

**Reach important farmer
and rancher customers.**

**Enjoy the benefits
of National Farmers sponsorship!**

**Meet excellent ag producers at our biggest
national event of the year!**

March 11-13 **2019**
Convene
WEST DES MOINES, IOWA

**And get important ag marketing
benefits all year long!**

**National
Farmers**

March 11-13
Convene 19
WEST DES MOINES, IOWA



**National
Farmers**



We Invite You to Sponsor Convene '19

Agribusinesses, farm associations and our agricultural marketing partners offer a range of necessities, services and products our members appreciate, so we're excited to extend an invitation to you to sponsor our biggest annual event. When you sponsor National Farmers' Convene '19, you get to meet some of the best farmers and ranchers around. You and your company will receive benefits at the West Des Moines, Iowa, national convention, and with many sponsor packages, recognition through the following year. It's the kind of access to people that marketing representatives count on!

Background

Members of National Farmers gather each year, reconnect with one another, learn from experienced agribusiness and farm marketing professionals, take in the host city and enjoy events we plan just for them. They hear updates about farm policy, share their input and take part in charting the course of their farm marketing organization.

National Farmers Serves

- ✓ Dairy, livestock and grain producers
- ✓ Farmers and ranchers in the Midwest, Plains, and the Northeast, primarily
- ✓ Organic and conventional dairy and grain farmers
- ✓ Conventional cattle producers, primarily

Our producers raise top-quality crops, milk and cattle. We're privileged to represent them in the agricultural marketplace and assist them with cash marketing, risk management and related services.

Through our commodity marketing programs, we're also proud to say our member farms provide a reliable supply to a range of food processing entities. International, regional and local companies in the dairy, grain and livestock industries trust what our ag producer members provide. We're pleased to be a bridge between farmers and processors.

Convene '19 — March 11 - 13

This year's annual meeting will take place in West Des Moines, Iowa, at the beautiful and newly remodeled Sheraton Hotel. Our members have many reasons to attend. We estimate attendance at 300.

We invite you to look through our sponsorship package, consider the options and the exposure your company will receive. The benefits we offer give you tangible exposure to our members. You'll receive digital, social, on-site and direct mail benefits. Take advantage of it for 2019!

If you need assistance, please contact Helene Bergren, assistant convention planner, at 515.598.4670, or hbergren@nfo.org.

The National Farmers Sponsorship Program

Sponsorships at National Farmers National Convention sponsorships are divided into two categories, Agricultural Leader Sponsorships and Warm Welcomes Sponsorships. Each category offers a myriad of benefits for sales representatives who want to see their company name highly visible to National Farmers members, leaders and staff. The categories complement each other, offering slightly different benefits and costs, with Warm Welcomes Sponsorship on-site benefits being more oriented toward special events held during National Convention. At the top levels, Warm Welcomes Sponsorships offer the most exposure available. Both categories offer sponsorships with benefits available on-site and outside of our annual meeting, through the year.

Warm Welcomes Sponsorships

Agriculture Champion Sponsor President's Address and Producer Awards Reception

\$3,500

1. Complimentary Exhibit, Double Width
2. Play Company Video at General Session
3. Three Minutes at the Mic
4. Sponsor Recognition in Pre-Convention Magazine and Post-Convention Magazine
5. Sponsor Recognition in Convention Program - Full Page Ad
6. Sponsor Website Recognition for 90 days on nationalfarmers.com
7. Sponsor Recognition on Presentation Screen
8. Two Complimentary Convention Registrations
9. Convention Registration Bag Gift Insert from Your Company
10. Distribute Promotional Materials in Registration Bag
11. Your Company Provides Napkins with Your Logo



12. Your Organization Name/Logo on Signage near Convention Hub
13. Convention Welcome Signage for Hotel Exterior (Provided by Your Company)
14. Producer Check/Sales Confirmation Inserts -Qty-10,000 (Provided to National Farmers, Designed for business envelope, Pre-cut)
15. Pre-Convention Sponsor Recognition Facebook and Twitter Recognition
16. Pre-Convention Attendee List for One-Time Mailing
17. Signage at Dessert Reception (Provided by Your Company)
18. Sponsor Recognition in Pre-Convention Press Release
19. Pre-convention member mailing labels to make your invitation to meet your representatives at convention

Farming Friends Sponsor Food & Beverage Breaks

\$1,500

1. Complimentary Exhibit
2. Play Company Video at General Session
3. Three Minutes at the Mic
4. Sponsor Recognition in Pre-Convention Magazine
5. Sponsor Recognition in Post-Convention Magazine
6. Sponsor Recognition in Convention Program
7. Sponsor Website Recognition for 90 days on nationalfarmers.com
8. Sponsor Recognition on Presentation Screen
9. Two Complimentary Convention Registrations
10. Convention Registration Bag Gift Insert from Your Company



11. Your Company Provides Napkins with Your Logo
12. Your Organization Name/Logo on Signage near Convention Hub
13. Pre-Convention Sponsor Recognition Facebook and Twitter Recognition
14. Pre-Convention Attendee List for One-Time Mailing
15. Distribute Promotional Materials in Registration Bag
16. Sponsor Recognition in Pre-Convention Press Release
17. Producer Check/Sales Confirmation Inserts Qty.-6,000 (Provided to National Farmers, Designed for business envelope, Pre-cut)

Registration Greetings Sponsor

\$300

1. Convention Registration Bag Gift Insert from Your Company
2. One Complimentary Convention Registration
3. Distribute Promotional Materials in Registration Bag
4. Sponsor Recognition on Presentation Screen
5. Sponsor Recognition in Convention Program
6. MC Acknowledgement during General Session



Friday Night Dance Sponsor

\$200

1. Your Company Tabletop Advertising at Dance
2. One Complimentary Convention Registration
3. Your Company Provides Cocktail Napkins with Your Logo
4. Sponsor Recognition on Presentation Screen
5. Sponsor Recognition in Convention Program

Agricultural Leader Sponsorships

March 11-13, 2019
Convene19
WEST DES MOINES, IOWA



Diamond Sponsor

\$2,000

1. Complimentary Exhibit, Double Width
2. Play Company Video at General Session
3. Three Minutes at the Mic
4. Sponsor Recognition in Pre-Convention Magazine and Post-Convention Magazine
5. Sponsor Recognition in Convention Program - Half Page Ad
6. Sponsor Recognition for 90 days on nationalfarmers.com
7. Sponsor Recognition on Presentation Screen
8. Two Complimentary Convention Registrations



9. Convention Registration Bag Gift Insert from Your Company
10. Your Organization Name/Logo on Signage near Convention Hub
11. Producer Check/Sales Confirmation Inserts – Qty-6,000 — (Provided to National Farmers, Designed for business envelope, Pre-cut)
12. Pre-Convention Sponsor Recognition Facebook and Twitter Recognition
13. Pre-Convention Attendee List for One-Time Mailing
14. Sponsor Recognition in Pre-Convention Press Release
15. Distribute Promotional Materials in Registration Bag



Platinum Sponsor

\$1,200

1. Complimentary Exhibit
2. Play Company Video at General Session
3. Three Minutes at the Mic
4. Sponsor Recognition in Pre-Convention Magazine and Program
5. Sponsor Recognition for 90 days on nationalfarmers.com
6. Sponsor Recognition on Presentation Screen
7. Two Complimentary Convention Registrations
8. Convention Registration Bag Gift Insert from Your Company

9. Sponsor Recognition in Pre-Convention Press Release
10. Your Organization Name/Logo on Signage near Convention Hub
11. Distribute Promotional Materials in Registration Bag
12. Pre-Convention Sponsor Recognition Facebook and Twitter Recognition
13. Producer Check/Sales Confirmation Inserts Qty.-4,000 — (Provided to National Farmers, Designed for business envelope, Pre-cut)



Gold Sponsor

\$1,000

1. Complimentary Exhibit
2. Three Minutes at the Mic
3. Sponsor Recognition in Pre-Convention Magazine
4. Sponsor Recognition in Convention Program
5. Sponsor Recognition for 90 days on nationalfarmers.com
6. Sponsor Recognition on Presentation Screen
7. One Complimentary Convention Registration
8. Sponsor Recognition in Pre-Convention Press Release
9. Your Organization Name/Logo on Signage near Convention Hub
10. Distribute Promotional Materials in Registration Bag
11. Pre-Convention Sponsor Recognition Facebook and Twitter Recognition
12. Producer Check/Sales Confirmation Inserts Qty.-2,000 — (Provided to National Farmers, Designed for business envelope, Pre-cut)

Silver Sponsor

\$500

1. Complimentary Exhibit
2. MC Acknowledgement during General Session
3. Sponsor Recognition in Pre-Convention Magazine
4. Sponsor Recognition in Convention Program
5. Sponsor Recognition for 60 days on nationalfarmers.com
6. Sponsor Recognition on Presentation Screen
7. One Complimentary Convention Registration

Bronze Sponsor

\$350

1. Complimentary Exhibit
2. Sponsor Recognition in Convention Program
3. Sponsor Recognition on Presentation Screen
4. One Complimentary Convention Registration
5. Distribute Promotional Materials in Registration Bag
6. Sponsor Recognition in e-newsletter
7. MC Acknowledgement during General Session