THE NEXT 5 YEARS EXECUTIVE CONFERENCE™

Sponsor Opportunity

Next 5 Years Executive Conference™

Driving relevance. Strengthening agriculture. Equipping leaders.

Thursday September 10, 2026
Sanctuary Events Center Fargo, ND 58102

Executive Summary

The **Next 5 Years Executive Conference™ (N5Y)** is a premier, forward-thinking leadership forum designed to strengthen the agricultural economy of the Upper Midwest and beyond. Built for decision-makers who shape strategy, policy, and investment, **N5Y** convenes executive leadership teams to engage in meaningful dialogue around the most critical forces influencing agriculture over the next five years.

Unlike traditional conferences focused on prediction or trend-watching, **N5Y** emphasizes **strategic relevance**—helping organizations and communities anticipate change, align leadership, and act decisively. 2026 marks the fifth consecutive year successfully hosting this conference which continues to earn strong participation and exceptional feedback from executives, board members, producers, and policymakers.

Sponsorship of **N5Y** is a unique opportunity to align your organization with **thought leadership, collaboration, and actionable outcomes** in agriculture—while gaining high-value exposure to an influential, decision-making audience.

Conference Background & Vision

The concept for the Next 5 Years Executive Conference™ originated in 2021 during a casual pontoon ride on Detroit Lake, where a small group of agricultural professionals discussed the state of the industry at a deliberately unhurried pace. Those conversations—centered on emerging challenges, uncertainty, and opportunity—sparked the creation of a conference built on thoughtful reflection rather than reaction.

Since its inception, **N5Y** has grown into a respected executive forum that acknowledges agriculture as a complex, dynamic system influenced by:

- Demographic shifts
- Domestic and global politics
- Technology and innovation
- Geopolitics and international trade
- Government policy and regulation
- Environmental/sustainability pressures

In an environment of constant change, **N5Y** provides leaders with the space, perspective, and structure needed to evaluate what lies ahead—and how to respond strategically.

Purpose & Impact

The purpose of the Next 5 Years Executive Conference™ is simple and powerful:

"To strengthen the region's agriculture by engaging organizational leadership teams in discussions on big-picture, impactful issues."

N5Y is not about forecasting the future with certainty. Instead, it equips leaders with:

- A shared understanding of emerging risks and opportunities
- Strategic frameworks for decision-making
- Peer-driven insight across sectors
- Clear, actionable next steps

By fostering honest dialogue and collaboration, the conference helps organizations build **resilience**, position themselves for **long-term prosperity**, and contribute to a more adaptive agricultural economy.

Conference Format: 360 Degree Conversations™

What truly differentiates **N5Y** is its **360 Degree Conversations™** format—a deliberate design that integrates **Content, Connection, and Community**.

Rather than passive listening, attendees actively engage with both speakers and peers, ensuring insights translate into action.

Session Structure

Each speaker block follows a consistent, high-impact format:

- **Speaker Presentation** – 35 minutes
- **Moderated Q&A** – 10 minutes
- **Facilitated Table Discussions** – 20–30 minutes
- **Report Out** – 10–15 minutes focused on action
- **Networking Break** – 15–30 minutes

This format is repeated with **3–4 expert speakers** throughout the day.

Attendees routinely cite the table discussions as the most valuable element of the conference:

"The presentations were fantastic, but the conversations with other attendees immediately afterward really helped drive home the messages that will drive the changes we hope to see in this region."

Conference Framework & Guiding Principles

The Next 5 Years Executive Conference™ is anchored by a clear framework:

- **Forward-Thinking** – Focused on emerging issues and future opportunities
- **Resiliency** – Building adaptive, durable organizations
- **Prosperity** – Positioning agriculture for sustainable growth
- **Collaboration** – Encouraging cross-sector engagement
- **Actionable Outcomes** – Ensuring takeaways are immediately usable

Attendees consistently leave with strategies they can begin implementing **within 24 hours**.

Past Conference Topics

N5Y addresses complex, high-impact issues shaping agriculture, including:

• Geopolitics and global market dynamics
• Energy transition in agriculture
• Biofuels and renewable energy
•Livestock development opportunities
• Agriculture and international trade
• Global sustainability policies
• Carbon markets (food and fuel perspectives)
• Implications of U.S. elections on ag policy
• Farmer panels: real-world insights and reactions
• Agricultural economics and demographic shifts

Audience & Reach

N5Y attracts a highly targeted and influential audience, including:

- C-suite executives and senior leadership teams
- Board members and cooperative leaders
- Farmers and agribusiness owners
- Community and economic development leaders
- Elected officials and policy influencers
- Academic and industry thought leaders

Attendance Goal: 150–200 participants

Feedback on both content and format has been consistently strong, reinforcing **N5Y**'s value as a must-attend executive forum.

Why Sponsor the Next 5 Years Executive Conference™

Sponsorship of the Next 5 Years Executive Conference™ aligns your organization with leadership, foresight, and action in agriculture.

- A **leader in strategic thinking** for agriculture
- A **partner in regional economic strength and resiliency**
- A **trusted voice** among senior decision-makers

Sponsors gain meaningful exposure, direct engagement with influential leaders, and alignment with a conference known for substance—not noise.

Sponsor Benefits Include:

- **Executive-Level Visibility** – Brand exposure to senior decision-makers, board members, and policy influencers
- **Thought Leadership Alignment** – Association with forward-looking content shaping the region's agriculture future
- **Meaningful Engagement** – Direct interaction with attendees through networking, discussions, and on-site presence
- **Brand Integration** – Recognition in conference materials, signage, and communications
- **Relationship Building** – Strengthened connections with influential leaders across agriculture and related sectors
- **Regional Impact** – Demonstrated commitment to strengthening agriculture and rural economies

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Conference Planning & Leadership

The conference is guided by an experienced planning team responsible for topic selection, speaker recruitment, and program design.

Core Team Members:

- **Mark Jirik**, Owner, Ada Ag
- **Andy Martin**, Director of Government Affairs, AgCountry Farm Credit Services
- **Dr. David Ripplinger**, Professor, North Dakota State University
- **Steve Olson**, Agricultural Strategy Consultant & Facilitator, Steve Olson Consulting, LLC

This leadership ensures the conference remains relevant, credible, and grounded in real-world application.

Testimonial

"We found the Next 5 Years Conference to be a very valuable supplement to our strategic planning process. We have had several Board of Directors and Senior Leaders attend each year. The subject matter structure of broader geopolitical insights and then bringing it into current and local focus, and what does it mean for ag in our area, were very valuable. The table discussions after each speaker really helped us to think about what we just heard and what it might mean for our customers and our business. I'd highly recommend this conference for executive leadership and board members of any agribusiness or farmer cooperative."

- Howard Olson, AgCountry Farm Credit Services (Retired)

NEXT 5 YEARS

Fifth annual Next 5 Year Executive Conference.
This one-day conference will be on Thursday September 10, 2026

The Next 5 Years Executive Conference™ was created to: **Strengthen the region's agriculture** by engaging organizational leadership teams in discussions on big-picture, impactful issues. N5Y is not about predicting the future; rather, it focuses on fostering strategic discussions that help organizations and communities navigate the evolving landscape over the next five years. By identifying challenges and opportunities, the conference plays a role in building resilience and positioning the region for success.

Sponsorship levels:

☐ **PLATINUM LEVEL - $10,000 (each)** • Logo prominently featured in conference material and on website • Formal introduction of a featured speaker (60-second podium moment) • Complimentary table for 8 attendees • Pre-conference Speaker & Sponsor Reception (evening prior) • Recognition in pre-conference email communications • Post-conference thank-you recognition • Dedicated Tabletop Exhibit Station	☐ **GOLD LEVEL - $5,000 (each)** • Logo inclusion in conference material and on website • Receive 6 complimentary seats • Pre-conference Speaker & Sponsor Reception (evening prior) • Recognition in pre-conference email communications • Dedicated Tabletop Exhibit Station
☐ **SILVER LEVEL - $2,500 (each)** • Logo inclusion in conference material and on website • Receives 4 complimentary seats • Dedicated Tabletop Exhibit Station	☐ **BRONZE LEVEL - $1,000 (each)** • Logo inclusion in conference material and on website • Receives 2 complimentary seats

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Steve Olson Consulting
Agricultural & Organizational Strategists

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Fifth annual Next 5 Year Executive Conference.
Thursday September 10, 2026

Please select your sponsorship level:

☐ **PLATINUM LEVEL - $10,000 (each)**	☐ **GOLD LEVEL - $5,000 (each)**
☐ **SILVER LEVEL - $2,500 (each)**	☐ **BRONZE LEVEL - $1,000 (each)**

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