SPONSORSHIP PROSPECTUS

AFGC 2023 ANNUAL CONFERENCE

WINSTON-SALEM, NC | JANUARY 8-11, 2023



ABOUT

AFGC is an international organization made up of 22 affiliate councils in the United States with over 2,500 members. Our primary objective is to promote the profitable production and sustainable utilization of quality forage and grasslands and are dedicated to advancing the use of forage as a prime feed resource. Our members represent the academic community, producers, private industry, institutes and foundations. Together, they unite in a common cause to promote and develop the forage industry.

Every year, we host an annual conference with over 350 attendees. The five-day schedule offers competitions, educational workshops, and networking opportunities for attendees. Our conference changes location each year, and this year we are excited to host in Winston-Salem, North Carolina.



Participation as a 2023 Corporate Supporter is an excellent opportunity to get your organization's information in front of forage industry producers, extension agents, educators, students, and more. Your support of AFGC will provide year-round exposure.

We have a variety of support opportunities available. Corporate supporters may select from 8 different sponsorship packages, including our new National Forage Week Supporter Package, competition sponsorships, exclusive conference event sponsorships, exhibitor tables, or a combination of opportunities to best fit each sponsor’s needs and audiences.

If you have questions as you read through this prospectus, feel free to contact us at tina@afgc.org.

Thank you to our previous sponsors!

Advanced Biological Marketing · AgXplore · Allied Seed LLC · Amazing Grazing · America's Alfalfa · Barenbrug USA · Blue Sun Scientific · Byron Seeds · Caudill Seed Company · Center Seeds · Corteva Agriscience · Cumberland Valley Analytical Services · Dalrymple Farms · Dart Hay Service Inc. · DLF Pickseed · Dow AgroSciences · Forage & Grassland Foundation · Forage Genetics International · Gallagher North America · Hay & Forage Grower · Henrietta Baylor · Innovative Technologies Group · International Grassland Congress · Kinloch Farm, Inc · Massey Ferguson (Southeast Hay Contest) · Mountain View Seeds · NatGLC · NIRS Forage & Feed Testing Consortium · Noble Research Institute, LLC · North American Equine Ranching Information Council · Oregon Forage Seed Commissions · Oregro Seed · Pasture Management Systems Inc. · Pennington Seed · Progressive Forage Grower · Saddle Butte Ag. Inc. · SCFGLC · Smith Seed Services · Southeast AgriSeeds · South Carolina Farm Bureau Federation · Summit Seed Coatings · The Cisco Companies · The University of Georgia · Timeless Fence System · Tucker Family Farms · Truax Company · Unity Scientific · USDA-NRCS · VFGC

SUPPORTER **PACKAGES**

DIAMOND
$7,500

- **1 complimentary exhibit space at annual conference**
- **6 complimentary annual conference registrations**
- **Recognition in conference app as featured sponsor**
- **Sign recognition at annual conference**
- **Full page ad in annual conference program**
- **Logo with link on AFGC website**
- **Ability to use AFGC logo**

PLATINUM
$5,000

- **1 complimentary exhibit space at annual conference**
- **5 complimentary annual conference registrations**
- **Recognition in conference app as featured sponsor**
- **Sign recognition at annual conference**
- **3/4 page ad in annual conference program**
- **Logo with link on AFGC website**
- **Ability to use AFGC logo**

GOLD
$3,500

- **4 complimentary annual conference registrations**
- **Recognition in conference app as featured sponsor**
- **Sign recognition at annual conference**
- **1/2page ad in annual conference program**
- **Logo with link on AFGC website**
- **Ability to use AFGC logo**

SILVER
$2,000

- **3 complimentary annual conference registrations**
- **Recognition in conference app**
- **Sign recognition at annual conference**
- **1/4 page ad in annual conference program**
- **Company name with link on AFGC website**
- **Ability to use AFGC logo**

BRONZE
$1,000

- **2 complimentary annual conference registration**
- **Recognition in conference app**
- **Sign recognition at annual conference**
- **Recognition in annual conference program Company name with link on AFGC website**
- **Ability to use AFGC logo**

CONTRIBUTOR
$750

- **1 complimentary annual conference registration**
- **Recognition in conference app**
- **Sign recognition at annual conference**
- **Recognition in annual conference program**
- **1 individual membership with AFGC**

ALLIED
$500

- **1 complimentary annual conference registration**
- **Recognition in conference app**
- **Sign recognition at annual conference**
- **Recognition in annual conference program**

NATIONAL FORAGE WEEK SUPPORTER
$250

- **Social media recognition during National Forage Week (June 20-26)**
- **Recognition on National Forage Week promotional items**
- **Recognition on AFGC website as a supporter of National Forage Week**

SUPPORTER **PACKAGES***

	Diamond	Platinum	Gold	Silver	Bronze	Contributor	Allied
Conference registration(s)	6	5	4	3	2	1	1
Ad space in conference program	1 page	3/4 page	1/2 page	1/4 page			
Exhibit space	X	X					
Logo + Link on website	X	X					
Company name + Link on website			X	X	X		
Ability to use AFGC logo	X	X	X	X	X		
Recognition in conference app	X	X	X	X	X	X	X
Sign recognition	X	X	X	X	X	X	X
Recognition in conference program	X	X	X	X	X	X	X

*Table is for conference specific packages only.

Competition **Sponsorships**

Competition sponsors will have their logo included on the entry forms/ rules, judging forms, signage during the conference, AFGC social media, and competition webpage. Sponsors will also be recognized by the competition coordinator when referencing the competition and during the awards presentation. Competitions marked with an asterisk (*) offer the opportunity for sponsors to place their logos on the award with a multi-year commitment.

Forage Bowl

Premier $2500 (2 available)

Supporter $500

Supported by: USDA-NRCS & Forage Foundation

The National Forage Bowl Competition is an undergraduate team competition. The format is similar to the popular game show Jeopardy; categories cover all aspects of forage production and management. Support funds are used to cover travel expenses for college teams participating in the competition.

Forage Spokesperson Competition*

$1000 (1 available)

Supported by: Tucker Family Farms

The Forage Spokesperson Contest is one of the most popular and informative sessions at the annual AFGC conference. Farmers are nominated by state affiliate councils to develop a 15-minute presentation which gives an overview of their farming operation. A diverse panel of judges comprised of producers, industry representatives, and government agency employees score the producers on criteria including innovativeness, practical application of sound principles, communication skill, and enthusiasm.

Plant ID Contest

Supported by: Brian Baldwin & Jesse Morrison

The Plant Identification Contest is a crowd favorite. A booth displaying different plants and pictures of plants is set up in the exhibit hall. Conference attendees are challenged to test their knowledge of plant species without the help of friends or phone. The attendee who correctly identifies the most plants wins a $200 cash prize.



Emerging Scientist Competition*

$1500 (1 available)

Supported by: Corteva

Current students and recent graduates are nominated by professors and selected to participate based on the quality of their research and its written summary, their speaking experience, academic achievements, and participation in professional activities. Nominated competitors then share their research in a 15 minute oral presentation.



Photo Contest*

$500 (1 available)

Supported by:
Hay & Forage Grower

In the AFGC Photo Contest we ask participants to tell the story of forage-based agriculture and the people who work to provide the products we enjoy . The purpose of the contest is to recognize, through photography, the multi-faceted uses of forages.

Hay Evaluation Contest

$500 (2 available)

Supported by:
Southeast Hay Contest

During the AFGC Annual Conference a booth will be set up in the exhibit hall with hay samples for attendees to judge. The participant with answers closest to the correct answers will be eligible to win a $100 gift card for 1st place and $50 for second place.

Video Competition*

$500 (2 available)

In the AFGC Video Competition we ask participants to tell the story of forage-based agriculture and the people who work to provide the products we enjoy. A panel will select the finalists and announce winners with the first official showing of the video occurring at the AFGC Annual Conference.

Youth Essay Competition

$350 (1 available)

Supported by:
Progressive Forage

The National Youth in Forage Essay focuses on essays written about anything pertaining to grazing management, including but not limited to, personal experiences in grazing management, observation or explanation of grazing practices, livestock management on pasture, fencing or other equipment related to grazing management, plant or animal species response to grazing management, or any other subject matter related to grazing management. There are two categories for participants—6th-9th Grade, and 10th-12th Grade.



Exclusive **Sponsorships & Exhibits**

Banquet Sponsor
$5000 (1 available)

- Recognition on signage as banquet sponsor
- Included in agenda by event
- Verbal recognition from stage
- Featured on PowerPoint presentation

Breakfast Sponsor
$1500 (2 available)

- Recognition on signage as breakfast sponsor
- Included in agenda by event
- Verbal recognition from stage

Workshop Sponsor
$2500 (6 available)

- Recognition on signage during workshop
- Included in agenda by event and on event website
- Verbal recognition from stage during workshop
- Featured on PowerPoint presentation

Break Sponsor
$750 (2 available)

- Recognition as all day break sponsor during breaks
- Recognition at break stations on signage
- Included in agenda

Attendee Gift Sponsor
$250 (5 available)

Ability to send one pre-approved item to be placed at each attendee seat prior to opening session. Limit 1 per company.

Exhibit Table
$450 (member)
$600 (non-member)

- 1 full conference registration
- 6ft skirted table
- 2 chairs
- Wastebasket
- Recognition on signage and in post conference materials

*Space in exhibit hall is limited and provided on a first come basis. Electricity is not included and must be arranged with the host venue.

AFGC **Corporate Support Agreement**

Please type or print as information is entered using this data for contact and print purposes. This is not for registration purposes.

Company Name: _____

Contact Name: _____

Address: _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Web Site _____

Package	Fee	(x)
Diamond Supporter	$7500	
Platinum Supporter	$5000	
Gold Supporter	$3500	
Silver Supporter	$2000	
Bronze Supporter	$1000	
Contributor Supporter	$750	
Allied Supporter	$500	

Sponsor Type	Fee	(x)
Forage Bowl Premier	$2500	
Forage Bowl Supporter	$500	
Forage Spokesperson Competition	$1000	
Emerging Scientist Competition	$1500	
Photo Contest	$500	
Hay Evaluation Contest	$500	
Video Competition	$500	
Youth Essay Contest	$350	

Sponsor Type	Fee	(x)
Banquet Sponsor	$5000	
Breakfast Sponsor	$1500	
Workshop Sponsor	$2500	
Break Sponsor	$750	
Attendee Gift Sponsor	$250	

	Member	Non-member	(x)
Exhibit	$450	$600	

Total Due $_____

Payment method (circle): Check Credit

*If paying by credit card please return a credit card processing form included.

Membership qualification includes membership with a state affiliate council and/or membership directly with AFGC. To join please visit, www.afgc.org, and select Membership for details.

There are no refunds on support items. If an exhibit table is cancelled prior to December 1, 2022 and resold, then a refund will be issued less a $100 administrative fee.

Return complete form with payment by mail or fax to AFGC, PO Box 867, Berea, KY 40403; fax 859.623.8694. Once payment is processed a registration code will be provided.

Terms & Conditions

1.Agreement
The following rules & regulations become binding upon acceptance of this agreement between the applicant, his/her employees and agents, and AFGC, and any additions and amendments thereto that may be established or put into effect by AFGC in the interest of the Conference and Exposition shall be binding on exhibitors and sponsors equally with the terms of this agreement. The acceptance of this agreement is subject to the final approval of AFGC.

2.Payments and Cancellations
Payment must be received in full prior to the start of the convention. Any option with a balance due will not be honored onsite. Payment will be accepted in U.S. currency only as cash, check, or credit card. No refunds are issued for cancellation of sponsorship or exhibition. If event is cancelled sponsorship or exhibit payments will be refunded less any direct marketing costs that have been published and distributed to attendees and/or potential attendees.

3.Observance to Exposition Rules & Regulations
Upon acceptance of the agreement by AFGC, the exhibiting company agrees to abide by the terms herein, and any revisions or amendments thereto made by AFGC. Exhibiting companies not complying with said rules, having knowledge of them or not, shall be subject to the actions taken by AFGC.

4.Space Assignment
AFGC reserves the right to make the final space assignment and change the space assignment after the acceptance of the application should it be necessary. No exhibitor shall assign, sublet, or share the whole or any part of the contracted space with a consultant, broker, or company owned and/or in businesswith another company.

5.Exhibit Activities and Operations
Exhibitors are held liable for compliance with the terms as set forth herein. No activities will be permitted in any exhibit space that is contrary to law or the rules and regulations of exhibiting at the facility or which will disturb exhibitors in the immediate area. All displays, equipment, booth furnishings, product demonstrations and marketing/promotional activities must be confined to the assigned booth space. AFGC reserves the right to prohibit any exhibit which in their opinion is disruptive, offensive or not suitable for the purpose of the Exhibition. Exhibitors shall not employ the use of live activities which may include but not limited to dancing, sports, use of animals, music entertainment, spa services, distribution of food or alcoholic beverages, etc. without the prior consent of AFGC. Items such as balloons, confetti, glitter or other similar items are prohibited in the exhibit hall. Exhibitors must remain within their assigned space and may not overflow into the aisles as this may create a safety risk. AFGC reserves the right to remove any material, etc. from the exhibit space which does not keep with the standards of the exhibition.

6.Exhibit Personnel
During dedicated exhibition events, a representative from the exhibiting company must be in the booth at all times. A maximum of three (3) individuals per booth space will be allowed to work in a booth at any one time. Exhibitor registration can only be used by direct employees of the exhibit company and not consultants, brokers, and/or subcontractors.

7.Indemnity
It is expressly understood and agreed that the exhibiting company will hold harmless and make no claim against AFGC nor any of its officers, members, employees, contractors or agents for any loss,damage to, or destruction of property, nor for any injury that may occur to the exhibitor, its contractors, its agents, or its employees while in the exhibit facility, nor for any damages of any nature or character whatsoever, including legal expenses arising due to participation in the exhibition during installation period, show hours, closed hours and dismantle period.

8.Insurance
The exhibiting company agrees to carry insurance for a single limit of not less than one million dollars for their employees, agents, contractors or representatives and guests present at the show. The exhibiting company also agrees to provide Worker's Compensation insurance providing benefits for the state in which the exhibit facility is located. An umbrella liability policy is satisfactory as long as all areas are covered.

9.Show Cancellation
AFGC, its officers, members, employees, agents, representatives, or contractors will not be liable for failure to hold the conference/ exhibition as scheduled. Payments for sponsorships and/or exhibit space will be refunded, less any actual expenses incurred for the exhibition which will be deducted.

10.Damage to Exhibition Facility
Damage to the exhibition facility, caused or done by the exhibitor, shall be the responsibility of the exhibitor. The exhibiting company agrees to hold AFGC and the hotel harmless of and from all loss, liability, and/ or damage whatsoever caused to the exhibition facility, or any part thereof, directly or indirectly.

11.Security
Every reasonable effort will be made by AFGC to protect property during installation, exhibit hours, and removal. AFGC, however, will have no liability for any loss or damage sustained by an exhibitor during any time of the exhibition, whatever the cause.

12.Non-Endorsement
The exhibiting of products and services at the AFGC conference does not constitute an endorsement by AFGC of any productor service exhibited. Exhibitors are not permitted to represent in any manner that AFGC endorsed goods or services supplied by them.

13.Use of Exhibit Space
Space is to be used for the Exhibitor whose name appears on the agreement. Exhibitors may not sublet or resell any portion of their space nor allow their badges to be used by unauthorized persons. All signs/displays in an exhibit must be related to the exhibitor's company that is listed on the agreement.

14.Non-Official Contractors
Exhibitor Appointed Contractors (EACs) contracted by an approved exhibiting company to install and/or dismantle a display must submit to the AFGC Office the name of the exhibiting company, name of contractor, contractor point of contact, and contractor phone number within 10 days of submitting the participation agreement. A certificate of insurance must be sent via email to AFGC.

15.Solicitation
Persons connected to nonexhibiting companies are prohibited from any dealings, exhibiting or soliciting, within the exhibit hall. These individuals should be reported to AFGC.

16.Standard Arbitration Clause
All claims and disputes arising under or relating to this Agreementare to be settled by binding arbitration in Kentucky or another location mutually agreeable to the parties.The arbitration shall be conducted on a confidential basis pursuant to the Commercial Arbitration Rules of the American Arbitration Association. Any decision or award as a result of any such arbitration proceeding shall be in writing and shall provide an explanation for all conclusions of law and fact and shall include the assessment of costs,expenses, and reasonable attorneys' fees. Any such arbitration shall be conducted by an arbitrator and shall include a written record of the arbitration hearing. The parties reserve the right to object to any individual who shall be employed by or affiliated with a competing organization or entity. An award of arbitration may be confirmed in acourt of competent jurisdiction.

17.Publicity Material
By submitting a reservation to participate at the AFGC Annual Conference you agree to the use of your company name and logo for conference related activities to recognize your company's participation.