILDING CULTURE

1

FARMCON will challenge your team's perspectives and encourage your top minds to **push the limits of creativity**.

FARMCON attendees reported **96%+ satisfaction** for leaving with new ideas, team-building activities, and overall experience.

CLIENT APPRECIATION

2

Those who leverage FARMCON for their current customers see the **best success year after year**.

Business owners who brought current customers to FARMCON reported **91%+ satisfaction** for driving client retention and building connections while boosting credibility.

CUSTOMER ACQUISITION

3

FARMCON is where producers and agribusiness leaders come to **take their operation to the next level**.

FARMCON attendees reported their reasons for attending the conference included gaining **new ideas** to grow their business and discovering **new technology** to improve their operation.

RAISING CAPITAL

4

FARMCON is a community of **the world's foremost investors, creators and thinkers** in agriculture, driving prosperity and innovation

Since 2018, FARMCON has helped raise over **\$100 million for agricultural startups at the event**.

FARMCON • 2026 FOUNDING PARTNERS





+50K
EMAIL SUBSCRIBERS



50
STATES



41
COUNTRIES



29.2K
X FOLLOWERS



+25K
PRODUCERS



+10K
BUSINESS OWNERS

VAN TRUMP MARKETING PARTNERS

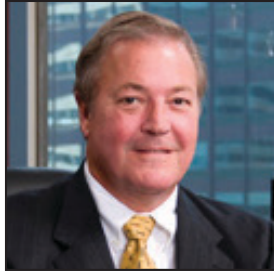


Our online platforms span across many agricultural networks. Partner with us to amplify your messaging to decision makers, industry influencers, producers, emerging startups and engaged past event attendees.





KEVIN VAN TRUMP
CEO, VAN TRUMP REPORT



ANDY DANIELS
INVESTOR



GREGG DOUG
NATIONAL MILK
PRODUCERS



MITCH EVISTON
CEO, MERITEM



EMILY FRENCH
FOUNDER, GLOBAL AG
PROTEIN



MARK SCHWEITZER
RETIRED ADM EXEC.



JEFF TARSI
PRESIDENT, NUTRIEN AG
SOLUTIONS



PETER MALLOUK
CEO, CREATIVE PLANNING



BOB TROGELE
CEO, VERDELIS
INVESTMENTS



CARTER WILLIAMS
CEO, ISELECT



LARS DYRUD
CEO, EARTH OPTICS



SOREN SCHRODER
FORMER CEO, BUNGE



DAVID ELSER
PRESIDENT, UPL



BARRETT ERSEK
CEO, HOLGANIX



MARY SHELMAN
FOUNDER,
SHELMAN GROUP



WALTER CRONIN
CO FOUNDER, WHITE
RIVER SOY PROCESSING



DEBBIE BORG
BORG FARMS



GARY LEZAK
CEO, WEATHER 20/20



FARMCON • PAST KEYNOTE SPEAKERS



JJ CUMMINGS
CAPTAIN OF THE USS
GERALD R. FORD



DUNCAN WARDLE
DISNEY HEAD OF
INNOVATION



JIM CRAIG
1980 OLYMPIC GOLD
MEDALIST



TRAVIS MILLS
ARMY SERGEANT
QUADRUPLE AMPUTEE



JAMES OLSON
CIA CHIEF OF
COUNTERINTELLIGENCE



GRANGER SMITH
COUNTRY SINGER &
YEE YEE APPAREL



JAMES LAWRENCE
THE IRON COWBOY



JIM MCKELVEY
FOUNDER OF SQUARE



MOLLY BLOOM
MOLLY'S GAME



CHEF ANDRE RUSH
WHITE HOUSE CHEF



MICHAEL BATNICK
ANIMAL SPIRIT PODCAST



BEN CARLSON
ANIMAL SPIRIT PODCAST



PETER ZEIHAN
AUTHOR, GEOPOLITICS



PAUL DE GELDER
SHARK WEEK STAR



KEN SCHMIDT
HARLEY DAVIDSON



CHEF ANDRE RUSH
NFL PLAYER & FARMER



ZACK KASS
CHAT GPT



ERIKA AYERS BADAN
FORMER CEO, BARSTOOL



FARMCON

FAMILY SPONSOR

- **CONSULTING 1-ON-1 WITH KVT & THE FARMCON FAMILY**
- **90-MINUTIE FARMER "BOARDROOM TABLE"**
- **ROOM + SUITE TO HOST FARMER OR BUSINESS EVENTS**
- **10 TICKETS TO FARMCON WITH RESERVED TABLE**
- **1 PREMIER LEVEL BOOTH**
- **1 AD WITHIN FARMCON APP**
- **6-MONTH AWARENESS IN THE VAN TRUMP REPORT**
- **PREMIUM IN-EVENT BRANDING SPACE**
- **BRAND AWARENESS ACROSS FARMCON MARKETING**
- **MEDIA MATCHMAKING WITH OUR MEDIA PARTNERS**
- **RAFFLE PARTICIPATION & FARMCON AG CHARITY**
- **FARMCON PODCAST WITH KEVIN VAN TRUMP**

\$75,000

FOR AGRIBUSINESSES THAT WANT TO BE A PART OF THE FAMILY...



FARMCON

BOARD + SUITE SPONSOR

- **90-MINUTE FARMER “BOARDROOM TABLE”**
- **ROOM + SUITE TO HOST FARMER OR BUSINESS EVENTS**
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\$65,000

**FOR AGRIBUSINESSES
THAT WANT TO CARVE
OUT THEIR OWN FARMCON
EXPERIENCE...**



FARMCON

BOARD SPONSOR

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\$50,000

**FOR AGRIBUSINESSES
THAT WANT UNIQUE
ACCESS TO THE BEST
FARMERS & RANCHERS
IN THE U.S....**



FARMCON

STARTUP SPONSORS

COMPETITION'S NAMED SPONSOR

- NAMED SPONSOR OF THE FIRST PLACE PRIZE, WITH BRAND RECOGNITION IN ALL COMPETITION MARKETING
- BRAND REPRESENTATION ON THE STARTUP STAGE AND DURING THE COMPETITION
- OPPORTUNITY TO EMCEE THE STARTUP COMPETITION TUESDAY AND WEDNESDAY EVENINGS

\$50,000 • ONLY 1 AVAILABLE

COMPETITION SPONSOR

- BRAND REPRESENTATION ON THE STARTUP STAGE AND DURING THE COMPETITION
- OPPORTUNITY TO BE ON THE STARTUP COMPETITION JUDGE PANEL TUESDAY AND WEDNESDAY EVENINGS

\$10,000 • ONLY 3 AVAILABLE

**FOR INVESTORS AND
AGRIBUSINESSES THAT
WANT TO PARTNER WITH
THE INDUSTRY'S
INNOVATORS...**



FARMCON

GOLD SPONSOR

- 10 TICKETS TO FARMCON WITH RESERVED TABLE
- 1 PREMIER LEVEL BOOTH
- 1 AD WITHIN FARMCON APP
- 6-MONTH AWARENESS IN THE VAN TRUMP REPORT
- IN-EVENT BRANDING SPACE
- BRAND AWARENESS ACROSS FARMCON MARKETING
- MEDIA MATCHMAKING WITH OUR MEDIA PARTNERS
- RAFFLE PARTICIPATION & FARMCON AG CHARITY
- FARMCON PODCAST WITH KEVIN VAN TRUMP

\$40,000

**FOR AGRIBUSINESSES
THAT WANT TO HAVE
THEIR PRESENCE FELT AT
FARMCON...**



FARMCON

SILVER SPONSOR

- 1 BREAKOUT SESSION
- 10 TICKETS TO FARMCON WITH RESERVED TABLE
- 1 MAIN LEVEL BOOTH

\$25,000

FARMCON

TABLE SPONSOR

- 10 TICKETS TO FARMCON WITH RESERVED TABLE

\$11,000

**BRING YOUR FRIENDS!
FOR FARMERS,
RANCHERS,
AGRIBUSINESSES, AND
INVESTOR LEADERS IN
AGRICULTURE...**



FARMCON

TRADESHOW BOOTH

- 1 MAIN LEVEL BOOTH
- 1 TICKET TO FARMCON

\$5,000

FARMCON

BREAKOUT SESSION

- 80 MINUTE SESSION
- 50-100 AVAILABLE SEATS
- BREAKOUT SESSIONS **INCLUDE** A/V, TABLE/CHAIRS SETUP, AND AD IN THE FARMCON APP.

\$10,000

**FOR AGRIBUSINESSES
THAT WANT THEIR OWN
STAGE TO SHARE
THEIR MESSAGE AT
FARMCON...**





FARMCON • BREAKFAST + COFFEE SPONSOR

CHOICE OF WEDNESDAY OR THURSDAY - SIGNAGE INCLUDED WITH ADDITIONAL RECOGNITION ON MAIN STAGE AND THE FARMCON SCHEDULE. **PRICING WILL VARY BASED ON TIMING AND OPTIONS • INQUIRE FOR PRICING**



FARMCON • LUNCH SPONSOR

CHOICE OF WEDNESDAY OR THURSDAY - SIGNAGE INCLUDED WITH ADDITIONAL RECOGNITION ON MAIN STAGE AND THE FARMCON SCHEDULE. **PRICING WILL VARY BASED ON TIMING AND OPTIONS • INQUIRE FOR PRICING**



FARMCON • OPEN BAR, HAPPY HOUR SPONSOR

OPEN BAR IN TH NEPTUNE BALLROOM, ADJACENT TO FARMCON'S PREMIER STARUP PITCH COMPETITION TUESDAY AND WEDNESDAY EVENINGS - SIGNAGE INCLUDED WITH ADDITIONAL RECOGNITION ON MAIN STAGE AND THE FARMCON SCHEDULE. **PRICING WILL VARY BASED ON TIMING AND OPTIONS • INQUIRE FOR PRICING**





FARMCON • KEYNOTE SPEAKER SPONSOR

YOUR COMPANY WILL BE LISTED AS THE SPONSOR OF THE KEYNOTE'S TIME SLOT, FEATURED IN THE AGENDA AND ANNOUNCED BEFORE THE KEYNOTE PRESENTATION. **PRICING WILL VARY BASED ON TIMING AND OPTIONS • INQUIRE FOR PRICING**



FARMCON • LANYARD SPONSOR

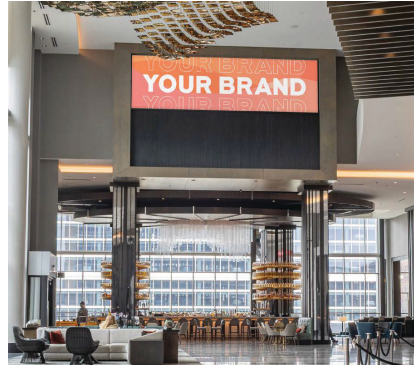
CUSTOM LANYARDS DESIGNED WITH YOUR BRAND HANDED OUT TO EVERY ATTENDEE UPON CONFERENCE CHECK-IN. **PRICING WILL VARY BASED ON TIMING AND OPTIONS • INQUIRE FOR PRICING**



FARMCON • ROOM KEY SPONSOR

CUSTOM ROOM KEYS DESIGNED WITH YOUR BRAND HANDED OUT TO EVERY ATTENDEE UPON HOTEL CHECK-IN. **PRICING WILL VARY BASED ON TIMING AND OPTIONS • INQUIRE FOR PRICING**





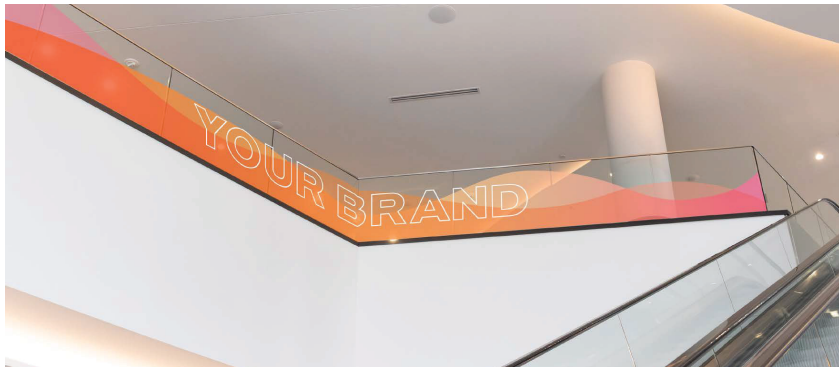
THE BAR AND LOBBY

REPRESENT YOUR BRAND WHERE INTRODUCTIONS AND SALES CONVERSATIONS TAKE PLACE!



THE CONFERENCE FLOOR

REPRESENT YOUR BRAND DIRECTLY OUTSIDE OF THE 6TH FLOOR CONFERENCE ROOM THAT HOSTS THE MAIN STAGE!



THE PATH TO THE CONFERENCE

REPRESENT YOUR BRAND ON THE GLASS RAILING OR ESCALATOR THAT LEADS TO THE 6TH FLOOR MAIN STAGE!



THE FIRST IMPRESSION

REPRESENT YOUR BRAND BEFORE FARMCON ATTENDEES EVEN EXIT THEIR VEHICLE - MAKE THE FIRST IMPRESSION!

PRICING WILL VARY ON LOCATION • INQUIRE FOR PRICING

