



**American Beekeeping  
Federation**

# ***ABF Celebrates 75 years!***

***2018 Exhibitor & Sponsorship Prospectus  
January 10-13, 2018  
Grand Sierra Resort, Reno, Nevada***

**EXHIBITOR & SPONSOR OFFER-**  
**75<sup>th</sup> Anniversary**  
**2018 American Beekeeping Federation Conference & Tradeshow**  
**January 10-13, 2018**  
**Grand Sierra Resort- Reno, Nevada**

**Sponsorship – Packages**

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**Platinum Sponsor- ..... \$12,500**  
**(Barkman Honey; Dadant & Sons, Inc.; Healthy Bees, LLC; and Mann Lake)**

- (1) 16' X 30' exhibit pavilion (6 – 8' X 10' booths)
- (10) Complimentary conference registrations
- 15-minutes of stage time during general session
- (1) Full-page ad in the conference guide
- Recognition as a Platinum sponsor in the conference guide
- Recognition as a Platinum sponsor on PowerPoint slide displayed during general session
- Recognition as a Platinum sponsor on event Website w/link to your company Website
- (3) Conference bag inserts
- (5) Complimentary room nights at the Grand Sierra Resort
- Pre- and post-conference attendee list\*

**Gold Sponsor ..... \$10,500**

- (1) 16' X 20' exhibit booth (4 – 8' X 10' booths)
- (8) Complimentary conference registrations
- 10-minutes of stage time during general session
- (1) 1/2-page ad in the conference guide
- Recognition as a Gold sponsor in the conference guide
- Recognition as a Gold sponsor on PowerPoint slide displayed during general session
- Recognition as a Gold sponsor on event Website w/link to your company Website
- (2) Conference bag inserts
- (3) Complimentary room nights at the Grand Sierra Resort
- Pre- and post-conference attendee list\*

**Silver Sponsor ..... \$8,500**

**(Brushy Mountain Bee Farm)**

- (1) 8' X 20' exhibit booth (2 – 8' X 10' booths)
- (6) Complimentary conference registrations
- 5-minutes of stage time during general session
- (1) 1/4-page ad in the conference guide
- Recognition as a Silver sponsor in the conference guide
- Recognition as a Silver sponsor on PowerPoint slide displayed during general session
- Recognition as a Silver sponsor on event Web-site w/link to your company Website
- (1) Conference bag insert
- Pre- and post-conference attendee list\*

**Bronze Sponsor ..... \$5,000**

**(A&O Forklift; Api Holdings; Bayer Bee Care; and Strong Microbials)**

- (1) 8' X 10' exhibit booth
- (4) Complimentary conference registrations
- (1) 1/4-page ad in the conference guide
- Recognition as a Bronze sponsor in the conference guide
- Recognition as a Bronze sponsor on PowerPoint slide displayed during general session
- Recognition as a Bronze sponsor on event Website w/link to your company Website
- (1) Conference bag insert
- Pre- and post-conference attendee list\*

\*Pre- and post-conference attendee list will NOT include phone number and e-mail address.

Questions? Contact Regina K. Robuck, ABF executive director, [reginarobuck@abfnet.org](mailto:reginarobuck@abfnet.org) or 404.760.2887

## 2018 American Beekeeping Federation Conference & Tradeshow Sponsorship – Exclusive A La Carte Opportunities

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### Conference Mobile App (Limit 1) ..... \$5,000

This offers an exciting sponsorship to get your brand/company information in front of conference attendees even before they arrive at the Grand Sierra Resort Smartphone users will download the meeting app before they arrive to the conference to view the meeting events, create their own personalized schedule of the sessions/events they'll attend and determine which exhibitors they want to see.

Sponsorship includes the following:

- (1) 8' X 10' exhibit booth
- (4) Complimentary conference registrations
- Logo and Banner Ad on Mobile App
- Recognition as a sponsor in the conference guide and on PowerPoint slide displayed during general session
- Recognition as a sponsor on event Web-site w/link to your company Website

### Conference Bag w/Logo (Limit 1) (SOLD) HEALTHY BEES, LLC ..... \$7,000

- Company logo imprinted on conference bag and distributed to all attendees
- Recognition as a sponsor on event Website w/link to your company Website
- Recognition as a sponsor in the conference guide and on PowerPoint slide displayed during general session
- (1) Complimentary conference registration
- (2) Conference bag inserts

### Conference Notebook w/Logo (Limit 1) (SOLD) GAMBER CONTAINER COMPANY, Inc. .... \$6,000

- Company logo imprinted on conference notebook and distributed to all attendees
- Recognition as a sponsor on event Website w/link to your company Website
- Recognition as a sponsor in the conference guide and on PowerPoint slide displayed during general session
- (1) Complimentary conference registration
- (2) Conference bag inserts

### Name Badge Lanyard w/Logo (Limit 1) (SOLD) BEEKEEPING INSURANCE SERVICES..... \$5,000

- Company logo imprinted on conference name badge lanyard and distributed to all attendees
- Recognition as a sponsor on event Website w/link to your company Website
- Recognition as a sponsor in the conference guide and on PowerPoint slide displayed during general session
- (1) Conference bag insert

### Commercial Beekeepers Breakfast (Limit 4) (1) BARKMAN HONEY (2) COOK & BEALS (3) STRONG MICROBIALS (ONE LEFT) ..... \$2,000

- Three minutes speaking promotion
- The additional complimentary passes to the breakfast for networking
- Recognition as a sponsor within the program guide and on various signs
- Ability to provide branded literature on the tables

### General Session Keynote Sponsor (Limit 2) (SOLD) (1) BROODMINDER (2) THE.BUZZ ..... \$2,000

- Three minutes of stage time to promote your company's services or products and the opportunity to introduce the keynote speaker
- Exclusive sign recognition during opening general session
- Recognition as a sponsor on event Website w/link to your company Website
- Recognition as a sponsor in the conference guide and on PowerPoint slide displayed during general session

### Coffee Break Sponsor (Limit of 6) (1) A&O FORKLIFT, (2) DUTCH GOLD, (3) GAMBER, (4) MEDIVET PHARMA (5) SEIB'S HOOSIER HONEY (ONE LEFT) ..... \$1,500

- Exclusive sign recognition during one coffee break
- Recognition as a conference sponsor on event Website w/link to your company Website
- Recognition as a conference sponsor in the conference guide
- Recognition as a conference sponsor on PowerPoint slide displayed during general session

### Conference Water Bottle (Limit 1) ..... \$3,500

- Company logo imprinted on water bottle and distributed to attendees

- Recognition as a sponsor on event Website w/link to your company Website
- Recognition as a sponsor in the conference guide and on PowerPoint slide displayed during general session
- (1) Complimentary conference registration
- (1) Conference bag inserts

**Thursday Night Reception (Limit 1) ..... \$5,000**

- Five minutes to address the reception attendees.
- Signage at the event to recognize sponsor
- Recognition as a sponsor on event Website w/link to your company Website
- Recognition as a sponsor in the conference guide and on PowerPoint slide displayed during general session
- (1) Complimentary conference registration
- (2) Conference bag inserts

**Speaker Gifts (Limit 1) ..... \$3,000**

- Company logo put on outside packaging and distributed to speakers
- Recognition as a sponsor on event Website w/link to your company Website
- Recognition as a sponsor in the conference guide and on PowerPoint slide displayed during general session
- (1) Complimentary conference registration
- (1) Conference bag inserts

**2018 American Beekeeping Federation Conference & Tradeshow  
Sponsorship – Non-Exclusive A La Carte Opportunities**

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Each of the following sponsorship options include:

- Recognition on signage at sponsored event
- Recognition as a sponsor on event Website
- Recognition as a sponsor in the conference guide and on PowerPoint slide displayed during general session

\* \* \* \* \*

Welcome/Honey Queen Reception Sponsor .....	Recognition for amount sponsored (Minimum of \$150)
Auxiliary Lunch/Meeting Sponsor .....	\$250
Foundation Luncheon Sponsor .....	\$250
Optional Evening Activity Sponsor .....	\$250
ABF Annual Banquet Sponsor <b>(1) ECO BEE BOX</b> .....	\$250
Coffee Break Sponsor <b>(1) DADANT &amp; SONS</b> .....	\$250
Vendor Session in the Tradeshow .....	\$350

This is a great opportunity to be on stage in the tradeshow for 20 minutes during the dedicated floor hours to promote why your company's product or service is the best in the business. Sponsors will be provided a microphone, and session will be promoted in the onsite program guide (if information is submitted by a specified deadline). Attendance is not guaranteed.

**Create Your Own Opportunity:**

The 2018 American Beekeeping Federation Conference & Tradeshow offers a variety of unique opportunities to increase your visibility and maximize your exposure. If you have an idea for a unique sponsorship that is not listed in this prospectus, we will be happy to customize something to meet your marketing objectives. Please contact Regina K. Robuck at [reginarobuck@abfnet.org](mailto:reginarobuck@abfnet.org).

## **2018 American Beekeeping Federation Conference & Tradeshow -Advertising Opportunities**

Full-page ad – outside back cover of conference program guide <b>SOLD TO COMPLETE BEE</b> .....	\$1,000
Full-page ad – inside front cover of conference program guide <b>SOLD TO MARTHA’S HONEY</b> .....	\$950
Full-page ad – inside back cover of conference program guide <b>SOLD TO BLUE SKY BEE SUPPLY</b> .....	\$950
Full-page ad – day tabs in the conference program guide (Limit 4) <b>(1) WEDNESDAY – SHENZHEN BENEFITBEE (2) THURSDAY – SHASTINA MILLWORK (3) FRIDAY – VETO-PHARMA (ONE LEFT)</b> .....	\$950
Full-page ad in the conference program guide .....	\$750
½-page ad in the conference program guide .....	\$650
¼-page ad in the conference program guide .....	\$550
Sponsor a broadcast e-mail (logo included) .....	\$500
Conference bag insert .....	\$250

Questions? Contact Regina K. Robuck, ABF executive director at [reginarobuck@abfnet.org](mailto:reginarobuck@abfnet.org) or 404.760.2887

## **2018 American Beekeeping Federation Conference & Tradeshow Exhibitor Opportunities**

### **Standard Exhibit Booth Package:**

Each exhibit booth includes the following:

- (1) 8’ X 10’ with 8’ high back drape, 3’ high side drapes
  - (1) ID sign w/company name
  - (1) 6’ table
  - (2) Chairs
  - (1) Wastebasket
  - (2) Complimentary conference registrations.
- Note:** For each additional booth reserved, one additional employee may be registered without cost.
- Company name with link to Website on the conference Website
  - Pre- and post-conference attendee list\*

\*Pre- and post-conference attendee list will NOT include phone number and e-mail address.

*In 2018, if you secure a table top, you will be strictly limited to the table top space and not be able to expand beyond the table. The tables will be in the back of the hall. As you know, our attendees are great about spending time in the hall and with the exhibitors. So even though your location is changing, you should not see a difference in foot traffic. If your space requires expansion, then please choose the standard booth.*

### **Booth Assignments:**

Booth pavilions have been reserved for those who purchase a sponsorship package. All other booths will be assigned on a first-come, first-served basis determined by receipt of exhibitor agreement with payment. **Exhibit space will not be assigned until payment is received in full. Recognition will not be published on the conference site until payment is received in full.** The Tradeshow Manager will make every effort to ensure the booth you selected is the booth you will have on-site. However, final booth placement is at the discretion of the exhibit hall manager. The floor plan is subject to change to accommodate other functions of the conference.

### **Rates:**

Category	Early Rate (Contract received by 10/13/17)	Regular Rate (Contract received after 10/13/17 and on or before 12/08/17)
Standard Booth	\$1050	\$1150
Table Top (limited to 17)	\$650	\$700

**2018 American Beekeeping Federation Conference & Tradeshow  
75<sup>th</sup> Anniversary  
Exhibitor & Sponsors Agreement**

**Contact Information (please print):**

Company: \_\_\_\_\_ Company Website: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_ Cell: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

**Sponsorship Packages:**

- |  |  |
|--|--|
| <input type="checkbox"/> Platinum Sponsor ..... \$12,500 | <input type="checkbox"/> Silver Sponsor .....\$8,000 |
| <input type="checkbox"/> Gold Sponsor ..... \$10,500     | <input type="checkbox"/> Bronze Sponsor .....\$5,000 |

**Exclusive A La Carte Sponsorship Options:**

- |   |  |
|---|--|
| <input type="checkbox"/> Conference Bag w/Logo (Limit 1) <b>SOLD</b> ..... \$7,000      | <input type="checkbox"/> General Session Keynote Sponsor (Limit 2) <b>SOLD</b> ..\$2,000   |
| <input type="checkbox"/> Conference Notebook w/Logo (Limit 1) <b>SOLD</b> ..... \$6,000 | <input type="checkbox"/> Coffee Break Sponsor (Limit 6) <b>1 LEFT</b> .....\$1,500         |
| <input type="checkbox"/> Thursday Night Reception.....\$5,000                           | <input type="checkbox"/> Conference Mobile App (Limit 1) .....\$5,000                      |
| <input type="checkbox"/> Name Badge Lanyard w/Logo (Limit 1) <b>SOLD</b> ..... \$5,000  | <input type="checkbox"/> Commercial Beekeepers Breakfast (Limit 4) <b>1 LEFT</b> ..\$2,000 |
| <input type="checkbox"/> Speaker Gift .....\$3,000                                      | <input type="checkbox"/> Water Bottle.....\$3,500  |

**Non-Exclusive A La Carte Sponsorship Options:**

- |  |  |
|--|--|
| <input type="checkbox"/> Welcome/Honey Queen Reception.....Minimum of \$150          | <input type="checkbox"/> Optional Evening Activity .....\$250                  |
| <input type="checkbox"/> Friday Night Trade show Entertainment.....,Minimum of \$150 | <input type="checkbox"/> ABF Annual Banquet .....\$250                         |
| <input type="checkbox"/> Auxiliary Breakfast/Meeting ..... \$250                     | <input type="checkbox"/> Coffee Break Sponsor .....\$250                       |
| <input type="checkbox"/> Foundation Luncheon ..... \$250                             | <input type="checkbox"/> Vendor Session in the Tradeshow.....\$350             |
|  | <input type="checkbox"/> "Create Your Own Opportunity....Contact Regina Robuck |

**Advertising Opportunities**

- |  |  |
|--|--|
| <input type="checkbox"/> Full-Page Ad – Outside Back Cover <b>SOLD</b> ..... \$1000      | <input type="checkbox"/> ½-Page Ad .....\$650                  |
| <input type="checkbox"/> Full-Page Ad – Inside Front Cover <b>SOLD</b> ..... \$950       | <input type="checkbox"/> ¼-Page Ad .....\$550                  |
| <input type="checkbox"/> Full-Page Ad – Inside Back Cover <b>SOLD</b> ..... \$950        | <input type="checkbox"/> Sponsor a Broadcast E-Mail .....\$500 |
| <input type="checkbox"/> Full-Page Ad – Day tabs (4 available) <b>1 LEFT</b> ..... \$950 | <input type="checkbox"/> Conference Bag Insert .....\$250      |
| <input type="checkbox"/> Full-Page Ad – Within ..... \$750                               |  |

**Exhibit Booths:\*\***

*Early Rate (contract received by 10/14/16):*

- |   |
|---|
| <input type="checkbox"/> Standard Booth ..... \$1050          |
| <input type="checkbox"/> Table Top (LIMITED TO 17)..... \$650 |

*Regular Rate (contract received 10/14/16-12/09/16):*

- |   |
|---|
| <input type="checkbox"/> Standard Booth ..... \$1150          |
| <input type="checkbox"/> Table Top (LIMITED TO 17)..... \$700 |

Booth Preference: LAYOUT WILL BE AVAILABLE IN JULY

1<sup>st</sup> Choice: \_\_\_\_\_

2<sup>nd</sup> Choice: \_\_\_\_\_

3<sup>rd</sup> Choice: \_\_\_\_\_

4<sup>th</sup> Choice: \_\_\_\_\_

You will receive an invoice for payment. Booth selections will take place in August based on date of contract signature.

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Signature is confirmation of commitment to sponsor/exhibit at the 2018 American Beekeeping Federation Conference & Tradeshow, January 10-13. I have read agreement and am authorized by my company to make this commitment. By signing this contract, our company and its representatives are also agreeing to abide by 2018 American Beekeeping Federation Conference & Tradeshow Rules and Regulations.*

***This is a binding agreement and contract between ABF and your company!***