

November 2016

TO: Potential Women in Agriculture Sponsors/Exhibitors/WIA Supporters  
FROM: Cheryl Griffith, WIA Program Coordinator  
RE: Nebraska Extension Women in Agriculture Conference, February 23-24, 2017

The 2017 WIA Conference is fast approaching and it looks to be an exciting one full of educational content and networking for the participants. The conference is once again in Kearney, NE at the Holiday Inn Convention Center on February 23-24. Included in this message is information about becoming a sponsor for the conference, setting up an exhibit as well as comments from the 2016 conference.

This WIA Conference has certainly grown since 1985 and reflects the changes in agricultural production, technology, marketing, etc., but our primary focus has remained the same....providing risk management education for business decisions. Many of you have been on-board with us since the beginning!! We are very excited to bring Dr. Ron Hanson back to Nebraska and to WIA and welcome Amanda Freund, a young dairy producer from Connecticut to the Conference as keynote speakers. Many will remember Dr. Hanson from his years in the Ag Economics Department at UNL. Over 30 workshop sessions will be available to producers and this year we will have a focus on surviving the ag economic downturn.

Please see the attached sponsor/booth information. Sponsorship costs remain the same from last year. Participants return year after year along with a new generation of farmers/ranchers to gather information about current issues and to visit with our sponsors and exhibitors for new information. We ask that you go online to <http://wia.unl.edu> and register your sponsorship and booth information. We encourage you to use a credit card, State of Nebraska IBT, or UNL cost object number rather than send a check. If your business requires payment by check, you will find this information during the registration process. We will begin accepting registrations for conference attendance in January, but to be included in the registration book going to participants, please complete your sponsorship before **December 15.**

If you have any questions, please contact Sandy ([ssterkel1@unl.edu](mailto:ssterkel1@unl.edu)) or myself. Our program continues to grow and evolve, meeting the needs of the growing population of women working in agriculture – our sponsors enable us do that. We thank you for your continued support. Check our website for updated information and like or follow us on Facebook and Twitter.

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**women** in  
**AGRICULTURE**  
[wia.unl.edu](http://wia.unl.edu)

32nd Annual

**Women in Agriculture Conference**

**“The Heart of the Farm”**

**February 23-24, 2017**

**Holiday Inn Convention Center**

**Kearney, NE**



**Keynote Speaker: Dr. Ron Hanson**

**Capstone Speaker: Amanda Freund**

**30 concurrent workshop speakers!!**



Department of Agricultural Economics

# women **in** AGRICULTURE

wia.unl.edu

You can  
sponsor the  
2017 WIA  
Conference!



**Nebraska Women in Agriculture Program Mission:**  
*We are committed to providing opportunities for all Nebraskans to develop business management skills in every facet of agriculture by providing education, leadership, learning support, and networking avenues....*



# Sponsorship Levels

## **Premier Sponsor**—minimum gift of \$3,000

- Mention/logo in conference promotions for thousands of impression hits
- Opportunity to sponsor keynote speakers or other special segments
- **Full-color quarter-page** ad on back page of conference program, while space permits
- Paid conference registration for two company employees (\$250 value)
- Free booth space \*\*
- Access to 300 plus ag producers

## **Gold Sponsor**—gift of 2,000 to 2,999

- Logo featured in slide show for hundreds of impression hits
- Opportunity to sponsor conference breaks
- **Quarter-page ad** on inside back cover of program, while space permits
- Paid conference registration for one company employee (\$125 value)
- Free booth space\*\*

## **Silver Sponsor**—gift of \$1,000 to \$1,999

- Logo featured in slide show for hundreds of impression hits
- 2.5" x 4" ad inside conference program
- Paid conference registration for one company employee (\$125 value)
- Free booth space \*\*

## **Bronze Sponsor**—gift of \$350-\$999

- Mention in program with website for hundreds of impression hits
- Paid conference registration for one company employee (\$125 value)
- Free booth space, if available \*\*

## **Booth Only** — \$300

- Paid conference registration for one company employee (\$125 value)
- Booth space

*All sponsors will receive mention in the conference program and in the power point slide show.*

\*\* Booth space is limited and will be assigned as space is available. Other promotional benefits may be available.



# women in

# AGRICULTURE

wia.unl.edu

## Age Demographics 2015

Under 29 years	16%
30-39 years	17%
40-49 years	7%
50-59 years	30%
60-69 years	23%
Over 70 years	7%

## What Are Participants Saying about the WIA Conference?

- I loved being snowed in with women that carry the same interests!
- I enjoyed getting to know more about agriculture since I am new to this business, and I now feel more comfortable!
- I will keep moving forward with new technologies and new programs for agriculture.
- The quality of ag -related workshops, estate and transition is the best!
- I will become a more outspoken advocate by sharing my story to promote agriculture and share my passion for it.
- I feel so much more confident taking part in the discussions and making decisions at home since I started coming to WIA!

## Facts About the Women in Agriculture Conference:

- *The conference is in its 32nd year.*
- *We Survived the Women In Ag Blizzard of 2013!*
- *Over 30 workshops on insurance, commodity marketing, livestock health, communication, women's health, recordkeeping, business succession and estate planning, agriculture advocacy and many, many more!*
- *Every county in Nebraska has been represented over 32 years in addition to eight different states.*
- *Many participants go home to become active members of their own community **and** valuable members of the agriculture community!*

**Contact Cheryl Griffith, WIA Coordinator, for more information, [cgriffith2@unl.edu](mailto:cgriffith2@unl.edu) or 402-472-0079.**