



2021 ABF CONFERENCE & TRADESHOW

EXHIBITOR & SPONSOR PROSPECTUS



Welcome!

On behalf of the American Beekeeping Federation (ABF), we are excited to invite you to connect with the largest audience of beekeepers from across the United States—all under the same roof!

2021 ABF CONFERENCE & TRADESHOW

January 6-9, 2021

South Point Hotel

Las Vegas, Nevada

For more than 75 years, the ABF has been working in the interest of all beekeepers, large and small, and those associated with the beekeeping industry to ensure the future of the honey bee. Today, there are many challenges facing the industry that are endangering the very existence of nature's most valuable insect. From disease to shrinking habitat to detrimental legislation to new science that is modifying nectar sources in ways we have yet to fully understand, beekeepers rely on the ABF for the education they need to succeed in the business of keeping bees in today's competitive world.



The ABF Conference & Tradeshow is the association's hallmark event, promising the most up-to-date information within the beekeeping industry and fantastic opportunities to network with 850+ beekeepers eager to learn about the latest beekeeping innovations. Participants attend educational sessions and workshops on topics such as pollinator health, resistance to Varroa mites, sustainability in beekeeping and growing into a commercial beekeeping operation.

For many attendees, the tradeshow serves as their primary opportunity to stay informed about the hottest products and services offered by our exhibitors and sponsors. With refreshment breaks in the tradeshow and scheduled social festivities, exhibitors and sponsors can expect frequent opportunities to interact with ABF members. This is your opportunity to engage with your customers—current and future—and establish partnerships in a casual atmosphere away from their day-to-day concerns.

From sponsoring keynote sessions and social events to branding and other exposure opportunities, participating companies have a variety of options to make the most of their presence at the ABF Conference & Tradeshow.

Wondering Whether Your Company Is a Good Fit?

BEEKEEPING SUPPLIES

Containers
Equipment
Feeders & Syrup
Forklifts
Heaters
Protective Garments
Ranch Wear and Boots
Refrigeration
Smokers
Tools
Ventilation
Winterizing Tools

BEEKEEPING SERVICES

Beekeeping Organization
Bottling
Custom Extracting
Insurance
Pollination Services
Publication
Storage

QUEENS & PACKAGE BEES

ARS-Y-C-1 Stock
Buckfast
Bulk Bees
Carniolan
Caucasian
Hybrids
Italian
Nucs
Russian

HIVE PRODUCTS

Beeswax Items
Honey Importer/Exporter
Honey Gift Packs
Honey Mail Orders
Honey Packer/Dealer
Honey Producer
Pollen
Propolis Products
Royal Jelly
Wax Buyer
Wax Rendering

Commit Today to Exhibiting at the 2021 ABF Conference & Tradeshow!

Make your commitment early to ensure preferred booth location and maximum exposure in our ABF Conference & Tradeshow promotional campaigns!

| Category | Early Rate Agreement Received On or Before 10/9/2020 | Regular Rate Agreement Received On or After 10/10/2020 |
|------------------|---|---|
| Premium Booth | \$1,000 | \$1,200 |
| Standard Booth | \$900 | \$1,100 |
| Tabletop Display | \$600 | \$800 |

Note: Premium booths are defined as those within a high-traffic area (i.e., adjacent to entrance, near refreshments, main-aisle corners) and are subject to availability. Tabletop displays are limited in quantity.

Tradeshow Booth Benefits

PREMIUM OR STANDARD BOOTH

- Standard 10' x 10' booth
- Two complimentary conference registrations
- Additional exhibitor credentials available at discounted rate of \$250 per person
- Draping as necessary: 8' back drape, 3' sidewall drape
- One ID sign displaying company name
- One 6' x 30" table
- Two chairs
- One wastebasket
- Recognition with company description in conference program guide
- Company name on conference website with hyperlink
- Pre- and post-conference attendee list

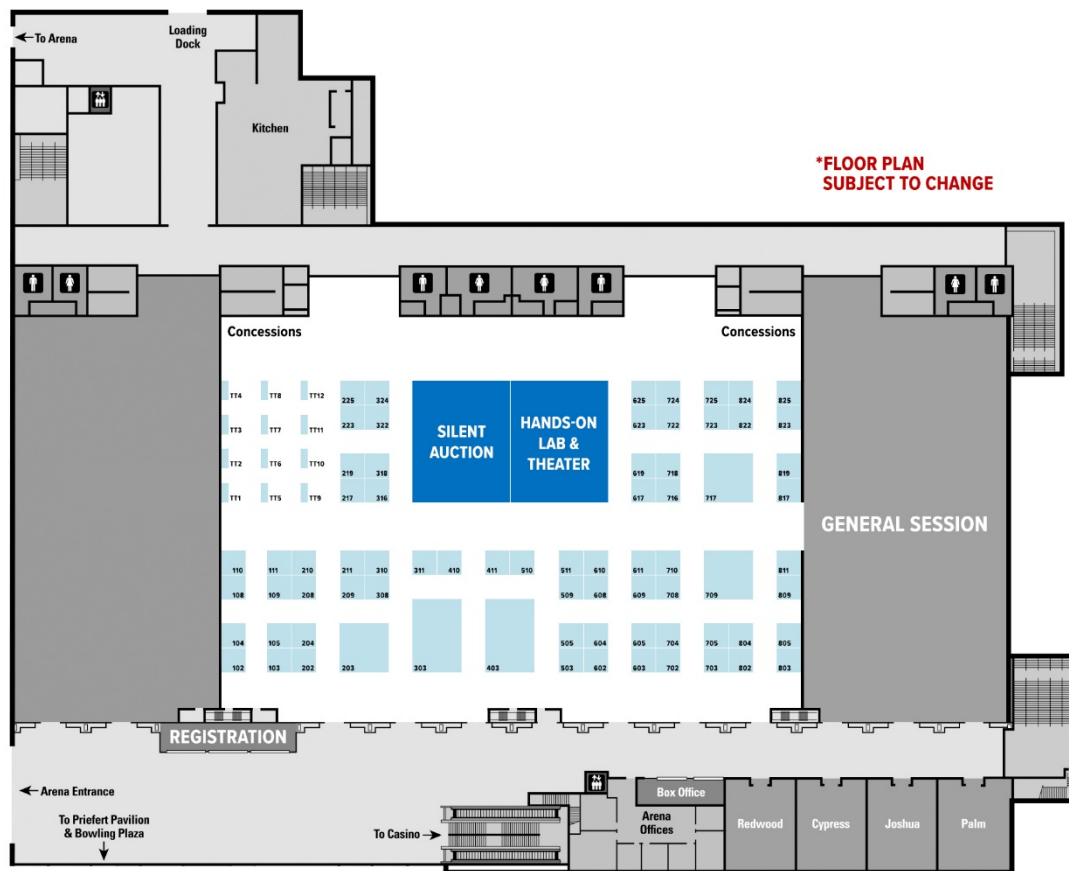
TABLETOP DISPLAY

- One 6' x 30" table in shared space
- Two chairs
- One wastebasket
- One complimentary conference registration
- Company name on conference website with hyperlink
- Pre- and post-conference attendee list

Note: Only paid exhibitors and sponsors will be allowed to display, solicit or distribute literature or collateral.

Tradeshow Floor Plan

Enjoy maximum traffic flow through the tradeshow located adjacent to general session, registration and meeting rooms.



Tradeshow Booth Selection & Assignment

Sponsors, ordered by dollar-spend, will have first selection of booths. All other booths will be assigned on a first-come, first-served basis determined by receipt of an exhibitor agreement with payment. **Exhibit space will not be assigned, and recognition will not be published on the conference website, until payment is received in full.** Our tradeshow manager will make every effort to ensure the booth you select is the booth you will have onsite. Nevertheless, final booth placement is at the discretion of the tradeshow manager. The floor plan is subject to change to accommodate other event functions.

All tabletop displays will be placed in a shared area within the tradeshow. Assignment of tabletop displays will be made by our tradeshow manager. If you secure a tabletop display, you will be strictly limited to the space atop your table. If your exhibit requires expansion beyond your assigned tabletop display, then please choose the standard booth instead.

REMEMBER!

The ABF Conference & Tradeshow is one of the largest, most action-packed beekeeping events in the world!

Sponsor!

The ABF Conference & Tradeshow offers a variety of opportunities to increase your visibility and maximize your exposure during the event. 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 ABF Executive Director Molly Sausaman at msausaman@abfnet.org with questions about sponsorship availability or to create your own opportunity.

SPONSORSHIP PACKAGES

Platinum Sponsorship Package\$12,500

- One 20’ x 30’ exhibit booth (equals six 10’ x 10’ booths)
- Ten Complimentary conference registrations
- Fifteen minutes of stage time during general session
- One full-page ad in conference program guide
- Platinum recognition in conference program guide
- Platinum recognition on digital signage during general session
- Platinum recognition on event website with hyperlink
- Three conference bag inserts
- Five complimentary room nights at host hotel
- Pre- and post-conference attendee list

Gold Sponsorship Package\$10,500

- One 20’ x 20’ exhibit booth (equals four 10’ x 10’ booths)
- Eight complimentary conference registrations
- Ten minutes of stage time during general session
- One half-page ad in conference program guide
- Gold recognition in conference program guide
- Gold recognition on digital signage during general session
- Gold recognition on event website with hyperlink
- Two conference bag inserts
- Three complimentary room nights at host hotel
- Pre- and post-conference attendee list

Silver Sponsorship Package.....\$8,000

- One 10’ x 20’ exhibit booth (equals two 10’ x 10’ booths)
- Six complimentary conference registrations
- Five minutes of stage time during general session
- One quarter-page ad in conference program guide
- Silver recognition in conference program guide
- Silver recognition on digital signage during general session
- Silver recognition event website with hyperlink
- One conference bag insert
- Pre- and post-conference attendee list

Bronze Sponsorship Package\$5,000

- One 10’ x 10’ exhibit booth
- Four complimentary conference registrations
- One quarter-page ad in conference program guide
- Bronze recognition in conference program guide
- Bronze recognition on digital signage during general session
- Bronze recognition on event website with hyperlink
- One conference bag insert
- Pre- and post-conference attendee list



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

Get in front of attendees before they arrive and stay in front of them all conference long by being the official conference mobile app sponsor. The conference app will be a central hub for attendees to connect, build their schedule and stay up to date on conference happenings. Your company will be branded as the official sponsor of the app with plenty of logo and ad placement within the app itself and on signage during the event. The app will be in front of nearly all attendees, meaning great return on investment. Includes:

- Four complimentary conference registrations
- Company logo and banner ad within conference mobile app
- Sponsorship recognition in conference program guide
- Sponsorship recognition on digital signage during general session
- Sponsorship recognition on event website with hyperlink

Conference Notebook (Limit 1)SOLD

A high-quality conference notebook, imprinted with your company's logo, will be handed out to each attendee during registration. It's the perfect way to ensure all conference participants repeatedly see your brand throughout the event while taking notes in educational sessions and on the tradeshow floor. Includes:

- Company logo imprinted on front cover of conference notebook with distribution to all attendees
- Sponsorship recognition in conference program guide
- Sponsorship recognition on digital signage during general session
- Sponsorship recognition on event website with hyperlink
- One complimentary conference registration
- Two conference bag inserts

Name Badge Lanyard (Limit 1)\$5,000

All conference attendees are required to display their access badge throughout the conference. Enhance your company's visibility with conference attendees with this valuable opportunity for exposure. Name badge lanyard sponsorship includes your company's logo or promotional message imprinted on the lanyards attached to access badges. Includes:

- Company logo imprinted on name badge lanyard with distribution to all attendees
- Sponsorship recognition in conference program guide
- Sponsorship recognition on digital signage during general session
- Sponsorship recognition on event website with hyperlink
- One conference bag insert

Thursday Night Social (Limit 1)\$5,000

Don't miss the opportunity to co-host this widely anticipated dinner with entertainment designed to highlight local attractions and provide conference attendees with a lasting memory once the event concludes. Sponsorship includes recognition and company description in the conference program guide, on the conference website and in the ABF's newsletter and social media. Includes:

- Five minutes to address social participants
- Exclusive recognition on social signage
- Sponsorship recognition in conference program guide
- Sponsorship recognition on digital signage during general session
- Sponsorship recognition on event website with hyperlink
- One complimentary conference registration
- Two conference bag inserts

Conference Tote Bag (Limit 1).....\$4,000

The ever-popular conference tote bag is a “must have” amongst attendees and offers a great way to make a first impression as they check in at the registration desk. Give your brand legs with this exclusive opportunity for high-profile visibility with beekeepers and others in the industry. Includes:

- Company logo and web address imprinted on conference bag with distribution to all attendees
- Sponsorship recognition in conference program guide
- Sponsorship recognition on digital signage during general session
- Sponsorship recognition on event website with hyperlink
- One complimentary conference registration
- Two conference bag inserts

Conference Blanket (Limit 1).....\$4,000

Looking for a great way to improve the attendee experience? Keep conference participants warm in chilly meeting rooms and be the talk of the event with this clever sponsorship opportunity. Includes:

- Company logo imprinted on fleece blanket with distribution to all attendees
- Sponsorship recognition in conference program guide
- Sponsorship recognition on digital signage during general session
- Sponsorship recognition on event website with hyperlink
- One complimentary conference registration
- One conference bag insert

Conference Water Bottle (Limit 1)\$3,000

Help attendees stay hydrated by sponsoring the official conference water bottle. Each attendee will receive a high-quality, environmentally friendly water bottle to carry throughout the event. Watering stations will be conveniently located in the tradeshow where attendees can fill-up during refreshment breaks. This exclusive sponsorship will ensure maximum brand exposure with your company’s logo prominently displayed on each water bottle. Includes:

- Company logo imprinted on water bottle with distribution to all attendees
- Sponsorship recognition in conference program guide
- Sponsorship recognition on digital signage during general session
- Sponsorship recognition on event website with hyperlink
- One conference bag insert

Commercial Beekeepers Breakfast (Limit 3)\$2,000

All commercial beekeepers attending the conference are invited to enjoy a complimentary breakfast and educational program made possible by this sponsorship. Featuring a panel of experts and engaging Q&A, this session is consistently described as “can’t miss” amongst commercial beekeepers. Includes:

- Five minutes to address breakfast participants
- Placement of your company’s literature on breakfast tables
- Sponsorship recognition in conference program guide
- Sponsorship recognition on digital signage during general session
- Sponsorship recognition on event website with hyperlink

Keynote Presentation (Limit 3)\$1,000

Sponsoring the educational program demonstrates your company’s commitment to the professional development of beekeepers. Three keynote presentations by industry thought leaders will be featured over the course of three days of general session, and with a limit of one sponsor per keynote presentation, this opportunity offers exclusive exposure to conference participants. Includes:

- Three minutes of stage time to promote your company and introduce keynote speaker
- Exclusive recognition on signage during sponsored keynote presentation
- Sponsorship recognition in conference program guide
- Sponsorship recognition on digital signage during general session
- Sponsorship recognition on event website with hyperlink

Speaker Gift (Limit 1).....\$1,000

Help us thank the conference speakers in style by sponsoring gifts for our esteemed presenters. Each speaker will receive a special gift courtesy of this sponsorship. Each gift will have a tag thanking your company as the speaker gift sponsor and leaving a lasting impression on the industry’s movers and shakers. Includes:

- Company logo on gift packaging with distribution to all conference speakers
- Sponsorship recognition in conference program guide
- Sponsorship recognition on digital signage during general session
- Sponsorship recognition on event website with hyperlink
- One complimentary conference registration
- One conference bag insert

Refreshment Break (Limit 6)..... \$750

Morning and afternoon refreshment breaks will be served inside the tradeshow, giving exhibitors the opportunity to socialize and develop contacts among conference participants. This sponsorship includes your company’s logo on refreshment break signage along with recognition in the conference program guide and during announcements.

- Sponsorship recognition on signage during refreshment break
- Sponsorship recognition in conference program guide
- Sponsorship recognition on digital signage during general session
- Sponsorship recognition on event website with hyperlink

Honey Sponsor per Day (Limit 4)..... \$300

Being the honey sponsor for a day gets your company’s honey into the mouths of conference participants during refreshment breaks and meals. Our chef will design menus that incorporate honey as a featured ingredient, and special recognition will be given on refreshment break signage and during announcements.

- Sponsorship recognition on signage during refreshment break
- Sponsorship recognition in conference program guide
- Sponsorship recognition on digital signage during general session
- Sponsorship recognition on event website with hyperlink
- Must provide host hotel with honey prior to event via UPS or FedEx

NON-EXCLUSIVE SPONSORSHIPS

Each of the following sponsorship opportunities includes:

- Sponsorship recognition on signage during sponsored event
- Sponsorship recognition in conference program guide
- Sponsorship recognition on digital signage during general session
- Sponsorship recognition on event website

Welcome Reception Recognition for Amount Sponsored (\$150 Minimum)

The welcome reception will be held in the tradeshow and will feature light refreshments and the Beekeeping Brain Buster hosted by the American Honey Queen Program. This is a great opportunity to meet with the many vendors supporting the conference and learn more about all that they have to offer.

Auxiliary Lunch and Meeting \$250

Sponsor this session and support the ABF Auxiliary’s mission to provide support to the American Honey Queen Program and assist the ABF in developing programs for a strong membership.

Foundation Luncheon..... \$250

The mission of the Foundation for the Preservation of Honey Bees is to preserve and protect honey bees to ensure a quality food supply and environment. Sponsoring this special event provides resources for continuing bee research particularly in areas that will advance bee culture, improve pollination and conserve biodiversity.

ABF Annual Banquet Sponsor \$250
 Join us as we recognize award recipients, announce our sweepstakes winners and coronate the American Honey Queen and Princess. This evening is packed full of excitement and we hope your company can help ensure it's an unforgettable night.

Vendor Session in the Tradeshow \$250
 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.

ADVERTISING OPPORTUNITIES

Hit your target market by putting your company's message into the hands of ABF Conference & Tradeshow participants. The conference program guide serves as a handy reference for attendees both during the conference and afterward. It contains the venue map, conference schedule and detailed descriptions of daily happenings.

- Full-page Ad on Outside, Back Cover of Conference Program Guide \$1,000
- Full-page Ad on Inside, Back Cover of Conference Program Guide \$950
- Full-page Ad on Inside, Front Cover of Conference Program Guide \$950
- Full-page Ad on Tabbed Section Divider in Conference Program Guide (Limit 4) **1 SOLD, 3 Remaining** \$950
- Full-page Ad in Conference Program Guide..... \$750
- Half-page Ad in Conference Program Guide \$650
- Quarter-page Ad in Conference Program Guide..... \$550
- Conference Bag Insert..... \$300

QUESTIONS? Contact ABF Executive Director Molly Sausaman at msausaman@abfnet.org or 404-760-2875.



ABF Conference & Tradeshow Rules and Regulations

1. **Exhibit Space Agreement:** By submitting the reservation agreement for booth space, Exhibitor releases ABF (herein referred to as "Show Management") from all liabilities to Exhibitor, its agents, licensees or employees that may arise because of submission of the reservation agreement or participation in the tradeshow. Acceptance of the reservation agreement does not imply endorsement by Show Management of Exhibitor's products, nor does rejection imply lack of merit of Exhibitor's products or manufacturer. Show Management has the sole right to determine eligibility of any company or product for inclusion in the tradeshow. Show Management has the right to move Exhibitor's location in the tradeshow for any reason. Only one company is permitted per 10' x 10' booth space. Sharing a single 10' x 10' booth space between two companies is not permitted.
2. **Payment & Cancellation Policy: 75% Payment Due on August 2, 2020; Payment in Full Due on December 6, 2020**
If Exhibitor, for any reason, must cancel participation in the tradeshow, Exhibitor must notify Show Management in writing and refunds will be issued based on the following schedule:
 - Cancellation Before October 9, 2020: 50% of total contract
 - Cancellation Before November 27, 2020: 25% of total contract
 - Cancellation On or After November 27, 2020: 0% refund

If because of war, fire, strike, terrorist acts, exhibit facility construction or renovations project, government regulation, public catastrophe, act of God, epidemic, pandemic or other cause beyond the control of Show Management, the tradeshow or any part thereof is prevented from being held, is canceled by Show Management or the exhibit space becomes unavailable, Show Management, at its sole discretion, shall determine and refund to Exhibitor a proportional share of the aggregate balance of reservation fees received which remains after deductions for expenses incurred by Show Management and reasonable compensation to Show Management but in no case shall the amount refunded to Exhibitor exceed the amount of the reservation fee paid by Exhibitor.

The standard cancellation table set forth above shall not be applicable if Exhibitor cancels because it is subject to a documented, company-wide travel ban or subject to a documented Federal, State or City of Las Vegas travel ban that is in effect on or after Monday, December 28, 2020, specifically as a result of the novel coronavirus (COVID-19) pandemic.
3. **General Contractor:** Exhibitor is responsible for placing all orders for the exhibit booth with the tradeshow's general contractor. Exhibitor is also responsible for coordinating shipping items to the conference.
4. **Exhibit Space:** Exhibitor shall not harm, deface or damage the tradeshow or any other area of the conference venue or any of its contents, or cause or permit the same to be done. Exhibitor shall not place or permit to be placed any nails, hooks, tacks, screws or any device into any portion of the conference venue. Exhibitor shall not use or permit the use of any tape, glue, cement or any other compound to fasten signs, banners or any other form of display or advertisement to any portion of the conference venue. Exhibitor is liable for any damage caused by Exhibitor or its representatives to floors, walls, columns or to the property of other exhibitors. Exhibitor may not apply paint, lacquer, adhesive or other coating to any surface whatsoever.
5. **Dismantling:** Exhibitor is required to remain open during the scheduled times listed in the Exhibitor Service Kit. Exhibitor may not dismantle before Show Management officially closes the tradeshow floor. Exhibitor must remove its property from the tradeshow floor after the conference. Exhibitor agrees to return and restore the exhibit space, at its sole expense, to the same condition in which it existed prior to Exhibitor's occupancy. Exhibitor shall be liable for all storage and handling and cleaning charges resulting from the failure to remove its property from the tradeshow by the deadline listed in the Exhibitor Service Kit.
6. **Noise Levels:** Exhibitor agrees that noise levels must be kept to a minimum so as not to interfere with nearby conversations. Noise from equipment of any kind must be kept within the confines of Exhibitor's booth. Exhibitor may not demonstrate any equipment or cause any noise that may be objectionable to surrounding tradeshow participants.
7. **Fire and Safety Regulations:** Exhibitor agrees to comply with and accept full responsibility for compliance with all federal, state and municipal fire and safety regulations.
8. **Equipment and Machinery:** Exhibitor assumes all responsibility for equipment and machinery that is to be part of its exhibit. Exhibitor understands it must work with the tradeshow's general contractor for placement of equipment and machinery and to obtain any necessary permits. Exhibitor is solely responsible for the costs associated with installation and dismantling of equipment and machinery.
9. **Tradeshow Admission:** Show Management shall have sole control over tradeshow admission.

10. **Booth Personnel:** Booth personnel, including models or demonstrators, must be properly registered and wear access badges issued by Show Management. Individuals under the age of 18 are not permitted to represent Exhibitor as booth personnel.
11. **Indemnity:** Exhibitor agrees to indemnify Show Management, the conference venue, members, officers, directors, agents and employees of each of these entities and the tradeshow's general contractor against and hold them harmless for any claims arising out of the acts or negligence of Exhibitor, its agents or employees or out of labor disputes. Exhibitor further agrees to assume all risk and indemnify and hold harmless Show Management, the conference venue, members, officers, directors, agents and employees of each of these entities and the tradeshow's general contractor from and against all claims, liability expenses and damages of any kind or nature arising out of or about damage to or loss of any property belonging to Exhibitor or Exhibitor's employees, agents, contractors, representatives, patrons and guests.
12. **Liability and Insurance:** All property of Exhibitor remains under its custody and control in transit to and from the tradeshow floor and while it is in the confines of the tradeshow. Neither Show Management, its service contractors nor any of the officers, employees or directors of any of the same are responsible for the safety of the property of Exhibitor from theft, damage by fire, accident, vandalism or other causes. Exhibitor expressly waives and releases any claim or demand it may have against any of the above entities because of any damage to or loss of any property of Exhibitor. It is recommended that Exhibitor obtain adequate insurance coverage, at its own expense, for property loss or damage and liability for personal injury.
13. **Americans with Disabilities Act:** Exhibitor acknowledges its responsibilities under the Americans with Disabilities Act (ADA) to make its booth accessible to handicapped persons. Exhibitor shall also indemnify and hold Show Management, the conference venue, members, officers, directors, agents and employees of each of these entities harmless against cost, liability or damage which may be caused by Exhibitor's failure to comply with the requirements of ADA.
14. **Tradeshow Traffic:** No demonstration or activity that blocks aisles or prevents access to other booths shall be permitted. Show Management reserves the right, at its sole discretion, to remove any obstructive demonstration or activity from the tradeshow.
15. **Union Restriction:** Exhibitor is required to observe all union contracts in effect between Show Management, the tradeshow's general contractor, all venues and facilities and any other organization. Show Management cannot take the responsibility for interference with the tradeshow caused by disputes involving union personnel and Exhibitor.
16. **Behavior / Good Neighbor Policy:** Exhibitor is required to keep all activities within the confines of its booth and not interfere with aisle traffic flow or access to neighboring booths. Activities may not disturb neighboring booths. Demonstrations, booth giveaways and literature must directly relate to Exhibitor's products, business or mission and not be offensive in any manner.

Exhibitor is required to conduct itself and operate its booth so as not to annoy, endanger or interfere with the rights of others at the tradeshow. Show Management reserves the right to deny access to the tradeshow floor if Exhibitor does not conduct itself in a professional, ethical and otherwise appropriate manner. Unsportsmanlike, unethical, illegal or disruptive conduct or engaging in corporate espionage is strictly prohibited.
17. **Literature Distribution / Giveaways:** Circulars, catalogs, magazines, folders, promotional, educational or other giveaway matter may be distributed only at Exhibitor's booth and must be related strictly to the products and services on display or eligible for display and for products which are directly available from Exhibitor. Distribution from booth to booth or in the aisles is forbidden. Exhibitor must confine its exhibit activities to the space for which it has contracted. Exhibitor may not distribute or leave behind merchandise, signs or printed materials in the registration area, meeting rooms or public areas of the event site, including hotels, shuttle buses, parking garages, etc., without written prior approval of Show Management.

Only literature published or approved by Show Management may be distributed in the registration area, meeting rooms or public areas of the event site or on transportation provided by Show Management. Canvassing is strictly prohibited, and should Exhibitor do so, it will be requested to leave the premises and its property will be removed at the same time.
18. **Drawings and Contests:** Raffles, drawings and contests, if permitted by law, are allowed in Exhibitor's booth but will be regulated by Show Management. Show Management reserves the right to limit promotional activity anywhere on the tradeshow floor at its sole discretion to ensure a professional and safe atmosphere. These activities include and are not limited to handouts, contests, lotteries, promotional activities, entertainment, raffles and drawings.
19. **Alcoholic Beverages:** The use of alcoholic beverages by Exhibitor on the tradeshow floor is prohibited.
20. **Social Functions and Special Events:** Exhibitor agrees not to schedule social functions and special events that encourage the absence of attendees from the conference or tradeshow during official hours of operation.
21. **Reservation Agreement:** Exhibitor acknowledges receipt of the ABF Conference & Tradeshow Rules and Regulations and, by signing the reservation agreement, agrees to abide by these rules and regulations as set by Show Management.

Reservation Agreement

RESERVE ONLINE! Use our convenient form here: <https://app.smartsheet.com/b/form/aaf04e38ec8d472c88620b5502053a22>

| CONTACT INFORMATION: (PLEASE PRINT CLEARLY) | |
|---|-----------------|
| Company | Website |
| Primary Contact Name | Cell Phone |
| Mailing Address | |
| City, State, Country | ZIP/Postal Code |
| Primary Contact Email Address | Phone |

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

| EXCLUSIVE SPONSORSHIPS | |
|--|---|
| <input type="radio"/> Conference Mobile App.....\$5,000 | <input type="radio"/> Water Bottle.....\$3,000 |
| <input type="radio"/> Conference Notebook..... SOLD | <input type="radio"/> Commercial Beekeepers Breakfast.....\$2,000 |
| <input type="radio"/> Name Badge Lanyard.....\$5,000 | <input type="radio"/> Keynote Presentation.....\$1,000 |
| <input type="radio"/> Thursday Night Social.....\$5,000 | <input type="radio"/> Speaker Gift.....\$1,000 |
| <input type="radio"/> Tote Bag.....\$4,000 | <input type="radio"/> Refreshment Break.....\$750 |
| <input type="radio"/> Blanket.....\$4,000 | <input type="radio"/> Honey Sponsor per Day.....\$300 |

| NON-EXCLUSIVE SPONSORSHIPS | |
|--|--|
| <input type="radio"/> Welcome Reception.....Minimum of \$150 | <input type="radio"/> ABF Annual Banquet.....\$250 |
| <input type="radio"/> Auxiliary Lunch and Meeting.....\$250 | <input type="radio"/> Vendor Session in the Tradeshow.....\$350 |
| <input type="radio"/> Foundation Luncheon.....\$250 | <input type="radio"/> Create Your Own Opportunity.....Contact Molly Sausaman |

| ADVERTISING OPPORTUNITIES | |
|--|---|
| <input type="radio"/> Outside, Back Cover.....\$1,000 | <input type="radio"/> Full-page Ad.....\$750 |
| <input type="radio"/> Inside, Back Cover.....\$950 | <input type="radio"/> Half-page Ad.....\$650 |
| <input type="radio"/> Inside, Front Cover.....\$950 | <input type="radio"/> Quarter-page Ad.....\$550 |
| <input type="radio"/> Tabbed Section Divider.....\$950 | <input type="radio"/> Conference Bag Insert.....\$300 |

| EXHIBIT BOOTHS | |
|--|---|
| Early Rate: Agreement Received On or Before 10/9/2020 | Regular Rate: Agreement Received On or After 10/10/2020 |
| <input type="radio"/> Premium Booth.....\$1,000 x Quantity _____ | <input type="radio"/> Premium Booth.....\$1,200 x Quantity _____ |
| <input type="radio"/> Standard Booth.....\$900 x Quantity _____ | <input type="radio"/> Standard Booth.....\$1,100 x Quantity _____ |
| <input type="radio"/> Tabletop Display.....\$600 | <input type="radio"/> Tabletop Display.....\$800 |

Signature _____ Date _____

My signature above is confirmation of commitment to sponsor and/or exhibit at the 2021 ABF Conference & Tradeshow, scheduled for January 6-9, 2021. I have read the entire agreement and am authorized by my company to make this commitment. By signing this contract, my company and its representatives agree to abide by the ABF Conference & Tradeshow Rules and Regulations.

Mail completed agreement to: American Beekeeping Federation
500 Discovery Parkway, Suite 125
Superior, CO 80027

Or, scan and email to: msausaman@abfnet.org