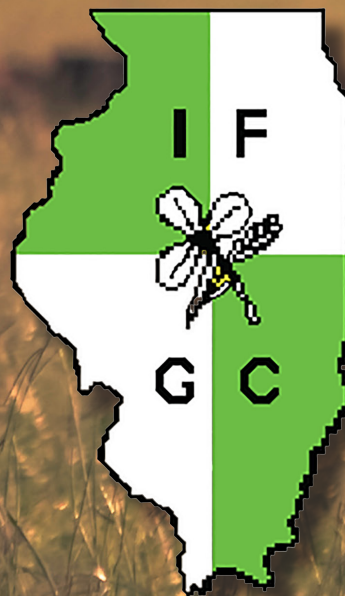


2022 Sponsorship Opportunities

**ILLINOIS BEEF ASSOCIATION SUMMER CONFERENCE &
ILLINOIS FORAGE & GRASSLANDS COUNCIL FORAGE EXPO**

MACOMB, IL | JUNE 7-8, 2022



About

One of the most remarkable characteristics of the beef and forage community is that we truly care about our craft. We care about best practices, our work, about learning, about sharing, and about improving our skills. This very spirit is the driving force behind beef and forage producers' daily work and this spirit is what has prompted us to organize the IBA Summer Conference: a friendly, valuable and inspiring industry event that helps cattlemen become even better at what they do. This year, IBA is partnering with the Illinois Forage and Grasslands Council (IFGC) Forage Expo to offer a two-day experience unlike any other in the state!

The IFGC Forage Expo component offers an opportunity to learn more about current events, hear from producers about their latest best management practices and view forage equipment demonstrations. Don't forget to enter the hay quality production contest!

WHO, WHAT & WHERE

The upcoming IBA Summer Conference and IFGC Forage Expo will take place on June 7-8 (with a full day of conference talks and networking and a full day of hands-on workshops). This year's venue is the Spoon River College Community Outreach Center located in Macomb.

AUDIENCE

Cattle feeders, seedstock breeders, commercial cattlemen, forage producers and business owners - all influential in their community, and looking to learn and make new connections.

SPONSOR BENEFITS

You can present your brand, company and products to our attendees, and meet potential clients and new employees face to face. Use the exhibition space to highlight your services and products to more than 250 potential partners and customers.

Why sponsor the event? The IBA Summer Conference and IFGC Forage Expo gives you the opportunity to connect with the most influential and engaged cattlemen and forage producers in Illinois – they represent all sectors of the industry and many serve in leadership roles on a regional and state level.



Sponsorship Opportunities

OPPORTUNITY	LEVEL: PRIME \$1,500	LEVEL: CHOICE \$1,000	LEVEL: SELECT \$500
Full page color ad in <i>Illinois Beef</i> magazine	●		
Logo on conference website	●		
Slide on big screen during Annual Banquet	●		
2 complimentary registrations	●	●	
Half page color ad in <i>Illinois Beef</i> magazine		●	
Inclusion of logo on conference materials	●	●	●
Exhibition space	●	●	●
1 complimentary registration			●
Email blast to membership and industry list	●	●	
Facebook post on Illinois Beef Facebook page	●		
Quarter page black and white ad in <i>Illinois Beef</i> magazine			●





Add-on Sponsorship Opportunities

We're offering the following special add-on sponsorship opportunities for the IBA Summer Conference and IFGC Forage Expo in addition to the Prime, Choice and Select level sponsorships. Add-on sponsorship opportunities are available on a first-come, first-serve basis.

WRITING UTENSIL SPONSOR \$250

Becoming the writing utensil sponsor is easy! Send us 250 pens with your logo on it and we will add these to the registration bags for all attendees to use!

BEVERAGE SPONSOR \$250

You can't have a conference without drinks and coffee, right? Help keep everyone awake in the afternoon and alert in the morning.

QUALITY HAY PRODUCTION CONTEST AWARD SPONSOR \$250

Each year at the Forage Expo, producers have the option to enter their hay into the quality hay contest. This year, you can be the award sponsor! The awards will be branded with your logo.

LOCAL TREATS \$250

We'll be bringing a bit of local flavor to attendees in the form of local and classic snacks. These snacks will be distributed in bags during registration that will be branded with your company logo and company inserts/information.

CONFERENCE KICK OFF COCKTAIL PARTY \$250

This Summer Conference kick off cocktail party will certainly be a highlight with food, fun and drinks. Participants will mingle before the Awards Dinner and enjoy happy hour cocktails and hors d'oeuvres. You will be the featured sponsor and we will work with you to brand this opportunity to your satisfaction.

FOOD AND BEVERAGE SPONSOR \$250

Keep everyone satisfied with a delicious lunch during the tour day with a special opportunity to address participants.

REGISTRATION BAG SPONSOR \$750

Each attendee will receive a registration bag and this year we are offering to include your logo on the bag for your sponsorship. Attendees will be using these bags regularly in the future as these will be insulated cooler bags!

NOTEBOOK SPONSOR \$750

We are ordering notebooks for attendees to use during the conference and will include your logo with this sponsorship. These notebooks will be distributed in the registration bags.

AWARD SPONSOR \$1000

Each year the award winners receive a plaque plus a custom item, and this year, it can be branded with your logo! This will be included on each IBA award winner custom items.

Conference Information

TUESDAY, JUNE 7

- 8:30 a.m. Registration
- 9:30 a.m. Illinois Ag Policy Updates
- 10:30 a.m. 2022 Market Outlook
- 11:30 a.m. District Meetings
- 12:15 p.m. Lunch & IBA Annual Meeting
- 2:00 p.m. Forage & Cattlemen's Education Series Workshops
- 4:00 p.m. Cocktail Party
- 6:00 p.m. Awards Dinner

WEDNESDAY, JUNE 8

- 8:00 a.m. Beef Industry Tours
- 11:00 a.m. Lunch & IFGC Forage Expo Demonstrations



EXHIBIT SPACE DETAILS

This year as we combine our two events into one joint event, we plan to have a bigger than ever attendance! Additionally, there will be two opportunities as an exhibitor to have a booth and display.

- First, we will have trade show space available under a tent on the first day right outside the conference venue. This tent area will be the location for our cocktail party and will allow for all attendees to have the opportunity to talk with all exhibitors.
- The second exhibitor opportunity is at the Forage Expo on the second day of the event. Throughout the lunch hour and the afternoon activities, attendees will have the chance to come meet and discuss with you.

This event will provide you the opportunity to network and meet with 250 beef and forage producers from across the state! Join us in Macomb for the first joint IBA Summer Conference and IFGC Forage Expo June 7-8, 2022!

CONTACT

Please reserve your sponsorship by **May 16**.

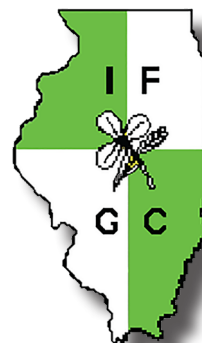
Betty Haynes

Publications and Promotions Manager

Illinois Beef Association

betty@illinoisbeef.com

217-741-2294



Sponsorship Registration Form



ILLINOIS BEEF ASSOCIATION SUMMER CONFERENCE & ILLINOIS FORAGE & GRASSLANDS COUNCIL FORAGE EXPO MACOMB, IL | JUNE 7-8, 2022

Company or Individual Name: _____

Sponsorship Level (& add-on sponsorships, if applicable): _____

Contact Name: _____

Email: _____

Phone: _____ Fax: _____

Address: _____

City: _____

State: _____ Zip: _____

Paying via: Check ☐ Credit Card ☐

If paying via credit card, IBA staff will call to collect payment after sponsorship form has been received

Company representatives name(s) attending IBA Summer Conference and IFGC Forage Expo: _____

Make checks payable to the Illinois Beef Association. Thank you!

Please respond to Betty Haynes by May 16. Return this form to the IBA office by email to betty@illinoisbeef.com, or by mail to 2060 W. Iles Ave., Ste. B, Springfield, IL 62704, or by fax 217-793-3605.



Field Demonstration Registration Form

ILLINOIS BEEF ASSOCIATION SUMMER CONFERENCE & ILLINOIS FORAGE & GRASSLANDS COUNCIL FORAGE EXPO MACOMB, IL | JUNE 7-8, 2022

Company or Individual Name: _____

Contact Name: _____

Email: _____

Phone: _____ Fax: _____

Address: _____

City: _____

State: _____ Zip: _____

Equipment to be demonstrated

1. _____

2. _____

3. _____

4. _____

5. _____

Equipment to be displayed

1. _____

2. _____

3. _____

4. _____

5. _____

Demonstration equipment needs to be in place by 6:00 p.m. on June 6, 2022

Submit this form and fees with registration to:

IFGC
216 E. Main St.
Williamsville, IL 62693

Please return form by May 16, 2022

For more information contact:
Gregg Zurliene at (618) 599-2263

2022 Forage Expo Sponsors: Illinois Forage and Grassland Council and the Northwest Illinois Forage and Grassland Council
2022 Forage Expo Supporters: USDA-Natural Resources Conservation Service and University Illinois Extension