



Maryland Farm Bureau®

3358 Davidsonville Road | Davidsonville, MD 21035

410-922-3426 | www.mdfarmbureau.com

MEMO

To: Business & Industry Partners
Affiliate Organization Member
Member Benefit Partners
From: John Torres, Executive Director

Re: 2021 MDFB Annual Convention Trade Show & Sponsorship Opportunities

Date: October 29, 2021

The 106th Maryland Farm Bureau, Inc. Annual Convention & Meeting of Delegates will be held December 4-7, 2021, at the Hyatt Regency Chesapeake Bay Golf Resort, Spa and Marina in Cambridge, Maryland. We are once again excited to bring our event back in-person and want to extend an invitation to you to be an exhibitor in our convention trade show and explore opportunities to be a sponsor of various parts of the convention.

This is the largest single gathering of Farm Bureau members in Maryland. Approximately 500 influential agricultural leaders from all 23 counties will be in attendance. Exhibiting at and sponsoring the convention will give you and your company or organization visible recognition during the event and throughout the year. Sponsorship packages of **\$1,000.00** or more will automatically include an exhibit space if you choose to use it.

The trade show will be held in the Choptank Ballroom located within the hotel property. Exhibitors will be provided with one (1) six-foot table and two (2) chairs. Electric and wi-fi internet service will be available. Exhibitor registration is \$350 which will include one (1) full registration and the exhibit space. Any additional registrations for exhibitors will be at a reduced rate of \$150 per person.

Room rates at the Hyatt are set at \$89/night plus tax for most standard rooms.

Information to pre-register for the convention as an exhibitor online and to reserve hotel rooms online can be found on our website here: <https://www.mdfarmbureau.com/convention/>.

TRADE SHOW EXHIBIT HOURS

Set-up Saturday, December 4, 2021 from Noon – 5:00 pm
Set-up Sunday, December 5, 2021 from 8:00 am – 3:00 pm
Preview Sunday, December 5, 2021 from 5:00 pm – 7:30 pm

Day 1 **Monday, December 6, 2021**
7:00 am – 8:00 am – Trade Show open with continental breakfast for attendees
10:30 am – 6:00 pm – See convention agenda for specific times

Day 2 **Tuesday, December 7, 2021**
7:00 am – 9:30 am – Trade Show open with continental breakfast for attendees
Tear-Down – 9:30 am - Noon

Mission

“To protect and grow Maryland agriculture and preserve rural life.”

DEADLINES

Convention Registration Wednesday, November 17, 2021

If you cannot commit to the 11/17/21 deadline to register but still know that you would like to attend, exhibit, or sponsor; please contact Lisa Storm, Maryland Farm Bureau Assistant Director of Member Services & Events to let us know of your tentative plans. Lisa can be reached at (410) 922-3426 or via email at lstorm@marylandfb.org.

SPONSORSHIP OPPORTUNITIES

Event	Amount	Description
General Gold Sponsor	\$10,000	General sponsorship of the MDFB Annual Convention & Meeting of Delegates
General Silver Sponsor	\$5,000	General sponsorship of the MDFB Annual Convention & Meeting of Delegates
General Bronze Sponsor	\$2,500	General sponsorship of the MDFB Annual Convention & Meeting of Delegates
General Sponsorship – Friend of Farm Bureau	\$1,000	General sponsorship of the MDFB Annual Convention & Meeting of Delegates
President’s Grand Opening Reception	\$6,000	Sunday evening reception sponsor. Signage, recognition in president’s welcome.
Young Farmers Social, Pre-Conference & Competitive Events Sponsor	\$5,000	Saturday & Sunday Young Farmers activities. Signage and recognition.
Women’s Leadership Pre-Conference Sponsor	\$2,500	Sunday Women’s Leadership activities. Signage and recognition.
Continental Breakfast – Monday	\$3,000	Continental breakfast served in the trade show area. Signage and recognition.
Continental Breakfast – Tuesday	\$3,000	Continental breakfast served in the trade show area. Signage and recognition.
Leadership Lunch - Monday	\$5,000	Signage and recognition from the stage. All-attendee luncheon.
Closing Lunch – Tuesday	\$5,000	Signage and recognition from the stage. All-attendee luncheon. Zippy Duvall lunch speaker.
Workshop Room Sponsor (Per workshop)	\$1,000	Monday workshops. 7 workshops in the morning session. 6 workshops in the afternoon session. Signage in each room and recognition. \$1,000 per workshop.
Overall Workshops Sponsor (all inclusive)	\$10,000	All Monday workshops. 13 workshops in total.

All sponsors will be recognized with signage on-site including on-screen logos displayed during general sessions and the awards banquet. Sponsor logos will be placed in printed convention materials. Sponsor logos will appear on the convention web page on the MDFB website and on the convention app. Sponsorship over \$5,000 will receive co-branded online advertising through MDFB’s online retargeting ad platform for 30-days.

All sponsorships of \$1,000 or more will include one (1) table in the trade show and up to two (2) convention registrations. Sponsorship opportunities may be customized. Contact John Torres to discuss custom sponsorship opportunities.

Any special requests by sponsors will be accommodated to the best of Maryland Farm Bureau’s ability. Please contact John Torres for specific requests and questions.

Maryland Farm Bureau, Inc. is a 501(c)(5) not-for-profit incorporated in the state of Maryland. Donations/sponsorships to Maryland Farm Bureau, Inc., are not tax-deductible.

Contact Lisa Storm, Assistant Director of Member Services and Events, to secure sponsorships and to be invoiced. Lisa can be reached at (410) 922-3426 or via email a lstorm@marylandfb.org.

Mission

“To protect and grow Maryland agriculture and preserve rural life.”