

Newbean Capital Announces Agreement to Sell Indoor Ag-Con to Event Industry Veterans, Expands to New Locations & Topics

Newbean Capital today announced an agreement to sell its Indoor Ag-Con events to event industry veterans Nancy Hallberg, Kris Sieradzki and Brian Sullivan.

ATLANTA, GA, USA, December 10, 2018 /EINPresswire.com/ -- Atlanta, GA (December 9, 2018) – Newbean Capital, a US registered investment adviser, today announced an agreement to sell [Indoor Ag-Con](#) LLC to three event industry veterans; Nancy Hallberg, Kris Sieradzki and Brian Sullivan.

Founded by Newbean Capital in 2013, Indoor Ag-Con was one of the first events to recognize the potential in the nascent indoor agriculture industry, the practice of growing crops in containers, greenhouses and warehouses using hydroponic, aeroponic and aquaponic techniques. The tech-focused events have grown rapidly and are now hosted in Las Vegas, the US East coast and Singapore each year. In 2015, the events became crop agnostic, expanding to cover legal cannabis and alternate proteins as well as leafy greens and non-food crops.



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We see great potential for growth in indoor agriculture, and are excited to bring greater resources to Indoor Ag-Con”

Nancy Hallberg, Indoor Ag-Con LLC

The acquisition sets the stage for a significant expansion of Indoor Ag-Con globally, bringing exceptional talent and experience to the events. Nancy and Kris founded leading event housing group Connections Housing over thirty years’ ago; the Company manages over 250 events annually, some with over 100,000 participants. Brian brings a wealth of experience in event planning and trade show management, with more than 20 years’ experience in managing large scale shows for companies such as Reed Exhibition and Clarion Events. Nicola Kerslake, founder of Newbean Capital, will remain involved in Indoor Ag-Con as

Chief Curator, creating agendas and curating speakers for each event. She remains deeply involved in the indoor agriculture industry, thanks to her rapidly growing alternate finance business, [Contain Inc](#), which will provide white papers for Indoor Ag-Con events going forward.

“We see great potential for growth in indoor agriculture, and are excited to bring greater resources to Indoor Ag-Con” commented Nancy Hallberg. “We’ll be rolling out new initiatives, partnerships and event locations in short order” says Brian Sullivan, adding “we’ll again be returning to Las Vegas for our flagship event in spring 2019 and will announce the details of our plans before the end of the month.”

Our next event is the 4th Annual Indoor Ag-Con Asia, a two-day event that will be hosted at the Marina Bay Sands, Singapore on January 15-16, 2019. It will include exhibition tables and an exciting lineup of industry-leading speakers, and will be opened by SMS Koh of the Republic of Singapore. We will be covering a broad range of crop types – such as, leafy greens, mushrooms, insects, aquaculture and medicinal crops – as well as technologies ranging from artificial intelligence to LED lighting to control systems. New features for 2019 include a startup alley in the exhibition hall, allowing entrepreneurs to easily showcase their startups, unconferencing sessions, and onsite mini workshops from Singaporean vertical farming equipment company Upgrown Farming.

The event is accompanied by a pitch competition, Indoor Ag-Ignite, whose goal is to find the most innovative new ideas globally in indoor agriculture, and the competition is open to any team or company of under 40 employees developing or deploying technologies for the indoor agriculture industry. Three winning teams will receive prize packages including Startup SG grants of S\$50,000 per team thanks to the sponsorship of [Enterprise Singapore](#), as well as substrates and technical advice from Smithers Oasis.



4th Annual Indoor Ag-Con Asia

Date – January 15-16, 2019

Place – Marina Bay Sands, Singapore

Registration – currently open to the general public from US\$399

Features – Two-day seminar, with keynote speakers, exhibition hall, after-party, and pitch

competition

More Info - please visit www.indoor.ag/asia and www.indoor.ag/pitch, email hello@indoor.ag or call +1.775.623.7116

About Indoor Ag-Con LLC

Indoor Ag-Con was founded by Newbean Capital in 2013, and has since grown to the premier event in indoor agriculture, the practice of growing crops, raising fish and insects in indoor systems, using hydroponic, aquaponic and aeroponic techniques. Its events are tech-focused and crop-agnostic, covering produce, legal cannabis, alternate protein and non-food crops. It hosts events in Las Vegas, Singapore and the US East coast. In December 2018, three event industry professionals – Nancy Hallberg, Kris Sieradzki and Brian Sullivan – purchased Indoor Ag-Con LLC from Newbean Capital, so setting the stage for further expansion of the events globally.

More information: <https://indoor.ag>

About Newbean Capital

Newbean Capital is a US-based registered investment adviser that manages an early stage venture capital mandate for the US Treasury and has a consulting practice in indoor agriculture that works primarily with multinationals and large institutional investors. Its founder – Nicola Kerslake – has a longstanding interest in agriculture investment, having previously covered agriculture stocks as a highly-rated equity analyst and managed investment portfolios that covered the sector for large institutional investors. In late 2016, she founded an alternate finance business – Contain Inc – that works with indoor farmers and with lenders to provide lease finance and – through a relationship with an independent broker – insurance.

More information: <https://newbeancapital.com>, <https://contain.ag>

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