



## SUCCESSFUL WAYS TO REACH BEEF PRODUCERS IN MANITOBA

### Choose your 40<sup>th</sup> AGM Sponsorship:

Sponsorship Level	Benefits Before AGM	Benefits During AGM	Benefits After AGM
Diamond Sponsor - \$2,000	<ul style="list-style-type: none"> <li>Logo on Website, in E-Newsletter &amp; Social Media Mentions</li> </ul>	<ul style="list-style-type: none"> <li>Complementary Tradeshow Booth (value \$400)</li> <li>Banner Display</li> <li>Verbal &amp; On Screen Appreciation</li> <li>Logo in Event Program</li> <li>Registration for 4 including Banquet</li> <li>Tickets (value \$360)</li> <li>Marketing Material in AGM Packages</li> </ul>	<ul style="list-style-type: none"> <li><i>Cattle Country</i> Newspaper Recognition</li> <li>Full-colour, quarter page ad in one issue of <i>Cattle Country</i> (value \$1,046)</li> <li>Logo on Website, in E-Newsletter &amp; Social Media Mentions</li> </ul>
Platinum Sponsor - \$1,500	<ul style="list-style-type: none"> <li>Logo on Website, in E-Newsletter &amp; Social Media Mentions</li> </ul>	<ul style="list-style-type: none"> <li>Complementary Tradeshow Booth (value \$400)</li> <li>Verbal &amp; On Screen Appreciation</li> <li>Logo in Event Program</li> <li>Registration for 2 including Banquet Tickets (value \$180)</li> <li>Marketing Material in AGM Packages</li> </ul>	<ul style="list-style-type: none"> <li><i>Cattle Country</i> Newspaper Recognition</li> <li>Full-colour, 1/8 page ad in one issue of <i>Cattle Country</i> (value \$522)</li> <li>Logo on Website &amp; in E-Newsletter</li> </ul>
Gold Sponsor - \$600	<ul style="list-style-type: none"> <li>Mention on Website &amp; in E-Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Complementary Tradeshow Booth (value \$400)</li> <li>Verbal &amp; On Screen Appreciation</li> <li>Mention in Event Program</li> <li>Registration for 1 including Banquet Ticket (value \$90)</li> </ul>	<ul style="list-style-type: none"> <li><i>Cattle Country</i> Newspaper Recognition</li> <li>Mention on Website &amp; in E-Newsletter</li> </ul>
Silver Sponsor - \$400	<ul style="list-style-type: none"> <li>Mention on Website &amp; in E-Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Verbal &amp; On Screen Appreciation</li> <li>Mention in Event Program</li> <li>Registration for 1 including Banquet Ticket (value \$90)</li> </ul>	<ul style="list-style-type: none"> <li><i>Cattle Country</i> Newspaper Recognition</li> <li>Mention on Website &amp; in E-Newsletter</li> </ul>
Bronze Sponsor - \$200	<ul style="list-style-type: none"> <li>Mention on Website &amp; in E-Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Verbal &amp; On Screen Appreciation</li> <li>Mention in Event Program</li> <li>1 Banquet Ticket (value \$50)</li> </ul>	<ul style="list-style-type: none"> <li><i>Cattle Country</i> Newspaper Recognition</li> <li>Mention on Website &amp; in E-Newsletter</li> </ul>

## CUSTOMIZED SPONSORSHIP OPPORTUNITIES:

<b>Lunch Sponsor (1) - \$2,000</b> <ul style="list-style-type: none"> <li>Diamond Benefits plus signage on the lunch buffet</li> </ul>	<b>President's Banquet Sponsor (2) - \$1,500</b> <ul style="list-style-type: none"> <li>Platinum Benefits plus additional signage at the banquet</li> </ul>
<b>Cocktail Sponsor (1) - \$1,500</b> <ul style="list-style-type: none"> <li>Platinum Benefits plus additional signage at the banquet</li> </ul>	<b>Panel Sponsor (1) - \$1,000</b> <ul style="list-style-type: none"> <li>Gold Benefits plus additional signage during the panel &amp; use of company logo for all recognition</li> </ul>
<b>Coffee Sponsor (3) - \$1,000</b> <ul style="list-style-type: none"> <li>Gold Benefits plus additional signage during the event &amp; use of company logo for all recognition</li> </ul>	<b>Breakout Session Sponsor (1) - \$1,000</b> <ul style="list-style-type: none"> <li>Gold Benefits plus additional signage during the breakout session &amp; use of company logo for all recognition</li> </ul>
<b>Banquet Table of 8 - \$1,000</b> <ul style="list-style-type: none"> <li>Gold Benefits plus a reserved banquet table for 8</li> </ul>	<p align="center"><b>Create an opportunity to suit your marketing needs. Feel free to contact us to discuss ideas!</b></p>



## SPONSORSHIP & TRADESHOW FORM

<b>Company Name*</b>			
<b>Address</b>			
<b>City</b>			
<b>Province</b>		<b>Postal Code</b>	
<b>Phone</b>		<b>Website</b>	
<b>Twitter</b>		<b>Facebook</b>	
<b>Submitted &amp; Authorized By:</b> (serves to acknowledge acceptance of attached Terms of Agreement)			
<b>Name</b>		<b>Email</b>	
<b>Signature</b>		<b>Date</b>	

\*As it will appear in acknowledgements

**Participating in Tradeshow:** Yes  No

Please choose from the following options:

Category	Support Level	Amount
Diamond Sponsor	\$2,000.00	\$
Lunch Sponsor (1)	\$2,000.00	\$
Platinum Sponsor	\$1,500.00	\$
President's Banquet Sponsor(2)	\$1,500.00	\$
Cocktail Sponsor (1)	\$1,500.00	\$
Panel Sponsor (1)	\$1,000.00	\$
Coffee Sponsor (3)	\$1,000.00	\$
Breakout Session Sponsor (1)	\$1,000.00	\$
Banquet Table of 8 Sponsor	\$1,000.00	\$
Gold Sponsor	\$600.00	\$
Silver Sponsor	\$400.00	\$
Bronze Sponsor	\$200.00	\$
Tradeshow Space Only	\$500.00	\$
Tradeshow Space (additional)	\$400.00 each	# x \$400.00 =\$
Banquet Ticket(s) (additional)	\$50.00 each	# x \$50.00 =\$
	<b>GST</b> (applicable to Tradeshow space only)	\$
	<b>GRAND TOTAL</b>	\$
	<b>AMOUNT INCLOSED</b>	\$
	<b>PLEASE INVOICE</b>	\$

**BILLING ADDRESS:**  Same as address above

\*For additional registrations please contact MBP or purchase online through [www.mbbeef.ca](http://www.mbbeef.ca)

**Note: Please provide a high resolution .eps logo for printing. Email [info@mbbeef.ca](mailto:info@mbbeef.ca).  
All promotional material to be distributed in delegate packages can be delivered by January 18, 2019 to:  
Manitoba Beef Producers, 220 – 530 Century Street, Winnipeg, Manitoba R3H 0Y4.**

**The deadline for Tradeshow Reservations is December 20, 2018.**

# TERMS OF AGREEMENT

## Sponsorship and Tradeshow

This document serves as an agreement between the 2019 Manitoba Beef Producers 40<sup>th</sup> Annual General Meeting Organizing Committee (hereafter referred to as 'MBP') and Sponsors / Tradeshow Exhibitors.

This is for sponsorship (and/or tradeshow participation) of MBP's 40<sup>th</sup> Annual General Meeting being held February 7-8, 2019 at the Victoria Inn Hotel and Convention Centre in Brandon, Manitoba. An authorized agent of your company/organization acknowledges and accepts the following terms and conditions by completing and signing the Sponsorship and Tradeshow form.

This agreement shall become effective on the date signed and will remain in effect until all responsibilities set out are fulfilled. The parties acknowledge that they will use their good faith efforts to negotiate and resolve subsequent issues that may arise from this Agreement as a result of unforeseen occurrences and that may alter the conditions of this agreement.

### A) SPONSORSHIP AND TRADESHOW

The various opportunities and benefits associated with sponsoring (and/or tradeshow participation) MBP's 40<sup>th</sup> Annual General Meeting are defined in the information document for Sponsorship and Tradeshow which is deemed part of this Agreement, along with the completed form.

### B) DIAMOND AND PLATINUM SPONSORS' COMPLEMENTARY ADVERTISING IN CATTLE COUNTRY

As outlined in the sponsorship benefit package, Diamond and Platinum level sponsors are each entitled to place one specifically-sized advertisement in MBP's newspaper *Cattle Country* following MBP's 40<sup>th</sup> Annual General Meeting. **NOTE: The complementary advertisement must be booked by December 21, 2019 and used before January 31, 2020.** The sponsor is responsible for contacting the MBP office to make all arrangements related to placing the advertisement. The sponsor is also required to provide MBP with a camera-ready advertisement.

### C) TRADESHOW EXHIBIT LOCATION ASSIGNMENTS

Tradeshow Exhibit booth/table assignments are made based on the Sponsorship Level, as defined in the sponsorship information table, and then in the order in which the application forms are received, together with required payment by MBP. MBP will make every effort to place tradeshow exhibitors in their preferred location. In the event that the number of applications for exhibit spaces exceeds the number of predefined spaces in the Exhibit Hall, MBP will examine every suitable alternative in consultation with the affected exhibitor. Exhibitors will be advised of their booth location at the earliest possible date, upon their request.

### D) SPACE RENTAL

The exhibit space consists of one 8' skirted table and two chairs. Waste receptacles will be available at select locations. Wireless internet and electric outlets are provided. Exhibitors must provide their own electrical and computer equipment if required. Audiovisual equipment must not be played at a sound level that would interfere with adjacent exhibitors.

### E) USE OF SPACE AND TRADESHOW TIME

No exhibitor shall permit any other company or its firms or representatives to use the space allotted to the signer of the Agreement, nor shall he/she display articles not manufactured or normally sold by the company or firm signing the Agreement. Requests for co-participation by any other company or firm in space assigned to the original applicant must be made to MBP. If permission is granted by MBP, there may be an additional charge. Exhibitors may not sublet booths or assign this lease in whole or part without the prior consent of MBP.

The exhibitor agrees to set up its display at the assigned booth/table location prior to the beginning of the event and also agrees that all exhibit and personal property shall be removed from the exhibition premises at the official close of the event. Exhibitors are responsible for making their own pre- and post-meeting shipping and/or arrangements.

All demonstrations, sales activities and distribution of circulars and promotional material, and all equipment for display or demonstration, must be placed within the assigned booth area. Nothing shall be posted, tacked, nailed, screwed or otherwise attached to the columns, walls, floors or other parts of the conference spaces without permission from the building authorities and MBP.

**F) PAYMENT AND CANCELLATION**

A form is deemed complete when received, together with the payment required by MBP. Full payment is required for sponsorship and/or tradeshow reservations. This agreement is then considered effective as of the date signed and shall remain effective until all responsibilities set out are fulfilled.

**Deadline for Sponsorship is December 20, 2018**

**Deadline for Tradeshow Reservations is December 20, 2018**

Cancellations must be made in writing, received and confirmed by MBP by January 4, 2019 to qualify for a refund, less a \$75.00 processing fee. No requests for refunds will be processed on cancellations received after that date.

**G) SECURITY, LIABILITIES AND LIMITATION OF LIABILITY**

The conference organizers will not be liable for damage or loss to exhibitor's property, nor shall they be liable for damage or loss to exhibit areas. The Exhibitor assumes the responsibility and liability for losses, damages and claims arriving out of injury or damage to exhibitors' displays, equipment, other property or any damage inflicted to floors, wall structures and accessories of exhibition premises.

The Exhibitor acknowledges having read and understood the terms and conditions previously outlined in this document by signing the Sponsorship and Tradeshow Form.

Please return the application form, duly completed with selection of services and payment, to the following address:

**Manitoba Beef Producers  
220 – 530 Century Street  
Winnipeg, Manitoba  
R3H 0Y4**

OR

**Fax 204.774.3264 or email to MBP at [info@mbbeef.ca](mailto:info@mbbeef.ca) as a PDF of scanned signed version.**