



9th Annual

# Midwest Mechanical Weed Control **FIELD DAY**

*The place to connect with farmers and industry*



## Midwest Mechanical Weed Control Field Day

**Wednesday  
Sept. 16, 2026**

Michigan State University's Southwest Michigan  
Research and Extension Center  
1791 Hillandale Rd, Benton Harbor, MI 49022

"It is awesome to be at an event full of curious and serious farmers. I learned a bunch and made some sales and connections. It was definitely worth my time as a vendor." - **John Hendrickson, Paperpot Transplanter**

Join us at the trade show or in a field demo. For eight years row-crop and vegetable farmers in the Midwest have come from hours around to see the latest weeding tools and connect with suppliers. If your clients are row crop or vegetable farmers, conventional or organic, this show is the place for authentic connections and convincing field demos.

# Midwest Mechanical Weed Control Field Day

The 9th Annual Midwest Mechanical Weed Control Field Day is heading to Michigan State University in 2026!

This unique event consistently draws around 300 farmers from around the Midwest to hear from experts, meet with company reps, network with other farmers, and experience in-field equipment demonstrations. Farmers pay \$85 to attend and drive from hours away to see what's new in cultivation and agriculture - they are motivated customers. Row-crop and vegetable, conventional and organic - whether you have products or services to showcase or equipment to demonstrate, this is your opportunity to get **dedicated face-to-face time with an audience of farmers who are interested in what you have to offer.**

Our Field Day is widely promoted across the Midwest through print, digital, and social media, with sponsors tagged in posts to boost visibility and farmer connections. The event is designed to maximize education and interaction, featuring a morning trade show and education sessions, followed by the main attraction of afternoon field demos showcasing a full range of weeding tools, from camera-guided cultivators to autonomous and walk-behind machines.

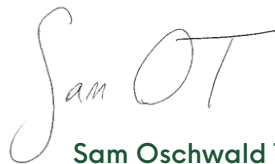
The demonstration plots are planted specifically for the field day so that crops and weeds are at the optimum stage for cultivation. Farmers are split into small groups and each sponsor runs their demonstration several times, so that farmers and sponsors have quality face-to-face time to connect and understand how the machines work.

The Midwest Mechanical Weed Control Field Day is a partnership between event founder Sam Oswald Tilton (Glacial Drift Enterprises), The Land Connection (TLC), and Michigan State University. The Land Connection is a 501 (c)(3) non-profit based in Champaign, IL. TLC offers training, resources, and support to farmers, food businesses, and eaters so that together we can realize a more just, equitable, and sustainable food system that we know is possible.

Thank you for considering being part of this great event!



**Crystal Siltman**  
Farmer Training Program Manager,  
The Land Connection



**Sam Oswald Tilton**  
MMWCFD Event Founder and Organizer,  
Glacial Drift Enterprises



Visit the event website to see videos, press coverage, and more from the previous eight years of the field day.

<https://www.thelandconnection.org/event/2026-midwest-mechanical-weed-control-weed-day/>



# Sponsorship Benefits

These are our standard sponsor packages. Custom packages can also be tailored to fit your specific marketing goals and budget. Please call Sam to discuss (414-213-5337).



|                                                                                                                                                      | TRADE SHOW<br>EXHIBITOR<br>\$450 | WALK BEHIND<br>DEMO<br>\$750 | FIELD DEMO<br>\$1,000 | SUPPORTING<br>SPONSOR<br>\$2,000 | PRESENTING<br>SPONSOR<br>\$10,000 |
|------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------|-----------------------|----------------------------------|-----------------------------------|
| Exhibitor booth in the trade show                                                                                                                    | ✓                                | ✓                            | ✓                     | ✓                                | ✓                                 |
| Field Day tickets for your staff                                                                                                                     | x2                               | x2                           | x2                    | x4                               | x6                                |
| Company listing in the field day program (given to all attendees) and logo on field day website                                                      | ✓                                | ✓                            | ✓                     | ✓                                | ✓                                 |
| Field demo of equipment (includes calibration plot and tractor)                                                                                      |                                  | ✓                            | ✓                     | ✓                                | ✓                                 |
| Field day tickets to give to your customers as a promotion/perk                                                                                      |                                  |                              |                       | x2                               | x4                                |
| Ad in the field day program (given to all attendees)                                                                                                 |                                  |                              |                       | 1/2 page                         | Full page                         |
| Company logo included on field day promotions                                                                                                        |                                  |                              |                       | ✓                                | ✓                                 |
| Company name included prominently under field day logo, on ALL field day promotions "presented by ___"                                               |                                  |                              |                       |                                  | ✓                                 |
| Company ad included in pre-event email (~ 1,500 active Midwestern farmers who've attended the event) and post-event email to '26 participants (~300) |                                  |                              |                       |                                  | ✓                                 |
| Company recognition at field day lunch                                                                                                               |                                  |                              |                       |                                  | ✓                                 |
| Give an education session (more info on next page)                                                                                                   |                                  |                              |                       |                                  | ✓                                 |

\*Demonstrator levels require confirmation with Sam Oschwald Tilton- call or email him (mmwcfcd@thelandconnection.org or 414-213-5337)

# More Ways to Connect

## Ed Session Sponsorship

Educational sessions in the morning are valued by farmers as a way to learn more deeply about a machine or a practice. These ed sessions last about 45 minutes and there are 2-3 of them. For a company sponsor, an ed session can be presentations on a screen, talks in the field around an implement, or in-depth machinery demos, or something else. **Sponsors can connect deeply with farmers and demonstrate expertise through hosting an ed session.** Event organizer Sam OT is an experienced ag educator and will work with you to design a great session. Ed session sponsorships are only available as part of a Presenting Sponsor and topics are subject to approval.

## Meal Sponsorship

The field day includes coffee and pastries in the morning, and lunch. Breaking bread together helps farmers feel welcome and builds relationships. Additionally, the evening before the event, after unloading and calibrating their machines, there is a Tuesday night industry mixer dinner for all of the companies in town. Meal sponsorship includes prominent signage at lunch tables.

**Lunch sponsorship is included with a Presenting Sponsorship.** Additional meal sponsorship is available for:

- **Breakfast:** \$500
- **Tuesday night exhibitor dinner, industry mixer:** \$1,000

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“The field day helped introduce our company to many farmers in the Midwest and had a direct impact on the growth of our online marketplace. This is why we have attended every year. Our experience at the field day is nothing short of amazing. All of the work that is put into this day is clear.” - Doug Zehr, Tilmor

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# Trade Show & Demo Details

## Trade Show

The trade show area is outdoors, and is open for farmers from approximately 8:00 a.m.–1:00 p.m. Each booth space is 10'x10'. Prepare your exhibit booth for variable weather conditions like heat, sun, light rain, and breeze. Exhibitors provide: tent, table, chairs. Tents must be properly weighted or staked for safety in the wind. Electricity for booths is offered on request. Set-up takes place from 1pm–6pm on September 15th, and from 6:30am–7:30am on September 16th. Tear-down is at the close of the field day from 4:30pm–7pm on September 16th.

## Field Demos

Field demos are the heart of this event, and we have learned how to do them well over the past 8 years. Demo periods are 15 minutes long. Each company has several periods throughout the afternoon to demo for small groups of farmers in crops planted specially for the field day. Machine unloading and set-up is from 9am–5pm on September 15th, and calibration in the demo plots is from 1pm–5pm on September 15th. Load out of machinery is from 4:30pm–6:30pm on September 16th, and from 9am–noon on September 17th. Tractors are provided. Tractor drivers are available upon request. Machinery may be shipped early to the site by prior arrangement. Contact Sam Oschwald Tilton ([mmwcfid@thelandconnection.org](mailto:mmwcfid@thelandconnection.org) or 414-213-5337) to arrange your field demo..

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The field day was exactly what I needed, and worth driving from 3 hours away! I got to see most available types of the tine weeder I am interested in, and learned about them from multiple company reps, multiple field demos, and from talking to several farmers. I highly recommend this field day for farmers looking to dial-in.  
– '25 Field Day Attending Farmer

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Our guys thought the event was very well done and helpful for us! We appreciate the effort you put in for this event. We would love to be part of it going forward!”  
– Adam Langhals, Unverferth Manufacturing

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# Due Date

Application and payment is due no later than June 28, 2026. **Trade show and field demo spaces are available on a first-come, first-served basis and fill quickly each year.** Please register ASAP to ensure your preferred sponsorship level.

## Application & Payment

### To Apply and Pay Online:

Scan the QR code to access an online application and payment.

### To Pay By Check:

Enter your company information on the registration website, then enter the code **CHECK** at checkout.

Make checks out to 'The Land Connection' and mail to:

The Land Connection  
Attn: Crystal Siltman  
206 North Randolph Street, Suite 400  
Champaign, Illinois 61820

### To pay by phone or for questions about payment of sponsorship:

Email Crystal at [crystal@thelandconnection.org](mailto:crystal@thelandconnection.org) or call 217-840-2128 x 730.

### Questions about Ed sessions, Demonstrations, or the Field Day generally:

Email Sam at [mmwcfcd@thelandconnection.org](mailto:mmwcfcd@thelandconnection.org) or call 414-213-5337.



Scan the QR Code to apply and pay  
online or visit:  
[https://thelandconnection.regfox.com/  
2026-mmwcfcd-sponsorship](https://thelandconnection.regfox.com/2026-mmwcfcd-sponsorship)

# Sponsor Success Stories



Our guys thought the event was very well done and helpful for us! We appreciate the effort you put in for this event. We would love to be part of it going forward!

**- Adam Langhals, Unverferth Manufacturing**



The Field Day provides an important forum for farmers, equipment manufacturers, and researchers to share ideas and information. As interest in mechanical weed control resurges, this event will help all who participate to advance the search for improved technology and sustainable cultivation practices. The first Midwest Mechanical Weed Control Field Day in 2017 served as a debut for Tilmor, and helped introduce our company to many small-scale farmers in the Midwest. At the second, larger event in Illinois in 2018, Tilmor benefited from greater exposure, and this had a direct impact on the growth of our online marketplace. Our experience at the field day was nothing short of amazing. All of the work that was put into this day was very apparent. The condition of the host farm, the lectures, the booth displays, and the field demos were all top notch.

**- Doug Zehr, Tilmor**



For a business, the Midwest Mechanical Weed Control Field Day allows for a valuable opportunity to show our equipment working, in a field setting, in a very personal and unique way. From the start we, as a vendor, were treated very well. Keeping the group on schedule, with enough "face to face time" with the guests, they have the vendor in mind. Thank you to everyone who was involved, we look forward to future events.

**- Josh Zwiep, Mechanical Transplanter**





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2026-mmwcfd-sponsorship](https://thelandconnection.regfox.com/2026-mmwcfd-sponsorship)