

BEEF FARMERS of Ontario

TRADESHOW & SPONSORSHIP OPPORTUNITIES

2027 BEEF FARMERS OF ONTARIO ANNUAL GENERAL MEETING

Dear Valued Exhibitors and Sponsors,

The Beef Farmers of Ontario (BFO) is pleased to invite you to join us for our 65th Annual General Meeting, which will take place on February 17 & 18, 2027 at the Delta Hotels by Marriott Toronto Airport & Conference Centre, 655 Dixon Road, Toronto. The two-day meeting will welcome over 400 beef farmers, industry partners and government officials, and with direction from our delegates from across the province, will help set the course for BFO in 2027.

Here's how you can be involved:

TRADESHOW

You have the opportunity to display your products and/or services to all delegates attending the Annual Meeting throughout the two-day event. For $900 plus HST, you can reserve a 10' X 4' display area that includes complimentary registration for two. Additional registrations can be purchased in advance or at the meeting. Skirted 6-foot tables or 30-inch cruiser tables will be provided and an electrical hook-up may be ordered for a cost of $365 plus HST. Exhibits will be located in the Plaza Foyer of the hotel. Exhibitors are invited to set up displays after 3:00 p.m. on Tuesday, February 16th or early morning on Wednesday, February 17th, and can remove displays after lunch on Thursday, February 18th. Space is limited to approximately 30 exhibits on a first-come, first-serve basis. Deadline for booking space is **Tuesday, January 12th, 2026**. Should you have any further questions, please contact Charlene Yungblut by calling 289.228.3138, or by e-mail at charlene@ontariobeef.com.

You can reserve accommodations at the Delta Hotels by Marriott Toronto Airport & Conference Centre by booking online or calling 1-800-668-3656 before Wednesday, February 3rd, 2027. Please specify the "BFO" block of hotel rooms. Watch for agenda details in the December issue of *Ontario Beef* magazine, as well as on our website at www.ontariobeef.com.

SPONSORSHIP

The BFO Annual General Meeting draws hundreds of attendees from many facets of the agricultural and livestock sectors. It's an excellent opportunity to further showcase your organization through sponsorship. Sponsors are given broad exposure in a number of different mediums, including recognition in the *Ontario Beef* magazine, which is sent to over 16,000 homes and businesses in Ontario. If your company is interested in providing sponsorship, the attached package summarizes the return on investment you will receive at the various sponsorship levels.

This year we have a number of sponsorship opportunities available on a first-come, first-serve basis. If you are interested in sponsoring, please confirm with Charlene Yungblut at the BFO office as soon as possible to ensure you receive full recognition for your sponsorship.

Do you have an idea for a unique sponsorship opportunity not included in this package? Reach out to discuss how we can create a personalized sponsorship tailored to meet your business's needs.

Please complete and return the 2027 Tradeshow and Sponsorship Application Forms to the BFO office by: **Tuesday, January 12th, 2027.**

Don't miss this great opportunity to meet with hundreds of beef farmers from across the province of Ontario!



BEEF FARMERS of Ontario

SPONSORSHIP LEVELS & BENEFITS

2027 BEEF FARMERS OF ONTARIO
ANNUAL GENERAL MEETING

PLATINUM LEVEL SPONSORS - $5,000

Each Platinum Level ($5,000) Sponsor recieves the following benefits, in addition to those outlined within the selected individual category

- Logo recognition in the BFO AGM Program
- Logo recognition on tent cards
- Logo recognition on all event display monitors
- Recognition throughout BFO's social media channels
- Recognition in the *Ontario Beef* magazine
- A one-page full colour advertisement in the BFO AGM Program
- Appearance of your company's logo on writing pads to be included in voting delegate kits
- A brochure/flyer or promotional item to go into the voting delegate kits
- Tradeshow exhibit space complimentary
- Registration for two people

Hospitality

(Two Available)

Select either: Tuesday, February 16th or Wednesday, February 17th

- Logo recognition on signage at the event
- Logo recognition on beverage tickets

Speaker

(Two Available)

Sponsor one of the keynote speakers

- Verbal acknowledgement and logo displayed before the keynote address
- Opportunity for a representative to introduce the keynote speaker

Voting Delegate Package

(One Available)

- Logo recognition on packages provided to all voting delegates

Registration

(One Available)

- Logo recognition on lanyards provided to all attendees

Cattle Academy

(One Available)

- Logo recognition on signage at the event
- Logo recognition on materials promoting the event
- Opportunity to provide a speaker for the event

OBYA Reception

(One Available)

- Logo recognition on signage at the event
- Logo recognition on materials promoting the event
- Opportunity for a representative to bring greetings during the event

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SPONSORSHIP LEVELS & BENEFITS

2027 BEEF FARMERS OF ONTARIO ANNUAL GENERAL MEETING



GOLD LEVEL SPONSORS - $2,500

Each Gold Level ($2,500) Sponsor recieves the following benefits, in addition to those outlined within the selected individual category

- Logo recognition in the BFO AGM Program
- Logo recognition on tent cards
- Logo recognition on all event display monitors
- Recognition throughout BFO's social media channels
- Recognition in the *Ontario Beef* magazine
- Appearance of your company's logo on writing pads to be included in voting delegate kits
- Tradeshow exhibit space complimentary
- Registration for two people

Coffee Break

(Three Available)

- Logo recognition on signage during break

Charging Station

(One Available)

- Logo recognition on the charging stations

Livestream

(One Available)

Livestream promoted on BFO's website and social media

- Logo recognition throughout the livestream

Youth Registration

(One Available)

Offsetting registration costs for OBYA members to attend

- Opportunity for a representative to attend the OBYA Reception
- Verbal acknowledgement at the event









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SPONSORSHIP LEVELS & BENEFITS

2027 BEEF FARMERS OF ONTARIO ANNUAL GENERAL MEETING

SILVER LEVEL SPONSORS - $1,500

Each Silver Level ($1,500) Sponsor recieves the following benefits, in addition to those outlined within the selected individual category

- Logo recognition in the BFO AGM Program
- Logo recognition on tent cards
- Logo recognition on all event display monitors
- Recognition throughout BFO's social media channels
- Recognition in the *Ontario Beef* magazine
- Appearance of your company's logo on writing pads to be included in voting delegate kits
- Registration for one person

Attendee Prize Draw

(Four Available)

BFO to source prizes unless otherwise arranged

- Opportunity for a representative to announce the draw winner during the meeting
- Logo recognition on the draw prize

Networking Lounge

(One Available)

Casual seating area will be setup after Wednesday morning registration until Thursday afternoon

- Opportunity to provide 2 banner stands for the seating area and a handout on the coffee table.

BRONZE LEVEL SPONSORS - $1,000

Each Bronze Level ($1,000) Sponsor recieves the following benefits, in addition to those outlined within the selected individual category

- Logo recognition in the BFO AGM Program
- Logo recognition on tent cards
- Logo recognition on all event display monitors
- Recognition throughout BFO's social media channels
- Recognition in the *Ontario Beef* magazine
- Appearance of your company's logo on writing pads to be included in voting delegate kits

Delegate Virtual Sponsor

(One Available)

- Logo recognition on virtual feed for voting delegates
- Opportunity to show an advertisement during break (static image or brief video)

Banquet Wine

(One Available)

- Verbal acknowledgement at the banquet



BEEF FARMERS of Ontario

SPONSORSHIP APPLICATION FORM

2027 BEEF FARMERS OF ONTARIO ANNUAL GENERAL MEETING

Yes! We would like to sponsor the 2027 BFO Annual General Meeting.

COMPANY NAME _____

ADDRESS _____

CITY _____ PROV/STATE _____ POSTAL CODE _____

TELEPHONE ( ) _____

CONTACT PERSON _____ TITLE _____

CONTACT EMAIL _____ CONTACT PHONE ( ) _____

All sponsorship information will be directed to the contact person at the above address unless otherwise stated.

Sponsorship Details

We would like to sponsor at the 2027 BFO Annual General Meeting at the following level: ☐ I require an invoice

- ☐ HOSPITALITY SPONSOR - $5,000 - PLATINUM SPONSOR
- ☐ SPEAKER SPONSOR - $5,000 - PLATINUM SPONSOR
- ☐ VOTING DELEGATE PACKAGE SPONSOR - $5,000 - PLATINUM SPONSOR
- ☐ REGISTRATION SPONSOR - $5,000 - PLATINUM SPONSOR
- ☐ CATTLE ACADEMY SPONSOR - $5,000 - PLATINUM SPONSOR
- ☐ OBYA RECEPTION SPONSOR - $5,000 - PLATINUM SPONSOR
- ☐ COFFEE BREAK SPONSOR - $2,500 - GOLD SPONSOR
- ☐ CHARGING STATION SPONSOR - $2,500 - GOLD SPONSOR
- ☐ LIVESTREAM SPONSOR - $2,500 - GOLD SPONSOR
- ☐ YOUTH REGISTRATION SPONSOR - $2,500 - GOLD SPONSOR
- ☐ ATTENDEE PRIZE DRAW SPONSOR - $1,500 - SILVER SPONSOR
- ☐ NETWORKING LOUNGE SPONSOR - $1,500 - SILVER SPONSOR
- ☐ DELEGATE VIRTUAL SPONSOR - $1,000 - BRONZE SPONSOR
- ☐ BANQUET WINE SPONSOR - $1,000 - BRONZE SPONSOR

If you would like to pay by credit card, please contact Charlene to arrange. E-transfers are also accepted to amber@ontariobeef.com

Two complimentary registrations are provided with platinum & gold sponsorship and one complimentary registration is provided with silver sponsorship. Please provide the names and emails of your representatives

Additional registrations can be purchased by visiting www.ontariobeef.com after December 15, 2026.
Please email your completed form to Charlene Yungblut at charlene@ontariobeef.com by **JANUARY 12, 2027.**



BEEF FARMERS of Ontario

TRADESHOW APPLICATION FORM

2027 BEEF FARMERS OF ONTARIO ANNUAL GENERAL MEETING

Yes! We would like exhibit space at the 2027 BFO AGM and Tradeshow.

COMPANY NAME _____

ADDRESS _____

CITY _____ PROV/STATE _____ POSTAL CODE _____

TELEPHONE ( ) _____

CONTACT PERSON _____ TITLE _____

CONTACT EMAIL _____ CONTACT PHONE ( ) _____

All tradeshow information will be directed to the contact person at the above address unless otherwise stated.

Exhibit Space Requirements

Please reserve ____ 10' x 4' booth(s) - $900.00 + 13% HST = $1,017.00/booth

Yes, please send me an invoice ☐

TABLE: ☐ 6-foot ☐ 30-inch cruiser ☐ We DO NOT require a table

HYDRO DROP: ☐ $365.00 + 13% HST = $412.45

☐ We DO NOT require hydro for our booth

If you would like to pay by credit card, please contact Charlene to arrange. E-transfers are also accepted to amber@ontariobeef.com

Two complimentary registrations are provided with each exhibit space.

Please list the names and emails of your representatives attending:

_____

Additional registrations can be purchased by visiting www.ontariobeef.com after December 15, 2026.

Please email your completed form to Charlene Yungblut at charlene@ontariobeef.com by **JANUARY 12, 2027.**

Tadeshow space is limited & will be reserved in the order completed applications are received.