



May 1, 2024

Dear Industry Partner,

I am pleased to announce the Fourth Annual Soybean Research Forum and Think Tank meeting will be held in-person July 22-24, 2024 in Indianapolis, IN. This event, organized by the US Soybean Research Collaborative and representatives from multiple state/regional soybean checkoff boards, will provide a broad exchange and prioritization of needs, information and opportunities for future soybean research and research communications.

Past events have been tremendously successful bringing together over 100 visionary leaders from across the value chain including farmer leaders, public and private researchers, agribusiness professionals, and federal agency representatives to think broadly about the future of the soybean industry and what research is needed to propel soybean farmers to meet the changing needs of the industry. This diverse cross section of participants fosters a broad exchange of information and perspectives.

As a leader in the soybean industry, we invite you to become a sponsor of our upcoming event, which will bring together some of the brightest minds in soybean research. This event will provide a unique opportunity for networking, collaboration, and the sharing of innovative ideas and research findings, and we would be thrilled to have your group join these discussions. This year we will focus on **'Improving Research Translation to Drive Innovation'**. We will work as a group to explore the current challenges and bottlenecks around translating research into real-world impact. Through expert keynotes, panel discussions, and hands-on breakouts, we'll identify key priorities and develop actionable strategies to drive innovation.

Enclosed you will find a sheet documenting the various sponsorship opportunities available for this event as well as a draft agenda. We invite you to be a sponsor, to interact with attendees, and be a part of the critical discussion around translating research into real-world impact. Sponsors will be recognized on the program materials.

I hope that you will join us for this innovative soybean research gathering. I would be happy to discuss any thoughts you have on other sponsorship ideas or answer any questions you may have.

Sincerely,

Katherine Drake Stowe  
Director  
US Soybean Research Collaborative



## **ANNUAL SOYBEAN RESEARCH FORUM & THINK TANK SPONSORSHIP LEVELS**

### Platinum Level: \$10,000

- Invitation for two company representatives to attend meeting.
- Opportunity for company representative to speak to participants during lunch or reception (10-15 min).
- Verbal acknowledgement in meeting program.
- Inclusion on program materials.

### Gold Level: \$5,000

- Invitation for one company representative to attend meeting.
- Opportunity for company representative to participate in public/private partnership panel
- Verbal acknowledgement in meeting program.
- Inclusion on program materials.

### Silver Level: \$2,500

- Invitation for one company representative to attend meeting.
- Verbal acknowledgement in meeting program.
- Inclusion on program materials.

### Bronze Level: \$250

- Invitation for company rep to attend meeting.



ANNUAL SOYBEAN  
**RESEARCH FORUM**  
& **THINK TANK**

**ANNUAL SOYBEAN RESEARCH FORUM & THINK TANK  
SPONSORSHIP FORM**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Contact Email \_\_\_\_\_

Contact Phone \_\_\_\_\_

Address \_\_\_\_\_

Sponsorship level (check one)

\_\_\_\_\_ Platinum Level: \$10,000

\_\_\_\_\_ Gold Level: \$5,000

\_\_\_\_\_ Silver Level: \$2,500

\_\_\_\_\_ Bronze Level: \$250

*Payment should note "Annual Soybean Research Forum and Think Tank" in the memo  
Invoices are available upon request*

Contact:

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*In order to have all materials printed on time we ask that all sponsorship information  
be submitted by **July 1, 2024.***



FOURTH ANNUAL  
SOYBEAN RESEARCH  
FORUM & THINK TANK

JULY 22-24, 2024

Westin Indianapolis  
241 W. Washington St  
Indianapolis, IN

IMPROVING RESEARCH TRANSLATION  
TO DRIVE INNOVATION

# AGENDA

## MONDAY, JULY 22

5:30 pm Welcome Reception

## TUESDAY, JULY 23

8:00 am Welcome & Logistics  
Past Think Tank Successes  
*Checkoff Staff*  
The Future of Agriculture  
*Tim Hammerich, The Future of Agriculture Podcast*  
Innovative Information Delivery  
*Jennifer Coleman, Aimpoint Research*  
Information Delivery Panel  
*TBD*

12:30 pm Lunch  
Connecting the Innovation Ecosystem to the Farm  
*Matt Meisner, Entrepreneur*  
Innovation to Farm Panel  
*TBD*  
Lightning Talks – Innovative Research  
*Checkoff Research Partners*

6:00 pm Evening Social Activity

## WEDNESDAY, JULY 24

8:00 am Welcome Back  
Farmer Reflection Panel  
*TBD*  
Road Mapping Exercise  
Recap/Share/Discussion

11:00 am Wrap Up/Next Steps

**Event Facilitated by Ben West, Risora Consulting**