



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: 2022 MDFB Annual Convention Trade Show & Sponsorship Opportunities

Date: September 9, 2022

The 107th Maryland Farm Bureau, Inc. Annual Convention & Meeting of Delegates will be held December 3-6, 2022, at the Hyatt Regency Chesapeake Bay Golf Resort, Spa and Marina in Cambridge, Maryland. We wish to extend an invitation to you to be an exhibitor in our convention trade show and explore sponsorship opportunities for 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 and Baltimore City will be in attendance. Participating in the convention will give your company/organization visible recognition during the event. Sponsorship packages of **\$1,000.00** or more will automatically include an exhibit space based on availability 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) all-inclusive* exhibitor registration (*not including preconference meals & events*), one (1) six-foot table and two (2) chairs. Electric and wi-fi internet service will be available.

33 standard exhibitor booth spots in the Choptank Ballroom are available for \$500, 4 premium booth spots are available at the entrance of the Choptank Ballroom for \$600, and 18 prime booth spots are available in the hallway outside of the Choptank and Chesapeake Ballrooms for \$750 each. See the attached maps. Exhibitors may register additional staff/attendees at a reduced rate of \$200 per person.

Room rates at the Hyatt are set at \$89/night plus tax for most standard rooms. Additional room types including suites are available at different costs. Check the website for availability.

Exhibitor and sponsor pre-registration for the convention and hotel room reservations can be found on our website: <https://www.mdfarmbureau.com/convention/>. Please note that convention registration and hotel room reservations are two separate processes.

Affiliate organization members who will have staff or volunteers staffing a booth in the trade show and who will also be serving as voting delegates to the MDFB Annual Meeting of Delegates should let us know so that attendees are not double-charged

* **All-Inclusive** registration begins with the President's Grand Opening Reception Sunday evening through the closing luncheon on Tuesday afternoon.

Mission

"To protect and grow Maryland agriculture and preserve rural life."

TRADE SHOW INFORMATION & EXHIBIT HOURS

Set-up Saturday, December 3, 2022 from 11:00 am – 5:00 pm

Set-up Sunday, December 4, 2022 from 8:00 am – 3:00 pm

Preview Sunday, December 4, 2022 from 5:00 pm – 10:00 pm

Day 1 **Monday, December 5, 2022**

7:00 am – 8:00 am – Trade Show open with continental breakfast for attendees

10:30 am – 6:15 pm – See convention agenda for specific times

Day 2 **Tuesday, December 6, 2022**

7:00 am – 9:30 am – Trade Show open with continental breakfast for attendees

Tear-Down – 9:30 am - Noon

DEADLINES

Convention Registration Sunday, November 13, 2022

If you cannot commit to the 11/13/22 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.

SHIP YOUR MATERIALS TO THE HYATT IN ADVANCE OF THE CONVENTION

All shipments should be sent no sooner than 2-weeks prior to the convention. Please notify the Hyatt in advance of shipping your items. To ensure prompt delivery all materials should be addressed as follows:

Hyatt Regency Chesapeake Bay

100 Heron Blvd.

Cambridge, MD 21613

ATTN: (Guest's Name)

(Guest's Arrival Date)

Maryland Farm Bureau Annual Convention

Stephanie Rom

Deliveries will not be accepted if the shipper requires assistance from the hotel staff to load or unload materials.

The hotel accepts no responsibility for the return of packages or shipments at the conclusion of the convention.

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SPONSORSHIP OPPORTUNITIES

Event	Amount	Description
General Gold Sponsor or Awards Banquet & Live Auction Sponsor	\$10,000	General sponsorship of the MDFB Annual Convention & Meeting of Delegates
General Silver Sponsor or Keynote Speaker & General Session Sponsor	\$5,000	General sponsorship of the MDFB Annual Convention & Meeting of Delegates
General Bronze Sponsor, Select Coffee Break or name badge & lanyard 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
Young Farmer / NextGen Summit Lunch, Program, Ag Ambassador Contest & YF Competitive Events	\$6,000	Saturday afternoon luncheon and program. Signage and invitation to speak.
Young Farmers Social & Dinner	\$6,000	Saturday evening. Signage and recognition.
Annual Meeting of Farm Bureau Women Preconference & Agri-Woman of the Year Award Sponsor	\$3,500	Sunday morning Women’s Leadership activities. Signage and recognition.
Leadership Luncheon for all Preconference Attendees	\$5,000	Sunday luncheon. Signage and invitation to speak.
County Leader Preconference (County board leadership)	\$3,500	Sunday afternoon. Signage and invitation to speak.
President’s Grand Opening Reception – Sunday Night	\$7,500	Sunday evening reception sponsor. Signage, recognition in president’s welcome.
Continental Breakfast – Monday or Tuesday	\$3,500	Continental breakfast served in the trade show area. Signage and recognition.
Delegate Luncheon - 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.
Workshop Room Sponsor (Per workshop) – Monday AM & PM	\$1,000	Monday workshops. 5 workshops in the morning session. 5 workshops in the afternoon session. Signage in each room and recognition. \$1,000 per workshop.

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 have the option to 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. 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 at lstorm@marylandfb.org.

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