



**American Beekeeping
Federation**

2010 American Beekeeping Federation **PARTNER PROGRAM**

The **American Beekeeping Federation (ABF) Partner Program** was created to provide its members with an **active, integrated way to participate** in the ABF community. The program combines membership, advertising and annual conference benefits into a **value-priced, year-long package** that delivers recognition, premium advertising opportunities and outstanding conference visibility.

Being an ABF Partner helps you leverage your commitment to the ABF community by providing new and enhanced ways of delivering your message to the membership continually throughout the year while recognizing and rewarding you as one of the ABF's key supporters. Not to mention, bundling saves you time and money while amplifying your marketing presence through exclusive opportunities and benefits reserved only for ABF Partners.

The ABF has created four different levels of participation and each level has a number of opportunities. The benefits of each ABF Partner level are described on the following pages. If you find that the ABF Partner Program does not fit your current business needs, a-la-carte opportunities, including exhibiting, advertising and sponsorships, for the 2010 North American Beekeeping Conference & Tradeshow are also available.

The ABF thanks you in advance for your participation and support, and looks forward to an exciting year of delivering outstanding, exclusive and rewarding benefits to your organization.

Please do not hesitate to contact me at robindahlen@abfnet.org or 404.760.2875 if you have any questions regarding this new program. **We look forward to "partnering" with you in 2010!**

Regards,

A handwritten signature in black ink that reads 'Robin E. Dahlen'.

Robin E. Dahlen, CAE
Executive Director
American Beekeeping Federation

ABF LEVEL FOUR PARTNER

\$20,000

YEAR-ROUND DELIVERABLES

Membership Benefits:

- Annual ABF membership
- ABF Level Four Partner logo for your Web site and other collateral usage
- Designated as ABF Level Four Partner on abfnet.org, in *ABF Newsletter* and other marketing material
- ABF Level Four Partner participation recognition award

Advertising Benefits:

- One (1) Web banner advertisement on abfnet.org (advertisement runs for 12 consecutive months)
- Six (6) full-page, four-color, prime location *ABF Newsletter* publication advertisements
- Six (6) classified listings in "Federation Marketplace" section of *ABF Newsletter*
- One (1) full-page, prime location *ABF Annual Membership Directory* advertisement
- Company logo and 100-word description, with link, on abfnet.org

ABF ANNUAL CONFERENCE DELIVERABLES

Exhibiting Benefits:

- 16' X 20' booth in prominent area
- Six (6) complimentary registrations
- ABF Level Four Partner ribbons for name badges
- ABF Level Four Partner signage for booth

Advertising Benefits:

- One (1) full-page, four-color advertisement in onsite conference program guide
- Fifteen (15) minutes of podium time during General Sessions
- Company logo and description (100 words) with link on conference Web site

- Company name, logo, booth number and description listed in onsite conference program guide
- Recognition as an ABF Level Four Partner in onsite signage
- Two (2) items (no larger than 8.5" X 11") inserted in conference bags distributed to all attendees

Exclusive Sponsorship Benefits (Choice of One):

- Conference Bag w/company logo
- Conference Notebook w/company logo
- Conference Lanyard w/company logo
- Room Key Cards w/company logo
- Cyber Café w/logo as screen saver
- Water Bottles w/company logo

2010 ABF Partner Program – Level Four Partner



ABF LEVEL THREE PARTNER

\$15,000

YEAR-ROUND DELIVERABLES

Membership Benefits:

- Annual ABF membership
- ABF Level Three Partner logo for your Web site and other collateral usage
- Designated as ABF Level Three Partner on abfnet.org, in *ABF Newsletter* and other marketing material
- ABF Level Three Partner participation recognition award

Advertising Benefits:

- One (1) Web banner advertisement on abfnet.org (advertisement runs for 9 consecutive months)
- Six (6) half-page, four-color *ABF Newsletter* publication advertisements
- Four (4) classified listings in "Federation Marketplace" section of *ABF Newsletter*
- One (1) half-page, prime location *ABF Annual Membership Directory* advertisement
- Company logo and 75-word description, with link, on abfnet.org

ABF ANNUAL CONFERENCE DELIVERABLES

Exhibiting Benefits:

- 8' X 20' booth in prominent area
- Four (4) complimentary registrations
- ABF Level Three Partner ribbons for name badges
- ABF Level Three Partner signage for booth

Advertising Benefits:

- One (1) half-page, four-color advertisement in onsite conference program guide
- Ten (10) minutes of podium time during General Sessions
- Company logo and description (75 words) with link on conference Web site

- Company name, logo, booth number and description listed in onsite conference program guide
- Recognition as an ABF Level Three Partner in onsite signage
- One (1) item (no larger than 8.5" X 11") inserted in conference bags distributed to all attendees

Exclusive Sponsorship Benefits (Choice of One):

- Coffee Breaks (5 available)
- Closing Banquet
- Reception (3 available)

2010 ABF Partner Program – Level Three Partner



ABF LEVEL TWO PARTNER

\$10,000

YEAR-ROUND DELIVERABLES

Membership Benefits:

- Annual ABF membership
- ABF Level Two Partner logo for your Web site and other collateral usage
- Designated as ABF Level Two Partner on abfnet.org, in *ABF Newsletter* and other marketing material
- ABF Level Two Partner participation recognition award

Advertising Benefits:

- One (1) Web banner advertisement on abfnet.org (advertisement runs for 6 consecutive months)
- Four (4) quarter-page, four-color *ABF Newsletter* publication advertisements
- Three (3) classified listings in "Federation Marketplace" section of *ABF Newsletter*
- One (1) quarter-page, prime location *ABF Annual Membership Directory* advertisement
- Company logo and 50-word description, with link, on abfnet.org

ABF ANNUAL CONFERENCE DELIVERABLES

Exhibiting Benefits:

- 8' X 10' booth in prominent area
- Three (3) complimentary registrations
- ABF Level Two Partner ribbons for name badges
- ABF Level Two Partner signage for booth

Advertising Benefits:

- One (1) quarter-page, four-color advertisement in onsite conference program guide
- Five (5) minutes of podium time during General Sessions
- Company logo and description (50 words) with link on conference Web site

- Company name, logo, booth number and description listed in onsite conference program guide
- Recognition as an ABF Level Two Partner in onsite signage
- One (1) item (no larger than 8.5" X 11") inserted in conference bags distributed to all attendees

Exclusive Sponsorship Benefits (Choice of One):

- Saturday Workshops (9 available)
- Sideline Symposium
- Post-Conference Survey
- Broadcast E-mail

2010 ABF Partner Program – Level Two Partner



ABF LEVEL ONE PARTNER

\$5,000

YEAR-ROUND DELIVERABLES

Membership Benefits:

- Annual ABF membership
- ABF Level One Partner logo for your Web site and other collateral usage
- Designated as ABF Level One Partner on abfnet.org, in *ABF Newsletter* and other marketing material
- ABF Level One Partner participation recognition award

Advertising Benefits:

- One (1) Web banner advertisement on abfnet.org (advertisement runs for 3 consecutive months)
- Two (2) quarter-page, four-color *ABF Newsletter* publication advertisements
- Two (2) classified listings in "Federation Marketplace" section of *ABF Newsletter*

ABF ANNUAL CONFERENCE DELIVERABLES

Exhibiting Benefits:

- 8' X 10' booth in prominent area
- Two (2) complimentary registrations
- ABF Level One Partner ribbons for name badges
- ABF Level One Partner signage for booth

Advertising Benefits:

- One (1) quarter-page, four-color advertisement in onsite conference program guide
- Company logo and description (25 words) with link on conference Web site
- Company name, logo, booth number and description listed in onsite conference program guide
- Recognition as an ABF Level One Partner in onsite signage

2010 ABF Partner Program – Level One Partner



2010 NORTH AMERICAN BEEKEEPING CONFERENCE & TRADESHOW

A-La-Carte Opportunities*

EXHIBIT OPPORTUNITIES

- 8' X 10' exhibit booth includes 8' high back drape and 3' high side drapes
 - Standard ID sign (company and booth number only)
 - 6' draped table
 - Chairs
 - Wastebasket
- (2) Complimentary registrations (extra activities not included). **Note: For each additional booth reserved, you will receive (1) additional complimentary registration.**

Early Rate: \$500.00 (if contract received by October 31, 2009)

Regular Rate: \$550.00 (if contract received after October 31 and prior to November 30, 2009)

ADDITIONAL MARKETING/SPONSORSHIP OPPORTUNITIES

- **Conference Bag Insert – Complimentary**
 - Items that are useful to the attendee (examples would be pencils, calendars, rulers, etc.)
- **Conference Bag Advertising Insert – \$200.00**
 - Examples would be catalogs, brochures, business cards, etc.
- **Coffee Break Sponsor (non-exclusive) – \$200.00**
 - Recognition in onsite signage, as well as the Web site and program guide
- **Broadcast E-mail – \$500.00**
 - Opportunity to promote organization in a conference-related e-mail sent to the ABF membership prior to the conference

PROGRAM GUIDE ADVERTISING OPPORTUNITIES

- Inside Front Cover – \$500.00
- Inside Back Cover – \$500.00
- Outside Back Cover – \$600.00
- Full Page – \$350.00
- Half Page – \$225.00
- Quarter Page – \$150.00

Note: add \$200.00 for four-color ads

LIVE/SILENT AUCTION DONATION OPPORTUNITIES

- Donors receive recognition in onsite signage, program guide and Web site

***If you are interested in any of the aforementioned conference a-la-carte opportunities, please contact Tara Zeravsky, ABF senior conference planner, at tarazeravsky@abfnet.org or 404.760.8194. You can also visit the ABF Web site at www.abfnet.org and download the 2010 Exhibitor Agreement.**

2010 North American Beekeeping Conference & Tradeshow – A-La-Carte Opportunities



2010 ABF Partner Program Agreement



Please complete and return to:

Robin E. Dahlen, CAE, American Beekeeping Federation
3525 Piedmont Rd., Building Five, Suite 300, Atlanta, GA 30305
Phone: 404.760.2875 Fax: 404.240.0998
E-mail: robindahlen@abfnet.org

Contact Information (please print):

Company: _____ Company Web Site: _____

Primary Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Postal Code: _____ Country: _____

Telephone: _____ Fax: _____ Cell: _____

E-Mail Address: _____

Authorized Signature: _____

ABF Partner Program Pricing (please choose level):

- ABF Level Four Partner – \$20,000
- ABF Level Three Partner – \$15,000
- ABF Level Two Partner – \$10,000
- ABF Level One Partner – \$5,000

Payment Terms and Conditions:

Fifty percent (50%) due upon contract signing. The remaining 50% due in quarterly installments as invoiced by the ABF.

Note: The ABF Partner Program is administered on a calendar-year basis (January 1 through December 31). However, benefits related to the 2010 North American Beekeeping Conference & Tradeshow begin upon contract signing.

Payment Information (please print):

Please select the appropriate payment options:

Payment Amount: \$ _____

- Check or Money Order enclosed (Please make payable to American Beekeeping Federation)
- Visa MasterCard American Express

Name (as it appears on credit card): _____

Credit Card Number: _____

Expiration Date: _____ Card Holder's Signature: _____

Additional Terms and Conditions:

All existing Terms and Conditions for the individual benefits (i.e., membership, advertising and conference participation and activities) remain intact for each item or event. Delivery of ABF Partner Program benefits may be tied to first-come, first-served selection of available programs (i.e., exclusive sponsorship items, advertising).

All sponsorships and advertisements within this contract are based on the receipt of materials by the deadline dates. The 2010 North American Beekeeping Conference & Tradeshow Terms and Conditions govern all ABF conference and sponsorship components of the ABF Partner Program.

Failure to adhere to the terms of this agreement will immediately cancel the agreement. If deemed canceled, the terms of the cancellation policy will apply. Any changes to this contract (upgrading/downgrading a level, etc.) will result in a contract change and new terms, and conditions will be discussed at that time.

Cancellation Policy:

- Fifty percent (50%) due upon contract signing is non-refundable.
- Remaining 50% will be prorated based on the unexpired term of the contract.
- All cancellation requests must be provided in writing.