



PRESENTS:

P S C C

A decorative orange line with dots and circuit-like patterns runs horizontally across the letters. It starts with a dot on the left, passes through the 'S' and 'C', and ends with a dot on the right. There are also small circuit-like patterns on the line.

Pulse & Special Crops Convention

ONLINE SEPT 8&9

Sponsorship Package

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Pulse & Special Crops Convention

Embracing Virtual



Hosted by the Canadian Special Crops Association, the Pulse & Special Crops Convention (PSCC) brings together hundreds of industry leaders from around the globe to network, discuss sector-wide challenges and grow their businesses.

This year, on the 35th annual convention, the CSCA is excited to host PSCC 2021 on a dynamic virtual platform called SpotMe. The platform is designed to bring attendees all the benefits of collaborating and networking at an in-person event while offering additional features unique to a virtual landscape.

Attendees will have new opportunities like the ability to download sponsor resources, conduct one-on-one meetings or customize their schedule all within the platform. Our sponsorship package includes opportunities to get in front of attendees in impactful ways so your business can strengthen existing relationships and build new ones.

For more information, or if you have any questions about the sponsorships outlined in this package, contact Denise Hawryluk at dhawryluk@pulsecanada.com.

Sales Process

Sponsor Pre-Sale

Tuesday, June 8 at 11:00 a.m. CST

PSCC 2020 sponsors have the first opportunity to purchase sponsorships for the 2021 convention on a first-come, first-served basis. CSCA staff will contact 2020 sponsors directly about 2021 sponsorships prior to the pre-sale.

CSCA Members & Partners

Tuesday, June 22 at 11:00 a.m. CST

Each company will receive an email containing this package where they can purchase remaining sponsorships on a first-come, first-served basis.

General Public

Tuesday, June 29 at 11:00 a.m. CST

All remaining sponsorships will be available for purchase on a first-come, first-served basis at pulseandspecialcropsconvention.com.

Purchasing Your Sponsorship

To purchase your sponsorship, please email Denise Hawryluk at dhawryluk@pulsecanada.com and note which sponsorship you would like to purchase.

Once you have confirmed your sponsorship of choice, you will be asked to make a 50% deposit and provide payment details to confirm the purchase. The remaining 50% is due no later than **Tuesday, August 10, 2021**.

Questions?

Contact Denise Hawryluk at
dhawryluk@pulsecanada.com
or 204.925.4459.

Sponsorship Packages

Title Sponsor

\$10,000 - ONE AVAILABLE

- Promotional video slot before opening remarks
- Promotional push notification during opening remarks
- Prominent spot on event-platform feed
- Recognition in every session
- Title sponsorship for CSCA Webinar topic of choice
- Sponsored email newsletter
- Complimentary Virtual Booth in Pulse Canada exhibition with description and ability to personalize and link to resources
- First 25 attendees to Virtual Booth
- Trade lead list and event-attendance analytics
- Loyalty:
 - All promotional emails before and after event
 - Event promotional landing page
 - Event website
 - Registration page
 - Feature on event platform homepage and feed
 - Opening and closing remarks
- Dedicated Twitter post from Pulse Canada account
- Dedicated LinkedIn post from Pulse Canada account

SALE

Virtual Reception

\$7,500 - ONE AVAILABLE

- Promotional video during reception
- Promotional push notification during reception opening remarks
- Call out before and during reception with logo overlay
- Complimentary Virtual Booth with company description and ability to personalize and link resources
- Event feed post driving attendees to Virtual Booth
- Trade leads list and event-attendance analytics
- Logo visibility:
 - All promotional emails before and after event
 - Event promotional landing page
 - Event website
 - Registration page
 - Feature on event platform homepage and feed
 - Closing remarks
- Dedicated Twitter post from Pulse Canada
- Dedicated LinkedIn post from Pulse Canada

Questions?

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Website Sponsor

\$5,000 - ONE AVAILABLE

- Featured logo on every page on website
- Opportunity to supply a promotional video during event
- Complimentary Virtual Booth with company description and ability to personalize and link resources
- Event feed post driving attendees to Virtual Booth
- Trade leads list and event-attendance analytics
- Logo visibility:
 - All promotional emails before and after event
 - Event promotional landing page
 - Event website
 - Registration page
 - Feature on event platform homepage and feed
 - Closing remarks
- Dedicated Twitter post from Pulse Canada
- Dedicated LinkedIn post from Pulse Canada

SOLD

Session Sponsor

\$2,500 - 9 AVAILABLE

- Promotional push notification during session opening remarks
- Call out before and during session with logo overlay
- Opportunity to supply a promotional video during session
- Complimentary Virtual Booth with company description and ability to personalize and link resources
- Event feed post driving attendees to Virtual Booth
- Trade leads list and event-attendance analytics
- Logo visibility:
 - All promotional emails before and after event
 - Event promotional landing page
 - Event website
 - Registration page
 - Feature on event platform homepage and feed
 - Closing remarks
- Dedicated Twitter post from Pulse Canada
- Dedicated LinkedIn post from Pulse Canada

Available sessions:

- Bean Market Outlook
- Lentil Market Outlook
- Global Economic Outlook
- Trade Policy Session
- Chickpea Market Outlook
- Soybean Market Outlook
- Pulse Market Outlook
- R&M
- Transport Session

SOLD



Thank you to our 2020 sponsors



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