

Partner opportunities

Capturing “added value” within the agri-food supply chain



About AIC

The Agricultural Industries Confederation (AIC) is the leading trade body for the agri-supply industry.

AIC represents over 230 Member companies across several sectors, including animal feed, crop protection, fertiliser, grain and oilseeds, and seed.

AIC Member companies supply over £17bn of inputs to UK farms – the vital foundation to a £120bn plus food and drink sector industry.



Influence:

AIC is the voice of the agri-supply industry. We represent the collective views of the industry at the highest political levels of UK Government.

Assurance:

AIC manages trade assurance schemes that ensure feed and food safety, fertiliser security, seed dressing safety and renewable energy.

AIC Dinner & Conference

Established in 2003, AIC's Dinner & Conference brings together AIC Member companies, industry stakeholders, academia, and policy makers, to network, inform and influence.

AIC's Conference leads the debate on ensuring a modern sustainable commercial agricultural supply industry for food supply chains in the UK.



AIC Represents:

- **230** agribusinesses
- **£17bn+** of farm inputs
- **43K** direct and indirect employees
- **4K+** participants in AIC Trade Assurance schemes



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aic  2024
DINNER & CONFERENCE
12 - 13 NOVEMBER

AIC's Dinner and Conference is well respected in the agri-supply industry and with stakeholders in the food-supply chain. The conference attracts a high calibre of speakers from the business, scientific, and political communities.

This year's conference theme, “Capturing “added value” within the agri-food supply chain” will focus on the key issues facing the agri-supply industry, with prompt thought and debate via sessions throughout the day.

AIC's Dinner & Conference will take place at the Holiday Inn West, Thorpe Wood, Peterborough, PE3 6SG. There will be networking opportunities and a trade exhibition.

Partnering with the event conference gives you access to the thinkers and influencers from the agri-supply industry, including C-suite and executive-level business leaders, policymakers, and scientists.

Promoting your partnership

AIC's Dinner and Conference marketing will ensure your brand is seen by AIC Member companies and Trade Assurance participants (over 4,000 companies), plus stakeholders from the wider agri-supply and agri-food industries. Marketing activities will include email marketing, trade media advertising and targeted social media campaigns.



The conference will be chaired by

Tom Heap
Television and
Radio Reporter

Other invited speakers include: Mairi Gougeon - MSP, Cabinet Secretary for Rural Affairs & Islands, Scotland, Huw Irranca Davies, Cabinet Secretary for Climate Change and Rural Affairs, Wales and Andrew Muir - MLA, Department of Agriculture, Environment and Rural Affairs, Northern Ireland.

Invited speakers include:

Phil Bicknell
Chief Executive,
UK Agri-Tech Centre

Agri-Tech
CENTRE



Tom Bradshaw
NFU President

NFU



Will Jennings
Chief Executive, Rabobank UK

Rabobank



Henry Dimpleby
Co-founder of Leon, food campaigner,
speaker and non-executive director

LEON



Top three benefits of being an AIC Conference partner are:

- 1 Raise your profile with valuable and unparalleled reach to over 200 key decision makers and their agribusiness networks – sector value worth in the region of £17 billion.
- 2 Promote existing and new products/services within the agri-supply industry.
- 3 Prestigious event to enhance contacts and influencing ability within the political and scientific communities of the wider agri-food industry.

AIC Conference at a glance:

- 200+** delegates
- 87% at board and senior management level.
- High calibre speakers from industry, finance, politics and academia.

90% delegates said the conference content was relevant to them and their businesses.

High profile industry-relevant speakers, including politicians and leaders in the food-supply chain.

Networking. Informing. Influencing.

Find out more: aicconference.org.uk

Three partner packages are available which offer:

- High profile exposure to AIC Members and Trade Assurance participants.
- Connections with key industry Chief Executives and Senior Managers.
- Exposure to, and influence with, Government officials and stakeholders.
- Connections with other national trade bodies.
- An insight into the key drivers of feed and food security issues.

As an AIC Conference partner, you will receive:

- Company name and/or logo on pre-event promotional emails sent to over 200 Members, and over 4000 Trade Assurance participants.
- Company logo and link to your website on the conference website and digital platform.
- The opportunity to show a 30-90 second video to promote your company or message. These will be shown throughout the day and shared via our social media platforms for even greater reach.
- Inclusion in AIC's Conference marketing activity on Twitter and LinkedIn.

Gold

The premium package for businesses looking to get the most return for their investment, the Gold package offers exceptional brand exposure and reach.

Benefits include: Opportunity to have a physical stand at the event and a standard pull-up on display at the conference venue.

Your video shown to delegates during the conference, and available for delegates to watch on-demand before, during and after the event. Maximum length of video 90 seconds. Video will also be shared on Twitter and LinkedIn.

Up to five delegates included with this package.

£3950

Silver

The mid-range package for industry businesses that know the importance of reaching the right audience.

Benefits include: An opportunity to have a pull-up on display at the conference venue to advertise and other branding opportunities.

Your video available online for delegates to watch on-demand before, during and after the event. Maximum length of video 90 seconds. Video will also be shared on Twitter and LinkedIn.

Up to three delegates included with this package.

£2350

Bronze

The entry-level package for businesses who primarily want brand exposure to the agri-supply industry.

Benefits include: Opportunity to have your branding featured at the conference venue.

Your brand included within Agribusiness social media activity, including one brand-specific social media advert and link to your website.

One delegate place is also included in this package.

£850

For more information on any of the above packages please contact:

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