



Midwest Mechanical Weed Control **FIELD DAY**



7th Annual

Midwest Mechanical

Weed Control Field Day

Wednesday
September 11, 2024

Meigs Horticulture Research
Farm at Purdue University
9101 S 100 E, Lafayette, IN 47909

7th Annual Midwest Mechanical Weed Control Field Day

The 7th Annual Midwest Mechanical Weed Control Field Day is heading to Meigs Horticulture Research Farm in Lafayette, IN in 2024!

This amazing event consistently draws more than 150 farmers from around the Midwest to hear from experts, meet with company representatives, network with other farmers, and experience in-field equipment demonstrations of all manner of weeding tools. Whether you have products to showcase or equipment to demonstrate, this is your opportunity to get dedicated face-to-face time with a captive audience of farmers who are interested in what you have to offer. The field day is promoted to farmers throughout the US (with a focus in the Midwest) in print, digital and social media.

Every element of the event is crafted to maximize contact between the participants and sponsors. The morning features a dedicated Trade Show area for farmers to connect with exhibitors. Additionally, the morning includes educational events such as presentations and roundtable discussions. But, by far the main draw is the afternoon in-field equipment demonstrations, including tools of all scales of production. The demonstrations feature everything from walk-behind tractors, autonomous weeding machines, belly-mounted vegetable tools and 6-row camera-guided row crop cultivation tools. The demonstration plots are planted specifically for the field day so that crops are at the optimum stage for cultivation. Each sponsor runs their demonstration several times, so that all attending farmers can see each demo, giving sponsors quality face-to-face time to show how their machines work in the field and to connect with farmers.

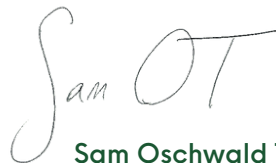
The Midwest Mechanical Weed Control Field Day is a partnership between Sam Oswald Tilton, Purdue University, and The Land Connection (TLC). The Land Connection is a 501 (c)(3) non-profit based in Champaign, IL. TLC offers training, resources, and support to farmers, food businesses, and eaters so that together we can realize a more just, equitable, and sustainable food system that we know is possible. All sponsorship funds are used for the organization and execution of the Midwest Mechanical Weed Control Field Day.

Visit the event registration website to see videos, press coverage, and sponsor testimonials from the previous six years of the field day.

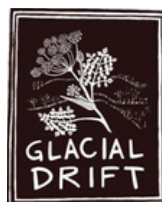
Thank you for being an integral part of sustainable agriculture,



Crystal Siltman and Jesse Schaffer
Farmer Training Coordinators,
The Land Connection



Sam Oswald Tilton
MMWCFD Event Founder and Organizer,
Glacial Drift Enterprises



Sponsorship Benefits



	EXHIBITOR ONLY \$350	WALK-BEHIND DEMO* \$500	FIELD DEMO* \$800	SUPPORTING SPONSOR \$1200	SUSTAINING SPONSOR \$1600
Exhibitor booth	✓	✓	✓	✓	✓
Tickets to the Field Day	x2	x2	x2	x3	x4
Company listing (no logo) in the field day program (given to all attendees)	✓	✓	✓	✓	✓
Field demonstration of equipment		✓	✓	✓	✓
Thank you on field day social media		✓	✓	✓	✓
Ad in the field day program (given to all attendees)				1/2 page	Full page
Logo on field day webpage				✓	✓
Logo displayed prominently on sponsor recognition signage at demo plots				✓	✓
Promotional flyer for company in the field day program (given to all attendees)					✓
Logo displayed prominently on all field day promotional material					✓
Logo displayed prominently on front-page of the field day program (given to all attendees) as a "Sustaining Sponsor"					✓

*Demonstrator levels require confirmation with Sam Oschwald Tilton- call or email him (mmwcfcd@thelandconnection.org or 414-213-5337)

Meal Sponsorship

Breaking bread together is very helpful to meeting people and building relationships. The field day includes morning coffee and pastries as attendees arrive, and lunch. Meal sponsorship includes prominent signage at the meal with company name and logo, and recognition as a meal sponsor in the field day program and in meal line.

- Lunch = \$500
- Breakfast = \$500

Trade Show

The trade show area is outdoors, and will be open for farmers from approximately 8:00 a.m.-1:00 p.m. Each booth is 10'x10'. Prepare your exhibit booth for variable weather conditions like heat, sun, light rain, and breeze. Exhibitors must provide the following (if so desired): Tent, table, chairs, extension cord. Tents must be properly weighted or staked for safety in the breeze. Exhibitors must provide the following (if desired): Tent, table, chairs. Running electricity is possible, and requires prior arrangement with Sam. Tents must be properly weighted or staked for safety in the breeze (trade show is located on asphalt). Set-up takes place from 1pm-5pm on September 10th, and from 6:30am-8am on September 11th. Tear-down is at the close of the field day from 4:30pm-6pm on September 11th.

Field Demonstrations

Demo periods are 10 minutes long. Each company has several periods throughout the afternoon to give their field demos - your field demo is given several times so that participants have the opportunity to attend each company's demonstration. Unloading, set-up, and calibration is from 1-5pm on September 10th. Loading of machinery is from 4:30-6:30pm on September 11th, and from 9am-noon on September 12th. Tractors are provided. Machinery may be shipped early to the site by prior arrangement. Contact Sam Oswald Tilton (mmwcfid@thelandconnection.org) to arrange to be a field demonstrator.

Due Date

Application and payment is due no later than June 28, 2024.

Cancellation Policy

Notice of cancellation must be made prior to July 14, 2024. All cancellations received by this date will receive a full refund minus a \$50 processing fee per exhibit. Cancellations submitted after this date will not be refunded.

Rain Policy: MMWCFD is held rain or shine. If soil conditions at all permit, field demos will be held. If heavy rain makes demonstrations or outdoor trade show unsafe, the trade show will be set up inside and each demonstrator will accompany and present their machinery to the entire crowd under cover.

Application & Payment

Online application and payment are available at:

<https://thelandconnection.regfox.com/2024-mmwcf-d-sponsorship>

To pay by check, enter the code CHECK at checkout. Checks made out to 'The Land Connection' can be mailed to:

The Land Connection

Attn: Crystal Siltman

206 North Randolph Street, Suite 400

Champaign, Illinois 61820

If you have questions about payment or sponsorship, please email Crystal at crystal@thelandconnection.org or call 217-840-2128 x50.

If you have questions about the demonstrations or field day, please email Sam at mmwcf-d@thelandconnection.org or call 414-213-5337.

Vendor Testimonials



The Midwest Mechanical Weed Control field Day is well-publicized and extremely well-organized. It is awesome to be at an event full of curious and serious farmers. I learned a bunch and made some sales and connections. It was definitely worth my time as a vendor.

- **John Hendrickson, Paperpot Transplanter**



The Field Day provides an important forum for farmers, equipment manufacturers, and researchers to share ideas and information. As interest in mechanical weed control resurges, this event will help all who participate to advance the search for improved technology and sustainable cultivation practices. The first Midwest Mechanical Weed Control Field Day in 2017 served as a debut for Tilmor, and helped introduce our company to many small-scale farmers in the Midwest. At the second, larger event in Illinois in 2018, Tilmor benefited from greater exposure, and this had a direct impact on the growth of our online marketplace. Our experience at the field day was nothing short of amazing. All of the work that was put into this day was very apparent. The condition of the host farm, the lectures, the booth displays, and the field demos were all top notch.

- **Doug Zehr, Tilmor**



For a business, the Midwest Mechanical Weed Control Field Day allows for a valuable opportunity to show our equipment working, in a field setting, in a very personal and unique way. From the start we, as a vendor, were treated very well. Keeping the group on schedule, with enough "face to face time" with the guests, they have the vendor in mind. Thank you to everyone who was involved, we look forward to future events.

- **Josh Zwiep, Mechanical Transplanter**