



## Conference Overview

We are excited to announce the launch of the [1st International Conference on Digital Innovation in Agri-food](#). Hosted by the **University of Guelph (Ontario, Canada)** and the **Wageningen University & Research** (the Netherlands), this event will be held at the University of Guelph, **in-person, between June 8, 2023**. This event will create an inter- and trans-disciplinary forum for researchers, agriculture and food experts, social scientists, technologists, computer scientists, engineers, policy makers, entrepreneurs, and philosophers to collaborate, exchange experiences, and discuss digital innovation ecosystem requirements in agri-food.

The event is for academics and practitioners who are actively engaged in debates related to data and technology, opportunities and implications, in agri-food and are interested in topics related in technology adoption, sustainability, governance, economy, business models, food supply chain resilience, ethical and responsible innovation, and other related topics in digital agri-food. The Conference will feature keynotes, workshops, panels, and papers related to several sub-themes:

- Data Economy for Food Systems (monetary and non-monetary values/goals)
- Responsible Digitalization (Ethics, Governance, Legislation)
- Technological Infrastructure (Artificial Intelligence, Data and Robotics)
- Food Integrity (Traceability, Transparency, Safety and Authenticity)
- Research Data Infrastructures

A two-day **Workshop on Digital Innovation Ecosystems in Agri-food** is organized during this conference, June 6-7, at the University of Guelph. This workshop is aimed for a limited and closed group of researchers and practitioners who are working - or have worked - on large digital innovation projects in different countries. Additionally, a diverse group of stakeholders from governments and businesses are invited to exchange ideas and for reflection. The discussion points are collected and put together in a report that forms the basis for future collaboration, pilot projects and publications. There will be a declaration after the workshop which will be presented at the Conference on June 8. This effort will also result in practical guidelines, common concepts and recommendations to governments, businesses and other stakeholders to improve the digital innovation process and cater for the current fragmentation and still relatively low adoption of data and digital technologies in the agri-food domain [positioning paper 1](#) and [positioning paper 2](#).

The workshop and its diverse focus is supported through partnerships with: the [Centre for Advancing Responsible and Ethical Artificial Intelligence](#) (CARE-AI), [the Institut national de la recherche agronomique](#) (INREA), [Data4Food2030](#), and [AgriDataSpace](#).

For more information about conference, visit <https://www.agtechatguelph.com>.

## Sponsorship Benefits & Tier Levels (Why should my organization sponsor?)

As a sponsor, your organization will be connected to a diverse, interdisciplinary, and international community of engaged practitioners, scholars, and professionals. These professionals are invested in addressing the complex challenges and valuable opportunities that technology provides to agri-food systems. By contributing to the success of this conference, your organization signals its commitment to this important mission.

## Sponsor Benefits: Visibility, Recognition, Partnership

The names and logos of sponsors will be displayed on the conference website to ensure that sponsoring organizations benefit from pre-conference promotion and outreach activity. To draw traffic, we will publicize the event's keynote speakers, and feature programming through several channels including regular news announcements through social media, partners organizations online news outlet and interdisciplinary networks.

Your organization will also have the opportunity to build relationships with participants and other professional and academic stakeholders during the conference. We are expecting approximately 120-160 participants including scholars, and representatives from industry and both public & non-profit sectors. At the conference, we look forward to highlighting your organization's support through:

- Conference Program recognition (name/logo, tier-level, and credit for specific sponsored activities/items);
- Sponsor-recognition slideshows (running before and after panel sessions, and posted on our website);
- Social/networking events (in-person during breaks, lunch, and banquet).

## Conference Sponsorship Tiers

Sponsors will receive the following **additional benefits** based on their tier of support:

Sponsorship Tier	Premium	Platinum	Gold	Silver	Bronze
<b>Sponsorship Range</b>	≥10,000	7,000	4,000	1,000 -	400 - 999
	CAD	CAD	CAD	CAD	CAD
<b>Sponsorship Benefits</b>					
Complimentary conference registrations	12	8	4	1	1
Complimentary tickets to reception	12	8	4	1	1
	✓	✓	✓	✓	
Logo linked to sponsor organization website	✓	✓	✓		
Acknowledgement of sponsorship on conference, stage mention	✓	✓	✓		
Logo posted on the conference website	✓	✓	✓	✓	
Exhibit Table	✓	✓			
Recognition during opening and closing remarks	✓	✓	✓		

## Sponsorship Options (How can my organization sponsor?)

Your financial contribution will help us deliver a high-quality conference experience that is intellectually stimulating, interpersonally enriching, and accessible to all attendees regardless of academic/professional background. We welcome donations of all size, and we invite you to discuss a targeted sponsorship that best reflects your organization's core values and areas of interest:

### Keynote Speaker Sponsorship

We welcome keynote speaker sponsorships; this option may be of interest to organizations that focus on one or more specific conference sub-theme. Sponsorship rates will vary depending on the keynote format and fees, so please let us know if you are interested in this option, and we can discuss details.

### Hospitality Sponsorship

Hospitality sponsorships at the following rates (based on 100 attendees). Your organization's name will be clearly publicized at the event you sponsor:

- \$8,000 = Conference Banquet
- \$2,500 = 1 Luncheon
- \$1200 = 1 Breakfast
- \$900 = 1 Coffee break

### Student Registration Sponsorship

We are seeking sponsorship to cover mandatory registration processing fees for students and other financially disadvantaged attendees. You will receive recognition in conference materials for facilitating student participation at the conference.

- \$1,500 = 10 students
- \$3,000 = 20 students

*\*additional possibilities for sponsoring reduced-rate student registrations are available.*

**Contact us today** ([drozita@uoguelph.ca](mailto:drozita@uoguelph.ca)) to discuss the Conference sponsorship level and focus that best suits your organization. On behalf of the organizers, **thank you** for supporting this conference and helping to ensure its success.