



argus

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Europe's first dedicated conference for the region's enhanced efficiency and specialty fertilizers market

Argus Added Value Fertilizers Europe 2018

12-14 February

The Westin Palace, Madrid, Spain

Enhanced efficiency and specialty fertilizers for maximising crop yields and business growth

“Nice blend of talks on relevant subject matter. Good quality presentations. You do a great job of creating the right environment for networking.”

Mark Manning, Director Market Development, Rio Tinto Borates. Delegate at Argus Added Value Fertilizers USA

- Choose from 2 content streams - the only conference to have a unique combination of commercial and technical insights of the products with the best growth prospects
- Join a forum that brings together the whole supply chain - including distributors from across Europe
- Hear product analysis and crop study results for new fertilizer formulations to determine your plans for investment
- Take part in interactive sessions with discussions facilitated by key industry players – your chance to ask those pressing questions
- Join structured networking sessions – an opportunity for you to do business and develop your product line

Water soluble fertilizers • specialty products • biostimulants • micronutrients • chelates • foliars • boron • enhanced efficiency • secondary nutrients • magnesium • biofertilizers • nitrification and urease inhibitors • slow and controlled release fertilizers • zinc • humates • fulvic acids

Supporting Partners

Simultaneous translation
English/Spanish



Register now at www.argusmedia.com/AVF-Europe

Argus Added Value Fertilizers Europe 2018

Argus Added Value Fertilizers Europe is a major new conference exclusively dedicated to specific crops, products and people in the European market and will offer a balance of scientific content and analysis of commercial opportunities in this region.

Discover the latest market trends and discuss business opportunities for 2018/2019 at the first exclusively European focused added value fertilizers event.

Conference Venue and Location

The Westin Palace, Madrid, Spain

The conference will take place at the The Westin Palace, Madrid, located in the Las Letras quarter, offering a wide range of restaurants and bars nearby – alternatively you can choose from the Spanish, Sushi and Asian options at The Westin Palace.

The hotel overlooks the Plaza de Neptuno and is situated at the heart of The Art Walk, the area that links the cities museums, Prado, Reina Sofía and Thyssen-Bornemisza – there is plenty to explore within a short walking distance!

Advisory Board



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& Application Manager
Horticulture, **Prayon**

Agenda at a Glance

Monday 12 February

- 15.00 Registration Opens
- 18.00 Cocktail Reception

Tuesday 13 February

- 08.30 Registration and Exhibition Opens

Plenary Session: Market Drivers and New Market Opportunities

- 13.00 Lunch



COMMERCIAL OPPORTUNITIES

Opportunities to Add Value to Primary Nutrients

The commercial track will offer insights into product developments and opportunities in the European market, regional growth and industry challenges enabling you to identify commercial opportunities.

AGRONOMIC ANALYSIS

Assessing Nutrient Deficiencies for Improved Crop Health

The technical track will explore the science behind new added value products and how they work, and offer evidence and crop analysis for those exploring new products.

- 16.30 **Champagne Roundtable:**
A chance to talk through shared problems and exchange knowledge with colleagues working in the same field.
- 18.30 Cocktail Reception

Wednesday 14 February

- 08.30 Registration and Exhibition Opens

Incorporating Secondary Nutrients for Maintained Crop Health

This session will look at secondary nutrients, micronutrients, biostimulants and biofertilizers to determine European market activity and forecast for growth.

- 11.00 **Adding Value to Conventional Fertilizers with Micronutrients**
- 12.30 Lunch
- 14.00 **Biostimulants and Biofertilizers**
- 15.30 End of Conference

Your chance to network with this industry

There are many ways for you to meet with key players in the specialty fertilizer market in Europe including:



Networking breaks and cocktail receptions



Networking App
Allowing you to schedule meetings in advance



Champagne roundtables
Discuss key issues with your peers

At the conference you will meet attendees from across the fertilizer supply chain who are involved with enhanced efficiency fertilizers, specialties, water solubles, inhibitors, slow and controlled release micronutrients, foliar fertilizers and biostimulants.

Job Titles:

- Senior Management
- Head of Research and Development
- Business Development
- Product Manager
- Head of Purchasing
- Procurement Manager
- Operations Manager
- Agronomist
- Head of Sales and Marketing
- Head of Supply Chain
- Commercial Director
- Academics

From the following company types:

- Distributors
- Dealers / blenders
- Commodity fertilizer producers
- Specialty fertilizer producers
- Micronutrients producers
- Biostimulants developers
- Production technology manufacturers
- Co-operatives



Sponsorship and Exhibition Opportunities

Argus Added Value Fertilizers Europe gives you a unique platform to raise the profile of your company, your products or your services in this rapidly growing market place.

Options can include prominent branding in the registration and networking areas or sponsorship of the breaks or the popular cocktail receptions. Alternatively, you can take a booth to demonstrate your product or services throughout the event.

For a tailored sponsorship package to suit your budget and meet your business objectives, please contact:

Phone: +44 (0) 20 7780 4340

Email: fertconferences@argusmedia.com

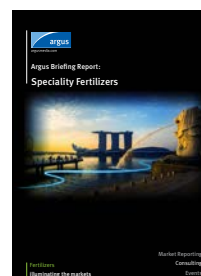
Argus's coverage of fertilizer markets:



Argus has been reporting on the global fertilizer industry for over 30 years and we speak with the market every day, all over the world. Our price reports cover trade in the major fertilizer commodities – and our market studies include analyses of NPKs, water solubles and specialties. This expertise underpins our conferences, which provide unbeatable forums for gathering intelligence, networking and doing business.

Our Europe Fertilizer conference has for 30 years been the number one meeting place for the region's commodity fertilizer trade – and this new conference will attract the relevant producers and distributors in our existing network, as well as specialist companies driving new product developments in added value fertilizers.

In 2017 Argus held the first value added fertilizers conference in Miami, the event drew over 160 delegates from 91 companies. Following on from this success we are keen to build on this series of event with Argus Added Value Fertilizers Americas 2018



Argus Added Value Fertilizers Europe 2018

12-14 February | Madrid, Spain

EMAIL:
fertconferences@argusmedia.com

FAX:
Complete this form and fax to:
+ 44 20 7681 3458

ONLINE:
www.argusmedia.com/AVF-Europe

SUPER EARLY BIRD DISCOUNTED REGISTRATION RATE - Expires 27 October 2017

Conference: €795 + 21% VAT

STANDARD REGISTRATION RATE

Conference: €1195 + 21% VAT

UNDER 35 RATE

We are offering a special rate for people under 35 years old. To qualify please include your passport/ ID when registering. This rate cannot be used in conjunction with any other discounts.

Conference Rate: €995

GROUP BOOKING DISCOUNTS

3rd, 4th, 5th or 6th delegate - 15% discount. To qualify, all registrations must be made at the same time and cannot be used in conjunction with any other discount

COMPANY DETAILS:

Booker name: _____
Email: _____
Company name: _____
Address: _____
City: _____ Postal code: _____
Country: _____ VAT number: _____
Business activity: _____
Phone number: _____

DELEGATE 1 DETAILS:

Name: _____ Dr/Mr/Ms: _____
Job title: _____
Tel: _____
Email: _____

DELEGATE 2 DETAILS:

Name: _____ Dr/Mr/Ms: _____
Job title: _____
Tel: _____
Email: _____

DELEGATE 3 DETAILS:

Name: _____ Dr/Mr/Ms: _____
Job title: _____
Tel: _____
Email: _____

VENUE
The Westin Palace, Madrid, Spain

REGISTRATION FORM

Please PRINT in block letters and return to:
Argus Media, Lacon House, 84 Theobalds Rd, London
WC1X 8NL

Attn: Elizeth Bomba
Tel: +44 20 7780 4340 | Fax: +44 20 7681 3458
fertconferences@argusmedia.com
www.argusmedia.com/AVF-Europe

PAYMENT:

Total fees: _____

PAYMENT METHOD:

Invoice my company Credit card
 Cheque enclosed
(Make payable to "Argus Media Limited")

Argus Media VAT: GB229714941
Company registration no. 1642534

PLEASE SEND ME INFORMATION ON:

Sponsorship packages Exhibition stands
 Meeting rooms / suites

Marketing code: website

The above Company contact information and job titles will be included in official delegate lists distributed before and during the conference. Please tick if you wish to opt out

Terms and Conditions, available at www.argusmedia.com/euro-tc, set out the agreement terms between Argus Media Limited and the Company regarding the attendance by the above delegates at the Event. Certain of the provisions (Cancellation and Privacy) are set out below for your immediate attention.

If you do not have authority to enter into this agreement on behalf of your Company, you must not proceed. To confirm you have read and agree on behalf of the Company to our terms and conditions please tick this box

Extract from Delegate Terms and Conditions

Cancellation

4.1 If one or more Delegate is unable to attend the Event, (a) you may cancel this Agreement and Argus may in its sole discretion either refund the applicable Fees less a 15% administration charge or offer a credit note for another event provided notification of such non-attendance is received by email sent to the email address from which the Confirmation of Registration is issued at least 30 days prior to the commencement of the Event (no refunds/credit notes will be given for cancellations received thereafter or non-attendance of all or any part of the Event for any reason) or: (b) "Delegate Substitute(s)" may attend provided that Argus receives notification in writing to the email address from which the Confirmation of Registration is issued at least 48 hours before the first day of the Event and in its sole discretion consents to such substitution. You acknowledge that a refund/credit note is your sole remedy in respect of any cancellation under this clause.

Privacy

5.1 You acknowledge and agree that Argus may from time to time in accordance with its Privacy Policy: (i) use Personal Data to the extent necessary to enable Argus to perform its obligations, protect, exercise or enforce its rights, under this Agreement; (ii) use Personal Data to offer you, the Company and/or the Delegates additional products and services provided by any of the "Argus Affiliates" (being any company within the Argus group and any of Argus' third party partners, including any such companies that are located outside the European Economic Area); and (iii) disclose Personal Data to the Argus Affiliates, for any purpose connected with this Agreement including the maintenance of a central database of customers.

5.2 You agree that Personal Data (including names, address, job profile, email address, telephone numbers and/or company name): (a) may be transferred to select third parties to create/provide web-based applications for our Events ("Apps") and that Personal Data may appear on the App; and (b) may be used by us and carefully selected third parties to inform you and/or the Delegates about other products and services that may be of interest via telephone, post and/or email. If you do not wish for these details to be used in this way, please contact us at privacy@argusmedia.com.

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