

#AmericasAgForum26

Sponsorship Brochure

October 19-20, 2026
Quebec City, Canada





Introduction

The next 40 years will be very important in the history of agriculture. The #AmericasAgForum is a global event dedicated to fostering common ground, promoting collaboration, and finding practical solutions for a more sustainable agricultural future. As a hemispheric forum, it represents a key space for dialogue and action, driving innovative solutions and regional cooperation strategies to address current challenges and seize opportunities in the agriculture and agri-food sectors. By bringing together leaders and experts at a strategic moment, the event helps raise awareness of the importance of agriculture and food security for the sustainable development of the Americas and the world.



About IICA

The Inter-American Institute for Cooperation on Agriculture (IICA) is the specialized agency for agriculture, food security and food system transformation of the Inter-American System. The Institute promotes and supports its Member States in their efforts to achieve agricultural development and rural well-being through international technical cooperation of excellence across the Americas.

- Founded in 1942, with 83 years of institutional experience. Canada joined in 1972.



- Headquartered in San José, Costa Rica, with 34 country-based offices across the Americas, and a European office in Spain.

- All 34 Ministers of Agriculture in the Americas sit on IICA's Board of Directors.

- In 2024, IICA implemented 416 technical cooperation and management initiatives, achieved 87% of its 591 programmed results, and in collaboration with 257 partners, invested almost US\$196M in more than 200 initiatives that benefitted more than 8.4 million farmers and rural inhabitants.



- Direct convening power across governments, farmers and their federations, the private sector, academia, and civil society.



IICA Member States Across the Hemisphere

IICA supports its **34 Member States** through international technical cooperation to advance agricultural development and rural well-being in the hemisphere.



About the #AmericasAgForum25

A Strategic Hemispheric Platform for Dialogue and Action

Held alongside the G7 Summit, the inaugural #AmericasAgForum25 positioned agriculture and food security at the forefront of hemispheric discussions. Organized by IICA at Olds College in Alberta, the event brought together leaders, experts, farmers, and innovators from 22 countries across the Americas. This cooperation established the Forum as a key platform for coordinated regional engagement.



1,000+
Participants

In Person & Online

97%
participants

stated that the topics were
highly relevant

90 %
of participants

said the Forum met or
exceeded their expectations



22 countries
Attendees

50+

Speakers and leaders from
across the hemisphere

EN - FR - SP - PT

4 Languages



What Participants from the 2025 edition said:

“Being part of the Americas AgForum allowed me to engage in meaningful discussions on agricultural trade and regional integration across the Americas, in a context that was both relevant and highly timely.”

“What stood out to me most was the quality of the discussions and the diversity of decision-makers in attendance.”

“We were truly impressed and are very much looking forward to future editions.”

“A very positive virtual experience, with rich and engaging exchanges.”

Scan to learn more about the 2025 Forum:

Event Newsletter
& Report



or click here

Event Recording
Playlist



or click here



Sponsor and Partners from the 2025 Forum:



Investing in rural people



Canada's
Food System

Our Food. Our Future.

www.canadasfoodsystem.ca
www.systemealimentaire.ca



**Protein
Industries
Canada**

CPMA ACDFL
CANADIAN PRODUCE MARKETING ASSOCIATION
ASSOCIATION CANADIENNE DE LA
DISTRIBUTION DE FRUITS ET LÉGUMES



**nya
ventures**



PROCISUR
Cooperación que da resultados

CAAIN • RCAIA
connect create cultivate
connecter créer cultiver

**CANADIAN
FOOD INNOVATION
NETWORK**



Conseil canadien du
COMPOST
Council of Canada

**Carbon
Asset
SOLUTIONS**

OLDS COLLEGE
OF AGRICULTURE & TECHNOLOGY

**Canadian
Cattle
Association**

Nihkhah

**THE WESTERN
PRODUCER**

Alberta Farmer
EXPRESS

**MC Manitoba
CO-OPERATOR**



Why Partner with the #AmericasAgForum26?

Expand Your Reach

Connect with over 1,000 participants from more than 20 countries across the Americas.

Shape Regional Dialogue

Contribute to hemispheric discussions that inform agricultural priorities and strengthen regional cooperation.

Access to High-Level Networking

Engage directly with government authorities, industry executives, and technical leaders.

Gain Exclusive Benefits

Enjoy tailored sponsorship benefits and unique opportunities based on your sponsorship level.



Sponsorship Packages for the #AmericasAgForum26

Diamond Lead Partner

Investment:

CAD \$25,000

Availability:

One partner

Benefits

Exclusive Co-Host Status

Recognized as the official co-host of the Americas Ag Forum, with top-tier brand visibility and institutional prominence.

Full Forum Brand Integration

Lead-partner visibility across all Forum materials and official communications.

Priority Keynote Address

Guaranteed keynote speaking role during the Forum's opening session.

Plenary or Panel Session Hosting

Opportunity to host and organize a plenary or panel session.

Private Meeting with IICA Leadership

Exclusive meeting with IICA leadership.

Dedicated Booth Space

Prime Brand Visibility: Showcase your company with a dedicated booth in a high-traffic area, ensuring maximum exposure to attendees.

Direct Audience Engagement: Connect face-to-face with potential clients, partners, and decision-makers to demonstrate products, answer questions, and build relationships.

Lead Generation & Promotion: Capture qualified leads, distribute marketing materials, and promote new offerings through on-site demos and conversations.

Complimentary Delegate Invitations

10 allocated passes for institutional representatives and partners.

VIP Dinner

4 invitations to a closed-door engagement with key stakeholders.



Platinum Strategic Partner

Investment:

CAD \$10,000 - \$15,000

Benefits

Strategic Co-Branding

Brand exposure across key Forum channels.

Institutional Keynote Remarks

Speaking role positioned during a selected moment of the Forum.

Curated Thematic Session

Supporting sponsor of a curated thematic session. The sponsor selects the topic and provides the speaker; Forum organizers manage logistics.

Dedicated Booth Space

Prime Brand Visibility: Showcase your company with a dedicated booth in a high-traffic area, ensuring maximum exposure to attendees.

Direct Audience Engagement: Connect face-to-face with potential clients, partners, and decision-makers to demonstrate products, answer questions, and build relationships.

Lead Generation & Promotion: Capture qualified leads, distribute marketing materials, and promote new offerings through on-site demos and conversations.

Complimentary
Invitations

Delegate

5 allocated passes for institutional representatives.

VIP Dinner

3 invitations to a closed-door engagement with key stakeholders.



Gold Sponsor

Investment:

CAD \$5,000 - \$7,500

Benefits

Enhanced Brand Visibility

Prominent placement in Forum channels and selected communications.

Event-Wide Recognition

Acknowledgment during the event and in Forum publications.

Dedicated Booth Space

Prime Brand Visibility: Showcase your company with a dedicated booth in a high-traffic area, ensuring maximum exposure to attendees.

Direct Audience Engagement: Connect face-to-face with potential clients, partners, and decision-makers to demonstrate products, answer questions, and build relationships.

Lead Generation & Promotion: Capture qualified leads, distribute marketing materials, and promote new offerings through on-site demos and conversations.

Complimentary
Invitations

Delegate

3 allocated passes for institutional representatives.

VIP Dinner

2 invitations to a closed-door engagement with key stakeholders.



#AmericasAgForum26

Silver Supporter

Investment:

CAD \$2,500 - \$5,000

Benefits

Basic Brand Visibility

Inclusion of logo in Forum communications.

Dedicated Booth Space

Prime Brand Visibility: Showcase your company with a dedicated booth in a high-traffic area, ensuring maximum exposure to attendees.

Direct Audience Engagement: Connect face-to-face with potential clients, partners, and decision-makers to demonstrate products, answer questions, and build relationships.

Lead Generation & Promotion: Capture qualified leads, distribute marketing materials, and promote new offerings through on-site demos and conversations.

Complimentary
Invitations

Delegate

1 allocated pass for an institutional representative.

VIP Dinner

1 invitation to a closed-door engagement with key stakeholders.



Exhibitor

Investment:

CAD \$750

Détails

Note that all sponsorship tiers above already include a booth space. Selecting this option does not include additional sponsorship benefits. Organizations that wish to participate in the #AmericasAgForum26 without selecting a full sponsorship tier may request a booth-only package. This option provides a dedicated booth space as well as:

Prime Brand Visibility: Showcase your company with a dedicated booth in a high-traffic area, ensuring maximum exposure to attendees.

Direct Audience Engagement: Connect face-to-face with potential clients, partners, and decision-makers to demonstrate products, answer questions, and build relationships.

Lead Generation & Promotion: Capture qualified leads, distribute marketing materials, and promote new offerings through on-site demos and conversations.



Official Media Partnership

Détails

This category is designed for media organizations interested in supporting the #AmericasAgForum26 in any of the 4 official languages.

Types of Media Contributions

Media Coverage

Providing 2+ pre-event stories then event coverage through your media platforms, as mutually agreed.

Communication & Promotional Support

Featuring selected Forum content or announcements within your media channels.

Benefits

Expanded Audience Reach: Exclusive access to event content, interviews, and stories that attract new readers/viewers and boost engagement across your channels.

Brand Authority & Industry Positioning: Visibility as an official media partner elevates your credibility and aligns your outlet with key industry conversations and leaders.

High-Value Networking & Content Access: Direct contact with speakers, innovators, and exhibitors provides unique content opportunities and potential long-term partnerships.



Engage as a Partner

Organizations interested in sponsorship or partnership opportunities for the #AmericasAgForum26 are invited to contact the AmericasAgForum Secretariat to discuss suitable partnership options at:

AmericasAgForum Secretariat
Office of the IICA Delegation in Canada
+1 (613)-230-1044 / secretariat@americasagforum.org

