

5th Annual

Midwest Mechanical

Weed Control Field Day



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Mechanical
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FIELD DAY

**Wednesday,
September 14, 2022**

Michigan State University
Extension Center
Benton Harbor, Michigan

5th Annual Midwest Mechanical Weed Control Field Day

The 5th Annual Midwest Mechanical Weed Control Field Day is coming to East Lansing, MI. This amazing event consistently draws more than 150 farmers from all over the Midwest and from as far as Canada 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 throughout the US in print and digital media and social media.

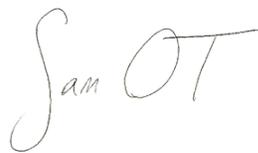
Every element of the event is crafted to maximize contact between the participants and sponsors. The morning features a dedicated exhibit area for participants to learn about weed control tools and allied products and services offered by the sponsors. Presentations and round table educational opportunities will accompany the networking in the exhibit area. But, by far the main draw is the in-field equipment demonstrations. This event features everything from walk-behind two-wheel tractors to 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. Small groups of farmers rotate through each demonstration so that sponsors have quality face-to-face time to explain their tools and show how they work in real time.

The Midwest Mechanical Weed Control Field Day is a partnership between Sam Oschwald Tilton, Michigan State 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 four years of the field day.

Thank you for being an integral part of sustainable agriculture,



Cassidy Dellorto-Blackwell
Farmer Training Program Manager



Sam Oschwald Tilton
Lakeshore Technical College



Dan Brainard
Michigan State University



Sponsorship Benefits



	EXHIBITOR ONLY \$300	WALK-BEHIND DEMO* \$500	FIELD DEMO* \$600	SUPPORTING SPONSOR \$1000	SUSTAINING SPONSOR \$1500
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)	✓	✓	✓	x4	✓
Recognition in the field day program (given to all attendees)		1/4 page	1/4 page	1/2 page	Full page
Thank you on field day social media		✓	✓	✓	✓
Field demonstration of equipment		✓	✓	✓	✓
Logo on field day webpage				✓	✓
Logo displayed prominently on sponsor recognition signage at the field day)				✓	✓
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 special arrangement. Contact Sam (rcvcfarm@gmail.com).

Meal Sponsorship

Meal sponsorship includes prominent signage at the meal with company name and logo, and recognition as a meal sponsor in the field day program.

- Lunch = \$500
- Breakfast = \$250

Exhibit Space

The exhibit area will be open for farmers from 8:00 a.m.-1:00 p.m. Each booth is 15'x15' and will be outdoors. Prepare your exhibit for variable weather conditions like heat, sun, light rain, and breeze. Limited electricity is available upon request. 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. Set-up is available from 1pm-5pm on September 13th, and from 6:30am-8am on September 14th. Tear-down is at the close of the field day from 4:30pm-6pm on September 14th.

Field Demonstrations

Walk-behind equipment will be demonstrated in the morning in a space called "Walk-Behind Alley". Tractor-mounted vegetable and row crop equipment will be featured at separate times throughout the day. The demonstrations are held on a rotating schedule so that participants will have the opportunity to attend a demonstration from every company. Set-up and calibration are held from 1-5pm on September 13th. Tractors are provided. Contact Sam Oschwald Tilton (rcvcfarm@gmail.com) to arrange to be a field demonstrator.

Due Date

Application and payment is due no later than July 1, 2022.

Cancellation Policy

Notice of cancellation must be made prior to August 1, 2022. 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.

Application & Payment

Online application and payment are available at:
<https://thelandconnection.org/event/2022-mmwcf/>

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: Cassidy Dellorto-Blackwell
206 North Randolph Street, Suite 400
Champaign, Illinois 61820

If you have questions about payment or sponsorship, please email Cassidy at cassidy@thelandconnection.org or call 217-840-2128 x5.

If you have questions about the demonstrations or field day, please email Sam at rcvcfarm@gmail.com 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**