



Yield Enhancement Network

YEN Conference 2022

Date - 24th January 2023

Venue - East of England Showground, Oundle Rd, Orton Southgate, Alwalton, Peterborough PE2 6XE

YEN Conference booking contacts: –

Dhaval Patel (Dhaval.Patel@adas.co.uk) and Laurie Abel (Laurie.Abel@adas.co.uk)

2022 marks 10 years of the Yield Enhancement Network (YEN). To mark this milestone, we are hosting a celebratory YEN conference that brings together learnings from across the various YEN networks. We would like to acknowledge the support that sponsoring organisations have provided to the YEN, enabling it to grow and support interactions with hundreds of growers, agronomists and members of the farming industry.

The YEN conference will seek to showcase the “measure to manage” approach. Content will be focused around helping the industry understand how data and the YEN approach can improve decision-making on farm. The agenda will be as interactive as possible, including panel discussions, time for break-out sessions and plenty of networking time. The conference includes breakfast, tea/coffee and lunch.

After the conference, we will present the YEN Awards at an evening dinner to celebrate the achievements of growers in the 2021-22 season.

Time	Agenda
08:30 - 09:30	Registration, Breakfast and YEN Report Analysis Support
09:30 – 09:45	Conference Chair’s opening remarks
09:45 – 11:15	What we have learnt from 10 years of YEN
11:15 - 11:40	Tea/Coffee Break
11:40 – 12:40	What drives the variation in farm factor: understanding the farm factor
12:40 – 13:40	Networking Lunch with YEN Report Analysis Support
13:40 – 15:10	What are the key metrics to measure to improve crop performance?
15:10 - 15:35	Tea/Coffee Break
15:35 – 16:35	Going beyond Yield: addressing Sustainability, Nutrition & Profitability performance
16:35 – 17:00	Conference Chair’s closing remarks
	Conference End
17:00 – 18:00	Break before YEN Awards (bar opens)
18:00 – 19:00	Drinks Reception
19:00 – 23:00	YEN Awards Dinner

YEN Sponsors Privileges and Booking Prices

To acknowledge the YEN sponsors' contribution, we are providing a month of privileged advance booking for the YEN conference and the Awards dinner. This includes: -

- In addition to any free invites shared in the email, additional delegates can be added at a discounted rate for the YEN conference.
- Early booking of tables for the Awards dinner (10 people per table) until 17th Oct.
- Sponsors can invite delegates who are YEN members and non-members alike to their table.
- All Cereal, Oilseed YEN cash sponsors and labs will be provided with a **free exhibition space** at the conference for the length of the conference in the networking area. Other sponsors are invited to exhibit at a rate of £1,000 + VAT.

YEN Conference 2022	Sponsor Price
Extra delegates registration (per person) The price is inclusive of breakfast, tea/coffee and lunch	£70

YEN Awards Dinner	Sponsor Price
Reservation for the dinner table (Banquet style – 10 people) The price is inclusive of a drinks reception, reserved table for your group of up to 10 people served dinner	£750

Sponsorship Opportunities

Past YEN meetings have attracted good audiences from growers, advisors and stakeholders alongside good publicity from the press and activity on social media. This year, bringing all YENs together we aim to have an audience of at least 250 delegates for the conference and 150 for the Awards dinner. The conference is open to all so the number of attendees could be higher.

Please find below the available sponsorship opportunity at the YEN conference.

Drinks reception sponsorship: £2,000 ****One package available****

- Acknowledgement by the YEN Conference Chair
- Two pop-up banners to be displayed at the drinks reception with a stand
- Acknowledgement of sponsorship within the conference marketing as "Sponsor name" Drinks reception along with logo.

Breakfast sponsor: £1,000 ****One package available****

- Acknowledgement by the YEN Conference Chair
- Two pop-up banners to be displayed at the Breakfast event with a stand
- Acknowledgement of sponsorship within the conference marketing as "Sponsor name" Breakfast along with logo

Innovation Award sponsors: £1,000 ****One package award available****

- Acknowledgement by the YEN Conference Chair
- Name of the sponsor on the trophy
- Acknowledgement of sponsorship within the conference marketing as "Sponsor name" Innovation award along with logo.
- Invitation to join the panel of judges for the award
- A promotional article on the winner and sponsoring organisation

YEN Conference sponsor: £1,000 **Multiple packages available**

- Acknowledgment by the YEN Conference Chair
- Single pop-up banners to be displayed for the length of the conference
- Acknowledgement via ~20 sec video about your company to be shown twice at the conference

YEN Conference Extra's – Please contact us

- Sponsoring a particular award that helps to share YEN values and your organisation's vision
- Interested in having extra exhibit space to host a promotional/networking event at lunchtime