



# TRADESHOW & SPONSORSHIP OPPORTUNITIES

2025 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 63<sup>rd</sup> Annual General Meeting, which will take place on February 19 & 20, 2025 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 2025.

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 \$850 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 \$275 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 18<sup>th</sup> or early morning on Wednesday, February 19<sup>th</sup>, and can remove displays after lunch on Thursday, February 20<sup>th</sup>. Space is limited to approximately 30 exhibits on a first-come, first-serve basis. Deadline for booking space is **Tuesday, January 7<sup>th</sup>, 2025**. Should you have any further questions, please contact Charlene Yungblut by calling 289.228.3138, or by e-mail at [charlene@ontariobeef.com](mailto: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 5<sup>th</sup>, 2025. 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](http://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 page summarizes the return on investment you will receive at the various sponsorship levels.

## SPONSORSHIP OPPORTUNITIES 2025

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

HOSPITALITY - Sponsor of Tuesday evening hospitality - \$6,500 - PLATINUM SPONSOR

SPEAKER - Sponsor of Thursday morning speaker - \$5,000 - GOLD SPONSOR

VOTING DELEGATE PACKAGES - Company logo placed on all voting delegate packages - \$5,000 - GOLD SPONSOR

REGISTRATION - Sponsor of morning registration refreshments & branded delegate lanyards - \$5,000 - GOLD SPONSOR

WEDNESDAY AM COFFEE BREAK - Sponsor of morning coffee break - \$2,500 - SILVER SPONSOR

WEDNESDAY PM COFFEE BREAK - Sponsor of afternoon coffee break - \$2,500 - SILVER SPONSOR

THURSDAY AM COFFEE BREAK - Sponsor of morning coffee break - \$2,500 - SILVER SPONSOR

LIVESTREAM SPONSOR - Company logo placed on livestream feed - \$2,500 - SILVER SPONSOR

Please complete and return the 2025 Tradeshow and Sponsorship Application Forms to the BFO office by: **Tuesday, January 7<sup>th</sup>, 2025**.

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

# TRADESHOW APPLICATION FORM

2025 BEEF FARMERS OF ONTARIO  
ANNUAL GENERAL MEETING



**Yes! We would like exhibit space at the 2025 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) - \$850.00 + 13% HST = \$960.50/booth

Yes, please send me an invoice ☐

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

HYDRO DROP: ☐ \$275.00 + 13% HST = \$310.75

☐ We DO NOT require hydro for our booth

**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](http://www.ontariobeef.com) after December 15, 2024.

Please email your completed form to Charlene Yungblut at  
[charlene@ontariobeef.com](mailto:charlene@ontariobeef.com) by **JANUARY 7, 2025.**

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



# SPONSORSHIP LEVELS & BENEFITS

2025 BEEF FARMERS OF ONTARIO  
ANNUAL GENERAL MEETING



## PLATINUM - \$6,500 & UP

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  
(Provide a hi-res logo to us by January 7<sup>th</sup>  
please send to [charlene@ontariobeef.com](mailto:charlene@ontariobeef.com))

A one-page full colour advertisement in the  
BFO AGM Program  
(E-mail a print-ready PDF file by January 7<sup>th</sup> to  
[charlene@ontariobeef.com](mailto:charlene@ontariobeef.com))

A brochure/flyer or promotional item to go into the  
voting delegate kits  
(Deliver to the BFO office by January 7<sup>th</sup>)

Your company banner stand to be displayed in  
the main meeting room or at registration  
(to be discussed in advance)  
AND/OR

Opportunity to address BFO delegates

Exhibit space is complimentary

Registration for four people

## GOLD - \$5,000

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

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to be included in voting delegate kits  
(Provide a hi-res logo to us by January 7<sup>th</sup>  
please send to [charlene@ontariobeef.com](mailto:charlene@ontariobeef.com))

A one-page full colour advertisement in the  
BFO AGM Report  
(E-mail a print-ready PDF file by January 7<sup>th</sup> to  
[charlene@ontariobeef.com](mailto:charlene@ontariobeef.com))

A brochure/flyer or promotional item to go into the  
voting delegate kits  
(Deliver to the BFO office by January 7<sup>th</sup>)

Exhibit space is complimentary

Registration for two people

## SILVER - \$2,500

Logo recognition in the BFO AGM Program

Logo recognition on tent cards

Recognition throughout BFO's social media channels

Recognition in the *Ontario Beef* magazine

Logo recognition on all event display monitors

Appearance of your company's logo on writing pads  
to be included in voting delegate kits  
(Provide a hi-res logo to us by January 7<sup>th</sup>  
please send to [charlene@ontariobeef.com](mailto:charlene@ontariobeef.com))

Exhibit space is complimentary

Registration for two people

## BRONZE - \$1,000

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  
(Provide a hi-res logo to us by January 7<sup>th</sup>  
please send to [charlene@ontariobeef.com](mailto:charlene@ontariobeef.com))

# SPONSORSHIP APPLICATION FORM

2025 BEEF FARMERS OF ONTARIO  
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**Yes! We would like to sponsor the 2025 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 following level \_\_\_\_\_

In the amount of: ☐ \$6,500 ☐ \$5,000 ☐ \$2,500 ☐ \$1,000 ☐ Other: \$ \_\_\_\_\_

I require an invoice ☐

I am interested in sponsoring one of the following specific options (please check):

- ☐ HOSPITALITY SPONSOR - \$6,500 - PLATINUM SPONSOR
- ☐ SPEAKER SPONSOR - \$5,000 - GOLD SPONSOR
- ☐ VOTING DELEGATE PACKAGE SPONSOR - \$5,000 - GOLD SPONSOR
- ☐ REGISTRATION SPONSOR - \$5,000 - GOLD SPONSOR
- ☐ WEDNESDAY AM COFFEE BREAK SPONSOR - \$2,500 - SILVER SPONSOR
- ☐ WEDNESDAY PM COFFEE BREAK SPONSOR - \$2,500 - SILVER SPONSOR
- ☐ THURSDAY AM COFFEE BREAK SPONSOR - \$2,500 - SILVER SPONSOR
- ☐ LIVESTREAM SPONSOR - \$2,500 - SILVER SPONSOR

**Four complimentary registrations are provided with platinum sponsorship and two complimentary registrations are provided with silver & gold sponsorship.**

Please list the names and emails of your representatives attending:

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