Call for Presentation and Poster Submissions

2021 National Agricultural Marketing Summit
Resilience in Market: Partnerships, Technology, and Innovation
Hilton DFW Lakes Executive Conference Center
Grapevine, Texas
October 17-19, 2021

Presentation and Poster Proposal Deadline: July 1, 2021

The AgSummit provides an extraordinary networking opportunity for agricultural marketing practitioners to form new partnerships and learn new business strategies that can improve the performance of their farms and businesses. The AgSummit will feature resources to assist market managers, direct marketing farmers and food businesses, agribusinesses with value-added products, practitioners, and technical assistance providers in understanding and enhancing marketing strategies. The AgSummit is comprised of attendees from diverse backgrounds from both the public and private sector. AgSummit participants include farmers, academics, entrepreneurs, service providers, mission-focused investors, business operators, community practitioners, students, consultants, and government employees from state and Federal agencies.

To support the comfort and safety of all attendees, Center for Disease Control (CDC) Social Distancing Guidelines will be observed throughout the AgSummit. Participants will be required to wear masks throughout the venue.

GENERAL INFORMATION: Conference registration fees will be waived for concurrent session presenters. The AgSummit focuses on marketing for entrepreneurship and economic development. Proposals for posters or presentations should fall within the following categories:

- **Equitable and Inclusive Food Markets:** Session explores the evolution of agriculture and our food systems over the last century with a focus on equity and inclusion. Presenters will discuss institutional norms, government policy, and accepted practices that have guided the food market structure. Discussions may examine equity and inclusion through a myriad of perspectives including ethnicity, social, market channels, and scale of production.

- **Marketing Innovation and Technology:** Session highlights the technological adaptations and advancements in direct marketing. Topics may address strategies to pivot online, maintaining an online presence, online sales platforms, and leveraging social media.
- **Building Partnerships and Collaboration**: Sessions feature high impact efforts related to ag entrepreneurship or food systems development that were successful, in part, to partnerships and collaborations. Presentations that involve public/private partnerships or include non-traditional collaborations will be given serious consideration.

- **Business Development**: Session explores innovations in strategies to pivot across the dynamic food marketing sector. Presentations explore innovative collaborations, new business services, dynamic business models, and pioneering consumer engagement.

- **Market Data**: Session details new resources and advances in agricultural and food market data. Discussions include data visualization, applications for data use, and/or stakeholder empowerment with data collection methodologies.

We will consider presentation proposals from individuals seeking to present and fully developed panel sessions. Because our attendees represent diverse backgrounds, we seek to share a variety of perspectives and experiences. A collection of perspectives may happen in panel session, discussion, or other presentation formats. Moreover, we value creative opportunities and ideas. We encourage innovative ideas detailing the resiliency of our food systems. Presentations will be accepted by relevance and diversity of need. Preference will be given to proposals that address track topic area and offer value to multiple perspectives.

**Corresponding authors will be notified of accepted presentations and posters by July 30, 2021.**

**POSTERS**: Posters offer the opportunity to showcase a project, program, or service during the AgSummit. Each poster will have sections for an abstract, current projects or programming, partners, goals, and a highlight or impact. Posters will be displayed in common grand hall throughout the conference. Poster authors will be expected to stand with their posters during one networking break over the course of the AgSummit, providing the opportunity for participants to connect directly with Poster authors.

**PRESENTATIONS**: The breakout sessions will be 1 hour in length. These sessions may be for a collection of individual presentations, panels, or updates. Please plan to allow some time for questions. Sessions should be interactive as possible. Slide presentations may be used but are not required.

**SUBMISSION DEADLINE**: Presentation submission deadline is July 1st by 5:00 p.m. CST. Submissions can be made online via the AgSummit Presentation Submission portal: [weblink](https://iastate.qualtrics.com/jfe/form/SV_80WOHepbiloneP1)

Thank you for submitting a concurrent or poster session proposal for the 2021 National Direct Agricultural Marketing Summit. If you have any questions, please contact Celise Weems - University of Arkansas at cweems@uada.edu.