We invite you to be a part of the 2014 Oilseed and Direct Seed Cropping Systems conference. This is the only oilseed and direct seed conference in the Pacific Northwest and is an opportunity to expand your sales in a growing industry through sponsorship and/or exhibitor participation.

An estimated 350-400 conference attendees will be a mix of first-time and experienced oilseed and direct seed dry-land and irrigated producers, crop input suppliers, consultants, industry representatives and researchers. The conference format will maximize networking and relationship management opportunities to encourage producer support and industry contacts.

This conference will include exhibits focused on direct seed and oilseed equipment and industry suppliers and services, general session on cross-over topics such as soil health, crop rotations, alternative crops, CRP take-out, and cover crops. In addition to the general session, there will be 12 direct seed and 12 oilseed-specific sessions, a research poster exhibit, and plenty of networking opportunities.

**Preliminary Conference Format**

**Day 1 Monday, January 20:**
- Exhibitor’s Trade Show, Demonstrations, Diagnostics, Research Poster Exhibit
- 4:00–8:00 Conference Registration Open
- Networking Social with Appetizers & No-Host Bar

**Day 2 Tuesday, January 21:**
- 7:00 - 8:00 Registration, Trade Show, Poster Exhibits
- 8:00 - 10:15 Conference Welcome – Rich Koenig, WSU Extension
- 10:30 –11:30 Breakout Session I
  - 3 direct seed & 3 oilseed topics presented
- 11:30 – 12:15 Benefits of Oilseeds in Direct Seed Systems
  - Dwayne Beck
- 12:15 – 1:15 Lunch – The Role of the WSU ARC, Jim Moyer, Director
- 12:15 - 1:15 Progression of Oilseed Research in 30 Years
  - Jack Brown
- 1:15 – 2:15 Annual Meetings (PNDSA & Canola Commission), General Session – Risk Management, Dave Paul, RMA
- 2:15 – 3:15 Breakout Session II
  - 3 direct seed & 3 oilseed topics presented
- 3:15 – 4:00 Afternoon refreshments, Research Poster Session
- 4:00 – 5:00 Oilseed/Direct Seed Policy & Farm Bill
- 5:00 – 7:00 Dinner Banquet with Awards Ceremony
- 7:00 – 8:00 Beer and Bull Discussion Round-Tables
  - 10 topics to choose from

**Day 3 Wednesday, January 22:**
- 8:00 - 10:00 Precision Ag Technology - Raj Kholsa
- 10:30 - 11:30 Breakout Session III
  - 3 direct seed & 3 oilseed topics presented
- 11:30 - 1:30 Lunch
- 8:00 - 10:00 Market Update and Outlook – Brian Voth
- 1:15 – 2:15 Benefits of Cover Crops – Steve Groff
- 2:15 – 3:15 Closing Comments
There are a variety of sponsorship opportunities to fit your budget and level of exposure you want to achieve, outlined below. In return for your conference sponsorship will receive the following marketing and outreach benefits for your involvement. All sponsorship levels include the following benefits:

- Your company will be recognized as a conference sponsor on the conference website (with a click through logo to your website), on conference related email marketing campaigns, and registration materials.
- Your company will be recognized in conference program and at the specific sponsored activity.
- Your company will have the opportunity to include literature in the conference program.
- 10x10 exhibit space (included with all sponsorships $750 or greater).
- Complimentary registration (included with all sponsorships $1000 or greater, amount based on sponsorship level) and 20% discount for up to 5 additional registrations for preferred clients or employees.
- Your contribution is tax deductible.
- First rights of sponsorship opportunities the upcoming year.

**Sponsorship Opportunities:**

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<tr>
<th>Sponsorship Type</th>
<th>Opportunities</th>
<th>Price</th>
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<tr>
<td>Major Conference Sponsor – 4 Opportunities</td>
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<td>$5000</td>
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<tr>
<td>Registration Package &amp; Name Tags - 1 Opportunity</td>
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<td>Dinner Banquet – 1 Opportunity</td>
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<td>Plenary Session – 2 Opportunities</td>
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<td>Lunch Banquet – 4 Opportunities</td>
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<td>Registrants Giveaway - 1 Opportunity</td>
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<td>Keynote Speaker - 4 Opportunities</td>
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<td>Official Publication Sponsor - 1 Opportunity</td>
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<td>Volunteer Gifts - 1 Opportunity</td>
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<td>Afternoon Refreshments - 2 Opportunities</td>
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<td>Drink Ticket Sponsor – 3 Opportunities</td>
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<td>Breakout Session Sponsors - 18 Opportunities</td>
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<td>Exhibitor Only</td>
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<td>Additional Inside Exhibitor Space</td>
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Complete and return to PNDSA

**Payment**

- Check Enclosed
- Credit Card Type: [ ]

Card Number: ____________________________________________________________

Name on Card: _____________________________

Expiration: _____________________________

Make payable and return to:

PNDSA
PO Box 5
Colton, WA 99113

Thank You!
Thanks again to our 2013 Oilseed & Direct Seed Conference Sponsors