

ASFMRA Ag Pro Outlook... *More than just another show!*

Getting the most from your marketing dollar is more important today than ever before. Tight budgets have become commonplace and spending decisions are tougher. Ag Pro Outlook is one opportunity that you don't want to overlook.



The 2010 Ag Pro Outlook Trade Show is put on by the ASFMRA (American Society of Farm Managers & Rural Appraisers). Held each year at the Society's annual meeting, this show draws the industry's top rural appraisers, farm managers and consultants together in one place. This is a key opportunity to talk to the agribusiness professionals who are making the decisions about America's farmland.

Here are just a few reasons to exhibit at Ag Pro Outlook...

- Top industry contacts
- 'Tabletop' Trade Show concept saves time and money
- Trade Show is the focal point of the conference
- Excellent one-on-one meeting opportunities
- Top notch conference program with engaging speakers and timely information
- Additional sponsorship opportunities to connect with society members
- Partnership connection between ASFMRA and exhibitors

Ag Pro Outlook 2010 will be held in conjunction with the ASFMRA's 81st Annual Meeting November 1 – 4 in Orlando, Florida. Contact Cheryl Cooley today for a complete Exhibitor Package at ccooley@asfmra.org, call (303) 692-1215 or log onto www.asfmra.org for more information.

Orlando in 2010...you don't want to miss it!



American Society of Farm Managers and Rural Appraisers

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The Most Trusted Rural Property Professionals



Opportunities for Corporate Partnership

ASFMRA Ag Pro Outlook

'81 Years of Magic'

Disney's Coronado Springs Resort
Orlando, FL
November 1-4, 2010



The Most Trusted Rural Property Professionals



The Trade Show

Tabletop Trade Show

\$1,200

Back by popular demand is the ASFMRA Trade Show! The 'tabletop' format makes it easier and less expensive for exhibitors to attend. All meal functions and receptions are held directly in the Trade Show Hall offering numerous opportunities to meet with attendees and promote your products and services. Booth fees include 10'x10' space, pipe and drape, 6' table, chairs, wastebasket, signage and your name in the Conference Program/Trade Show Guide. *(Multiple Booth Spaces Available)*

Trade Show Drawings

\$500 and up

Held daily, convention attendees have a chance to receive a special prize. As the sponsor, your company will draw a lucky winner! *(Multiple Sponsorships Available)*

General Session Speakers

Jason Henderson of the Federal Reserve Bank ~~-SOLD-~~ \$3,500

The Wednesday Morning General Session will start off the 81st Annual Meeting in Orlando with renowned speaker, Jason Henderson. Take advantage of this opportunity to be the name that is tied to the Annual Meeting opening session.

Bruce Vincent Closing Keynote Speaker ~~-SOLD-~~ \$3,500

Thursday's General Session Speaker will capture the attention of attendees as the 81st Annual Meeting draws to a close. Receive top billing and be the name that travels home with attendees following a memorable ASFMRA conference.

Sponsorship Items

Hotel Room Key Cards ~~-SOLD-~~ \$2,000

Put your company name and logo in the hand of ASFMRA hotel guests every time they open their door! Each key card will prominently display the sponsor's name and logo along with Ag Pro Outlook on the front.

Hotel Room Drops \$1,500

Place your company logo item or literature into the hands of attendees when they return to their room following informative program sessions. Your company provided logo item or brochure will be delivered to attendees' hotel rooms during the convention. *(Multiple Sponsorships Available)*

Name Badge Lanyards ~~-SOLD-~~ \$2,000

Let convention attendees promote your business by wearing a lanyard displaying your company name and logo. This opportunity provides continuous exposure throughout the convention.

Padfolios ~~-SOLD-~~ \$3,000

Let's face it, all attendees take notes at meetings. Have your company name or logo imprinted on the front of each padfolio to be presented to attendees at registration. Call now to discuss your options!

Sponsorship Commitment Form

Contact Name _____
 Company _____
 Address _____
 City _____ State _____ ZIP _____
 Phone _____ Fax _____
 Email: _____

To become an Ag Pro Outlook Sponsor or Exhibitor just mark the items you wish to sponsor and fax (303-758-0190) or email to ccooley@asfmra.org. Your requests will be confirmed right away to let you know if the sponsorship opportunities selected are available. Once your sponsorships are verified, an invoice will be sent to the name and address listed above. Thank you for your support of ASFMRA

The Trade Show

- Tabletop Trade Show\$1,200
 Trade Show Drawings *Amount: \$ _____*\$500 and up

General Session Speakers

- Jason Henderson of the Federal Reserve Bank~~-SOLD-~~
 Bruce Vincent - Closing Keynote Speaker~~-SOLD-~~

Sponsorship Items

- Hotel Room Key Cards~~-SOLD-~~
 Hotel Room Drops\$1,500
 Name Badge Lanyards~~-SOLD-~~
 Padfolios~~-SOLD-~~
 Registration Bags~~-SOLD-~~
 Registration Packet Stuffers\$ 750
 Water Bottles / Coffee Mugs\$2,500

Entertainment

- Opening Reception Recognizing Newly Accredited & Award RecipientsReserved
 Silent Auction & Reception *Amount: \$ _____* \$1,000
 Beverage Tickets *Opening Reception* *Auction Evening*~~-SOLD-~~
 Live Auction\$5,000
 Auction Entertainment.....~~-SOLD-~~

General Activities

- Ag Innovations Presentations~~-SOLD-~~
 AV Support *Amount: \$ _____*\$500 and up
 Board of Directors/ Membership/Installation of Officers Meeting\$2,500
 Chapter Officer's Workshop\$1,000
 Ag Pro Outlook Speakers *Amount: \$ _____*\$1,000 and up

Meal Opportunities

- Annual Meeting Kick-off\$7,500
 Executive Council Breakfast\$1000
 Continental Breakfast\$3,000
 Refreshment Breaks\$2,500
 Committee Meeting Refreshments.....\$ 1,000
 Wednesday Luncheon~~-SOLD-~~
 Thursday Box Luncheon\$3,500

Advertising

- Convention Program
 Full Page Ad - \$750 ½ Page Ad - \$500 ¼ Page Ad - \$250

AG PRO OUTLOOK ...

The 81st Annual Meeting of ASFMRA is set for November 1-4, 2010, at the Disney Coronado Springs Resort in Orlando, FL. The popular ASFMRA Trade Show brings exhibitors from across the country to promote their products and services to this group of highly trained Property Economics Professionals. The Trade Show will be a tabletop format, helping companies to reduce the cost of attending while continuing to offer a time and place for one on one contact with conference attendees. The show will present continuous networking opportunities in the Exhibit Hall as multiple receptions, meal functions and general sessions will be held in this area. We invite you to join us in Orlando for what promises to be an outstanding annual meeting and gathering place for America's most trusted rural property professionals – the members of ASFMRA.

About ASFMRA

The American Society of Farm Managers and Rural Appraisers (ASFMRA) is the national organization for professionals who provide management, consultation and valuation services on agricultural and rural assets. The Society, founded in 1929, represents over 2,100 members in 32 chapters throughout the U.S., Mexico and Canada. Society members manage more than 25 million acres of farm and ranch land for absentee owners, banks and trusts; complete more than 175,000 appraisals a year on over 30 million acres of land; and provide consulting services for over 5,500 clients who collectively represent over 7 million acres of rural real estate.

- 2,100 + agricultural professionals representing millions of acres of farm and ranch land in the United States, Mexico and Canada
- Key personnel for on-farm decisions
- Professionals providing a full range of services for the latest integrated crop and farm management programs

AG PRO OUTLOOK At-A-Glance Schedule

Monday, November 1

ASFMRA Committee Meetings	1:00 p.m. – 5:00 p.m.
Florida Chapter Dinner	6:00 p.m. – 10:00 p.m.

Tuesday, November 2

Ag Tour Sponsored by Pioneer Hi Bred International	7:00 a.m. – 3:00 p.m.
Rapid Fire Case Studies – Unique Appraisals from A-Z	12:30 pm – 3:30 pm
Exhibitor Set-Up	1:00 p.m. – 3:00 p.m.
Accreditation & Awards Ceremony	4:00 p.m. – 6:00 p.m.
Opening Reception	6:00 p.m. – 7:30 p.m.

Wednesday, November 3

Continental Breakfast in Exhibit Hall	7:00 a.m. – 8:00 a.m.
ASFMRA General Session	8:00 a.m. – 10:00 a.m.
AM and PM Breaks in Exhibit Hall	10:00 a.m. & 3:00 p.m.
ASFMRA Program Sessions	10:30 a.m. – 5:00 p.m.
Lunch in Exhibit Hall	12:30 Noon - 1:30 p.m.
Silent Auction Reception in Exhibit Hall	5:30 p.m. – 7:00 p.m.
Education Foundation Auction	7:00 p.m. – ??

Thursday, November 4

Continental Breakfast in Exhibit Hall	7:00 a.m. – 8:00 a.m.
ASFMRA General Session	8:00 – 10:00 a.m.
AM Break in Exhibit Hall	10:00 a.m. – 10:30 a.m.
Board of Directors Meeting	13:00 a.m. – 12:30 p.m.
Meeting with Exhibitors/Sponsors	12:30 p.m.
Exhibitor Teardown	1:30 p.m. – 3:30 p.m.

Registration Bags

~~-SOLD-~~ **\$3,700**

Let your name and logo move throughout the conference on popular registration bags used by all attendees. Even after the convention, this item will continue to promote your company.

Registration Packet Stuffers

\$750

Include information on your company's latest product or service by placing a one page brochure inside attendee registration packets. Each attendee will see your information firsthand! Inserts provided by sponsors are limited to one page. *(Multiple Sponsorships Available)*

Water Bottles / Coffee Mugs

\$2,500

So many members will be heading off to a Disney park during their stay in Orlando. Provide bottled water or be green and provide a reusable water bottle for attendees to take with them. A definite crowd pleaser. *(Multiple Sponsorships Available)*

Entertainment

Opening Reception Recognizing Newly Accredited Members & Award

Recipients - Reserved for Chapters and Member Sponsorships **\$5,000**

Sponsor the #1 networking opportunity of the convention. Interact with attendees while enjoying cocktails and hors d' oeuvres on the trade show floor. Help recognize those ASFMRA members who have received their designation and congratulate deserving award recipients. *(Multiple Joint Sponsorships Available / Sponsor the Full Event - \$5000)*

Silent Auction & Reception

\$1,000

The popular gathering place following a day of program sessions and the kickoff for the evening's 'big event' in the Trade Show Hall. During the Reception, attendees will be vying to be the winning bidders at the Silent Auction booth and mingling with one another before settling into the highly anticipated Live Auction. Attach your name to this event – everyone will be there! *(Multiple Joint Sponsorships Available for \$1,000 each still remaining)*

Beverage Tickets

~~-SOLD-~~ **\$1,500**

Provide beverage tickets for the Opening Reception and/or the Foundation Auction Evening. Attendees will enjoy a complimentary drink while visiting with vendors as well as old and new friends. *(One Sponsorship Remaining)*

Live Auction

\$5,000

The Education Foundation Live Auction is always a highlight of the annual meeting - a fun-filled event immediately following the Silent Auction and Reception. Your company can be the life of the party by sponsoring this lavish extravaganza!

Auction Entertainment

~~-SOLD-~~ **\$2,500**

The Education Foundation auction brings attendees together for an evening of high energy excitement. Help jazz up this popular event with live entertainment. *(Multiple Joint Sponsorships Available / Sponsor the full Live Auction Event - \$7,500)*

General Activities

Ag Innovations Presentations ~~-SOLD-~~ \$1,000
 Be one of the limited few to present your company's cutting-edge trends and technologies! Each presenting company will have 10 minutes to address the audience at our back-by-popular-demand Ag Innovations Session. Presenter slots are subject to approval by Ag Innovations Committee and there is a maximum of two presenter slots per company. *(Only 5 Sponsorships Available)*

AV Support \$500 and up
 Technology accompanies great meetings and ours is no exception. The right audio visual equipment ensures a memorable impression for both presenters and attendees. Your company can help provide the latest in presentation tools and techniques. *(Multiple Sponsorships Available)*

Board of Directors/ Membership/Installation of Officers Meeting \$2,500
 The annual business meeting of ASFMRA is the perfect opportunity to show your company's support of the country's top AgriBusiness professionals.

Chapter Officers Workshop \$1,000
 This much-appraised event is one our Chapter Officers do not want to miss! Show ASFMRA leaders your support by sponsoring this meeting with beverages and snacks.

Ag Pro Outlook Speakers \$1,000 and up
 The scheduled speakers bring key information and new ideas into the businesses of our Ag professionals today. Get your name attached to supporting this important part of our meeting. Call now to inquire about your opportunity to sponsor various session and keynote speakers.

Meal Opportunities

Annual Meeting Kick-off \$7,500
 The Colorado Chapter of welcomed attendees with a prime rib dinner at the National Western Stock Show Complex. What great ideas to welcome attendees to the ASFMRA Annual Meeting in the Magic Kingdom do you have? Join the Florida Chapter in developing an event to welcome attendees to the ASFMRA Annual Meeting in the Magic Kingdom.

Executive Council Breakfast \$1,000
 Sponsor the hard working Executive Council at a meal/meeting function and support ASFMRA with the future direction and innovations that come out of this meeting.

Continental Breakfast \$3,000
 The Trade Show will be center stage for networking opportunities at Ag Pro Outlook. Meeting attendees will start their day off with a cup of coffee and a bite to eat while walking the show and speaking with vendors. Take advantage of two premier opportunities to gather with conference professionals first thing in the morning! *(Only 2 Sponsorships Available)*

Refreshment Breaks \$2,500
 Attendees will have the opportunity to enjoy refreshments while networking during morning and afternoon breaks that are located directly in the trade show hall! *(Multiple Sponsorships Available)*

Committee Meeting Refreshments \$ 1,000
 The committee members appreciate a sponsor who can offer a break after a big meeting. Let the leaders of our organization know your company supports their efforts.

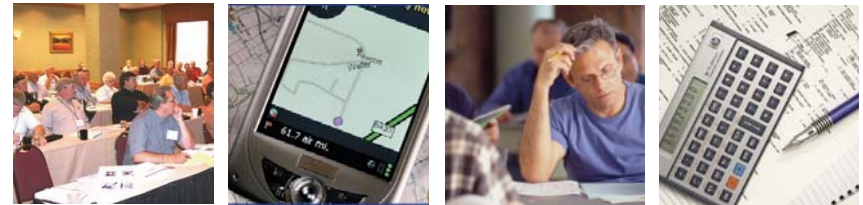
Wednesday Luncheon ~~-SOLD-~~ \$3,000
 Another networking opportunity in the Trade Show...Wednesday's casual luncheon will be held amongst the vendor booths as conference attendees grab a light lunch and spend some more time in the Trade Show Hall. This is the only luncheon opportunity in the Trade Show and is sure to be a popular event!

Thursday Box Luncheon \$3,500
 As the conference wraps up, be the one to provide members with a box luncheon while they sit and visit, head out to the Disney Parks or head for home...A much appreciated treat by attendees.

Advertising

Convention Program
 An advertiser's dream...the full-color Convention Program for Ag Pro Outlook is the ultimate attendee tool as it contains the critical information needed to get the most out of the convention. *(Multiple Sponsorships Available - Sponsorship Deadline – 9/15/10)*

Full Page Ad	\$750
½ Page Ad.....	\$500
¼ Page Ad.....	\$250



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