



Maryland Farm Bureau®

3358 Davidsonville Road | Davidsonville, MD 21035

410-922-3426 | www.mdfarmbureau.com

MEMO

To: Business & Industry Partners
Affiliate Organization Members
Member Benefit Partners

From: Parker Welch, Executive Director

Re: 2023 MDFB Young Farmers NextGen Summit and Annual Convention Trade Show & Sponsorship Opportunities

Date: August 30, 2023

The 108th Maryland Farm Bureau, Inc. Annual Convention & Meeting of Delegates will be held on December 2-5, 2023, 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 at 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. Hundreds of 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, subject to availability.

Become a Sponsor!

We cannot strengthen and grow Maryland agriculture without you! Thank you for your past support of our Annual Convention. Sponsorship opportunities are the foundation of your organization's visibility and stewardship to Maryland agriculture and the Farm Bureau. Special events include supporting future farmers and leaders at the 2nd Annual Young Farmers NextGen Summit. Your organization can also show your support for our robust and successful policy development process by sponsoring meals or breakouts – all key to being the voice of Maryland agriculture. Please let us know if we can customize a sponsorship package for you.

MDFB Trade Show – Where the action is!

The trade show will be held in the Choptank Ballroom located within the hotel property. Exhibitors will be provided with one (1) full registration, one (1) six-foot table and two (2) chairs. Access to electric will be available upon request.

33 standard exhibitor booth spots in the Choptank Ballroom are available for \$1000, 4 premium booth spots are available at the entrance of the Choptank Ballroom for \$1250, and 18 prime booth spots are available in the hallway outside of the Choptank and Chesapeake Ballrooms for \$1500 each. See the attached maps. Exhibitors must register additional attendees at the full registration rate of \$260.00 on the main registration site.

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.

Mission

"To strengthen and grow Maryland agriculture."

Exhibitor and sponsor 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.

TRADE SHOW INFORMATION & EXHIBIT HOURS

Set-up	Sunday, December 3, 2023 8:00 am – 12:00 pm
Day 1	Sunday, December 3, 2023 3:00 pm – 10:00 pm
Day 2	Monday, December 4, 2023 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 3	Tuesday, December 5, 2023 7:00 am – 9:30 am – Trade Show open with continental breakfast for attendees Tear-Down – 9:30 am - Noon

If you cannot commit to the Friday, November 3rd 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 Coordinator 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
Naming Rights of the Exhibition Hall and Tradeshow (1)** Exhibition Hall & Tradeshow presented by _____	\$7,500	General sponsorship of the MDFB Annual Convention Exhibition Hall and Tradeshow. Also includes logo on all Delegate Folders and lanyards for the name badges!
Registration Table Sponsor (1)**	\$5,000	Sponsor the Registration Table at Convention and be the first company all 500+ attendees notice when checking in!
NextGen Summit Lunch – Saturday (1)**	\$5,000	Saturday afternoon luncheon and program. Signage and invitation to speak.
Young Farmers Social & Dinner – Saturday Night (1)**	\$5,000	Saturday evening. Signage and recognition. Also gives the sponsor the opportunity to speak and connect with over 100 Young Farmers and youth in agriculture!
Annual Meeting of Women’s Leadership Committee & Agri-Woman of the Year Award Sponsor (1)	\$3,500	Sunday Women’s Leadership Committee activities. Signage and recognition.
Select Coffee Breaks (4)	\$2,500	Signage and recognition at the coffee break stations throughout the Delegate Sessions, Tradeshow and Breakout Sessions!
Opening General Luncheon for all attendees – Sunday (1)	\$2,500	Signage and recognition from the stage during the all-attendee luncheon. Also gives the sponsor opportunity to speak at lunch.
Continental Breakfast (2)	\$2,500	Continental breakfast is served in the trade show area. Signage and recognition.
Delegate Luncheon for all attendees – Monday (1)	\$2,500	Signage and recognition from the stage during the all-attendee luncheon. Also gives the sponsor opportunity to speak at lunch.
Grand Opening Reception – Sunday Night (4)	\$2,000	Sunday evening reception sponsor. Signage, recognition in the President’s welcome.
Breakout Sessions (6)	\$1,000	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.

All sponsorships of \$1,000 or more will include one (1) table in the trade show. Sponsorship opportunities may be customized. Contact Parker Welch via email at pwelch@marylandfb.org to discuss custom sponsorship opportunities.

Any special requests by sponsors will be accommodated to the best of Maryland Farm Bureau’s ability. Please contact Parker Welch 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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