

*The* POULTRY FEDERATION

ARKANSAS | MISSOURI | OKLAHOMA | KANSAS

2017-2018

EVENT SPONSORSHIP INFORMATION



## ABOUT US

The Poultry Federation (TPF) is a multi-state trade organization representing the poultry and egg industry in Arkansas, Missouri, Oklahoma and Kansas. TPF promotes and protects the interests of the industry and is a unified voice before the state governments. TPF membership includes every segment of the poultry and egg industry including, but not limited to, feed milling, live production, hatchery, processing, packaging, commercial egg, marketing, and all service and support activities. The Arkansas Poultry Federation was established in 1954 in Little Rock, Arkansas. In 1998, the office consolidated with Oklahoma and Missouri and became The Poultry Federation (TPF). We have 22 poultry and egg company members and over 350 members in the Allied division of our organization. Our Allied Industries members are vendors who supply services and/or products to the poultry and egg industries.

## OUR MISSION STATEMENT

The purpose of The Poultry Federation (TPF) is to promote and protect all poultry interests relating to production, distribution, merchandising, and consumption of poultry and poultry products; to disseminate information relating to the various phases of the poultry industry in order to improve and expand markets; to increase efficiency in production and marketing; to encourage and support research in production and marketing of poultry; and to encourage and support youth programs in poultry work.

## TPF STAFF

### **Marvin Childers**

*President*  
marvin@thepoultryfederation.com

### **Holly Rogers**

*Marketing & Communications*  
holly@thepoultryfederation.com

### **John Bryan**

*Missouri Operations*  
poultry@socket.net

### **Ross Dunn**

*Business Development*  
ross@thepoultryfederation.com

### **Joyce Wood**

*Accounting*  
joyce@thepoultryfederation.com

### **Tyler Norvell**

*Oklahoma Operations*  
tyler.norvell@gmail.com

## BOARD OF DIRECTORS

### **Jim Smith**

Keith Smith Company  
*Chairman*

### **Drew McGee**

Tyson Foods, Inc.  
*Vice Chairman*  
*Festival Chairman*

### **Mike Pruitt**

Cobb-Vantress, Inc.  
*Treasurer*

### **Wes McClure**

Simmons Foods, Inc.  
*Secretary*

### **James Smith**

Simmons Foods, Inc.  
*Ex Officio*

Shane Acosta, *Cargill*

Russell Bragg, *O.K. Foods, Inc.*

Don Burrows, *Pilgrim's*

Scott Gustin, *Tyson Foods, Inc.*

Gary Hogue, *O.K. Foods, Inc.*

Brian Esters, *George's Inc.*

John Lenahan, *Butterball, LLC*

Robert Garlington, *George's Inc.*

Vaughn King, *Aviagen, Inc.*

Russell Mayo, *International Paper*

Tim Thompson, *Cal-Maine Foods*

Toby Tapp, *Wayne Farms*

Cole Everett, *Ozark Mountain Poultry*

Keith Childress, *Ceva*

Duane Weems, *Peco Foods*



March 6-7, 2018 | Hilton Branson Convention Center, Branson, Missouri

The sixth annual Food Safety Conference will cover live production through plant, focusing on important food safety topics that are specific to the turkey and broiler industry. Attendees will have the opportunity to hear from food safety experts from the industry, academia, and government, exchange ideas and collaborate on current challenges.

<b>Publicity:</b> sponsor name and level of sponsorship listed on event page.	<b>LOGO + LINK TO COMPANY WEBSITE</b>	<b>NAME ONLY</b>	<b>NAME ONLY</b>	<b>NAME ONLY</b>	<b>NAME ONLY</b>
<b>Event Signage:</b> sponsor logo and level of sponsorship will be featured on event signage.	X	X	X	X	<b>NAME ONLY</b>
<b>Registration:</b> complimentary ticket(s) to attend conference.	2	2	1	1	
<b>Publicity:</b> sponsor logo will be displayed on screen saver at event.	X	X	X	X	
<b>Printed Program:</b> sponsor logo will be featured in event brochure.	X	X	X		
<b>Advertising:</b> company will receive banner ad in TPF bi-weekly e-news.	2X	1X			
<b>Vendor Display:</b> one table top display, includes 6 foot table and 2 chairs.	X				
<b>Podium Acknowledgment:</b> sponsor will receive verbal recognition for contribution from one of the speakers at event.	X				

\*Four (4) Principal Level Sponsors will be chosen to make a 30 minute presentation to the conference attendees. The presentation must include new and relevant information with a focus on food safety. The presentation must be fact based with proven data and the presentation must be pre-approved by select members of the Food Safety Planning Committee. The presentations chosen will be based on meeting our program needs.



## SPONSORSHIP COMMITMENT FORM

.....  
**Company Name:**

.....  
**First Name**

**Last Name**

.....  
**Billing Address:**

.....  
**City:**

**State:**

**Zip:**

.....  
**Telephone:**

**Alt. Phone:**

.....  
**Email:**

**Sponsorship Level:**     **Principal \$5,000**                       **Reception \$2,000**                       **Friend \$500**

**Patron \$2,500**                       **Supporter \$1,000**

**Payment:**                       **Invoice**

**Check (Please make payable to The Poultry Federation)**

**Please charge my:**     **AMEX**                       **MC**                       **VISA**                       **DISCOVER**

.....  
**Card Number:**

**Exp:**

**Security Code:**

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**Authorized Signature:**

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**RETURN FORM BY MAIL OR E-MAIL**

**Mail To:**  
The Poultry Federation  
PO Box 1446  
Little Rock, AR 72203

**E-Mail To:**  
[joyce@thepoultryfederation.com](mailto:joyce@thepoultryfederation.com)

# SYMPOSIUM

## LIVE PRODUCTION

April 17-18, 2018 · JQH Convention Center · Rogers, Arkansas

The annual Live Production Symposium is the largest local conference and trade show for poultry personnel. At the 2017 Symposium over 70 vendor companies exhibited in the tabletop trade show and over 600 people were in attendance. Live production personnel, and suppliers who support live production of turkeys, breeders, and broilers; and more specifically, service technicians and grow-out managers are encouraged to attend.



<b>Publicity:</b> sponsor name and level of sponsorship listed on event page.	LOGO + LINK TO COMPANY WEBSITE	NAME ONLY	NAME ONLY	NAME ONLY	NAME ONLY
<b>Event Signage:</b> sponsor logo and level of sponsorship will be featured on event signage.	X	X	X	X	NAME ONLY
<b>Registration:</b> complimentary ticket(s) to attend conference.	2	2	1		
<b>Publicity:</b> sponsor logo will be displayed on screen saver at event.	X	X	X		
<b>Vendor Trade Show:</b> one table top display, includes 6 foot table and 2 chairs at trade show.	X	X	X		
<b>Printed Program:</b> sponsor logo will be featured in event brochure.	X	X			
<b>Advertising:</b> company will receive banner ad in TPF bi-weekly e-news.	2X	1X			
<b>Podium Acknowledgment:</b> sponsor will receive verbal recognition for contribution from one of the speakers at event.	X				

# SYMPOSIUM

## LIVE PRODUCTION

April 17-18, 2018 · JQH Convention Center · Rogers, Arkansas

### VENDOR BOOTH INFORMATION

Dear Vendor,

Thank you for choosing to exhibit at the upcoming Vendor Tradeshow at the annual Live Production Symposium being held at the John Q. Hammons Convention Center in Rogers, Arkansas on **April 17-18, 2018**. We look forward to another successful conference. Following is exhibitor information.

1. The Vendor Tradeshow will be held in Grand Ballroom 6 in the John Q. Hammons Convention Center
2. The exhibitor area will be ready for exhibitor move-in by 8:00 a.m. on Tuesday, April 17.
3. Designated hours for the Vendor Tradeshow are 4:00 p.m. to 7:00 p.m. on Tuesday and 7:00 a.m. - 4:30 p.m. on Wednesday.  
*(Please note: you will be responsible for any items left out over night on the tables.)*
4. There will be a reception on Tuesday night in the vendor tradeshow room from 4:00 p.m. - 7:00 p.m. for all attendees and exhibitors.
5. Booth space consists of 1-6ft skirted table, 2 chairs, trash can and standard electric. No side or back walls.
6. All booths are first come first serve basis. You will pick out your location when you arrive.
7. TPF does not provide individual company signage for the table.
8. TPF members will receive TPF membership sign for the table.
- 9. All booth workers must pay the workshop registration fee.**

Shipping and Receiving: Due to limitations in secured storage space, the Hotel will only accept packages as follows:

- Boxes/packages may be sent for arrival a maximum of 48 hours prior to group arrival and will be marked with the responsible party's name, Group name, plus Hold for Arrival Date of \_\_\_\_\_.
- There will be a handling charge as follows:

<b>Boxes up to 36" x 24" x 24"</b>	<b>\$ 15.00 per box</b>
<b>Larger boxes / display cases</b>	<b>\$ 25.00 per box</b>
<b>Pallets</b>	<b>\$ 100.00 per box</b>

#### Shipping Address:

Embassy Suites  
3303 Pinnacle Hills Parkway  
Rogers, AR 72758

If you have any questions regarding the Vendor Tradeshow, please call Joyce Wood at the Federation Office at **501-375-8131** or email [joyce@thepoultryfederation.com](mailto:joyce@thepoultryfederation.com)

Thank you for exhibiting and for your support!

# SYMPOSIUM

## LIVE PRODUCTION

April 17-18, 2018 · JQH Convention Center · Rogers, Arkansas

### SPONSORSHIP+VENDOR COMMITMENT FORM

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**Company Name:**

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**First Name**

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**Last Name**

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**Billing Address:**

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**City:**

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**State:**

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**Zip:**

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**Telephone:**

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**Alt. Phone:**

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**Email:**

**Sponsorship Level:**     **Principal \$2,500**                       **Reception \$1,500**                       **Friend \$500**

**Patron \$1,000**                       **Supporter \$750**

**Vendor Booth:**                       **TPF Member \$100**                       **Non-Member \$200**

**Sponsor** *(If you are a Principal, Reception, or Patron Sponsor you receive a complimentary vendor booth)*

**Payment:**                       **Invoice**

**Check (Please make payable to The Poultry Federation)**

**Please charge my:**     **AMEX**                       **MC**                       **VISA**                       **DISCOVER**

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**Card Number:**

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**Exp:**

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**Security Code:**

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**Authorized Signature:**

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**RETURN FORM BY MAIL OR E-MAIL**

**Mail To:**  
The Poultry Federation  
PO Box 1446  
Little Rock, AR 72203

**E-Mail To:**  
[joyce@thepoultryfederation.com](mailto:joyce@thepoultryfederation.com)



# SAVE THE DATE

JUNE 15-16, 2018



Mark your calendar to attend the 59th Annual Poultry Festival to be held June 15-16, 2018 in Rogers, Arkansas at the John Q. Hammons Center and Embassy Suites of Northwest Arkansas.

For nearly six decades, The Poultry Federation (TPF) has hosted the poultry festival. The festival is a time to celebrate the poultry and egg industry with its finest. The poultry industry represents a significant portion of the economy in the South-Central region including Arkansas, Kansas, Missouri and Oklahoma.

The festival draws members and friends of the industry from across the country. In 2017, a record 5,207 tickets were sold to the festival, 43 barbecue teams participated in the barbecue cook-off, over 5,000 scoops of Yarnell's ice-cream were served, 370 golfers participated in the golf tournament and \$107,205 was raised during the Allied Industries Scholarship Auction. The festival is an event you do not want to miss out on!

## SPONSORSHIP LEVELS

### Festival Sponsor Benefits

#### Title Sponsor (\$25,000)

- 4 festival tickets with platinum seating (sponsor box) at concert with VIP lounge access
- 10 registrations for a festival sporting event
- Podium presentation
- Podium recognition
- Full page ad in 2018-2019 TPF Membership Directory
- Banner ad in TPF e-news 2x
- Company logo on TPF website festival sponsorship page
- Company logo on sponsor banner at convention center site
- Company logo on sponsor page of festival program

#### Presenting Sponsor (\$15,000)

- 4 festival tickets with gold seating at concert
- 2 backstage passes to meet entertainer
- 6 registrations for a festival sporting event
- Podium recognition
- Full page ad in 2018-2019 TPF Membership Directory
- Banner ad in TPF e-news 2x
- Company logo on TPF website festival sponsorship page
- Company logo on sponsor banner at convention center site
- Company logo on sponsor page of festival program

#### Premier Sponsor (\$10,000)

- 4 festival tickets with gold seating at concert
- 2 backstage passes to meet entertainer
- 4 registrations for a festival sporting event
- Podium recognition
- Half page ad in 2018-2019 TPF Membership Directory
- Banner ad in TPF e-news 2x
- Company logo on TPF website festival sponsorship page
- Company logo on sponsor banner at convention center site
- Company logo on sponsor page of festival program

#### Principal Sponsor (\$5,000)

- 2 festival tickets with silver seating at concert
- 2 registrations for a festival sporting event
- Quarter page ad in 2018-2017 TPF Membership Directory
- Company name on TPF website festival sponsorship page
- Company logo on sponsor banner at convention center site
- Company logo on sponsor page of festival program

#### Patron Sponsor (\$3,000)

- 2 registrations for a festival sporting event
- 1/8 page ad in 2018-2019 TPF Membership Directory
- Company name on TPF website festival sponsorship page
- Company logo on sponsor banner at convention center site
- Company logo on sponsor page of festival program

#### Supporter Sponsor (\$1,500)

- Company name on TPF website festival sponsorship page
- Company name on sponsor banner at convention center site
- Company name on sponsor page of festival program

#### Friend Sponsor (\$500)

- Company name on sponsor banner at convention center site
- Company name on sponsor page of festival program

**\*All advertising artwork must be submitted by May 1, 2018 to be included in the program and onsite signage.**

# SPONSORSHIP COMMITMENT FORM

Date

Name

Company

Address

City

State/Zip

Phone

Email

### Our company agrees to the following level of sponsorship for the 59<sup>th</sup> Annual Poultry Festival:

- |  |  |
|--|--|
| <input type="checkbox"/> Title \$25,000      | <input type="checkbox"/> Patron \$3,000    |
| <input type="checkbox"/> Presenting \$15,000 | <input type="checkbox"/> Supporter \$1,500 |
| <input type="checkbox"/> Premier \$10,000    | <input type="checkbox"/> Friend \$500      |
| <input type="checkbox"/> Principal \$5,000   |  |

Signature

### Payment Method

- Check enclosed (payable to The Poultry Federation)
- Please send invoice
- Credit Card     AMEX     MC     VISA     DISC

Card Number

Expires

Security Code

### Our company will donate a door prize to the following festival events:

- |  |  |
|--|--|
| <input type="checkbox"/> Bass Tournament | <input type="checkbox"/> Trap Shoot      |
| <input type="checkbox"/> Golf Tournament | <input type="checkbox"/> Ladies Luncheon |

Item to Donate

Value

**Please return this commitment form by May 1, 2018.**

P.O. Box 1446, Little Rock, AR 72203  
For sponsorship information, contact:  
Joyce Wood | Phone: 501.375.8131 | Fax: 501.375.5519  
Email: joyce@thepoultryfederation.com

# TICKET COMMITMENT FORM

## Individual Tickets and Packages Available

**Ticket is required to attend the Festival and to participate in activities that require a registration fee.**

### Individual Tickets

\_\_\_\_\_ Individual Lawn Ticket(s) @ \$100 ea.= \_\_\_\_\_  
 \_\_\_\_\_ Individual Silver Ticket(s) @ \$175 ea.= \_\_\_\_\_  
 \_\_\_\_\_ Individual Gold Ticket(s) @ \$200 ea.= \_\_\_\_\_  
 \_\_\_\_\_ Individual Platinum Ticket(s) @ \$300 ea.= \_\_\_\_\_ (Limit 4)

### Ticket Packages

\_\_\_\_\_ Lawn Package | 25 Tickets | \$2,500  
 \_\_\_\_\_ Silver Package | 20 Tickets | \$3,500  
 \_\_\_\_\_ Gold Package | 30 Tickets | \$6,000

\_\_\_\_\_ Date

\_\_\_\_\_ Name

\_\_\_\_\_ Company

\_\_\_\_\_ Address (Mailing address to send tickets)

\_\_\_\_\_ City \_\_\_\_\_ State/Zip

\_\_\_\_\_ Phone

\_\_\_\_\_ Email

\_\_\_\_\_ Ticket Seller Name or Company

### Payment Method

- Check enclosed (payable to The Poultry Federation)  
 Please send invoice  
 Credit Card     AMEX     MC     VISA     DISC

\_\_\_\_\_ Card Number

\_\_\_\_\_ Expires \_\_\_\_\_ Security Code

**Please return this commitment form by May 1, 2018.**

P.O. Box 1446, Little Rock, AR 72203  
 For ticket information, contact:  
 Joyce Wood | Phone: 501.375.8131 | Fax: 501.375.5519  
 Email: joyce@thepoultryfederation.com

## TICKET PACKAGES

### Ticket Sponsor Benefits

#### Gold Package (30 Tickets) \$6,000

- Concert seating in gold section (general admission)
- Quarter page ad in 2018-2019 TPF Membership Directory
- Company name on TPF website festival sponsorship page
- Company logo on sponsor banner at convention center site
- Company logo on sponsor page of festival program

#### Silver Ticket Package (20 Tickets) \$3,500

- Concert seating in silver section (general admission)
- Company name on TPF website festival sponsorship page
- Company logo on sponsor banner at convention center site
- Company logo on sponsor page of festival program

#### Lawn Ticket Package (25 Tickets) \$2,500

- Concert seating in lawn section (general admission)
- Company name on TPF website festival sponsorship page
- Company name on sponsor banner at convention center site
- Company name on sponsor page of festival program

**\*All advertising artwork must be submitted by May 1, 2018 to be included in the program and onsite signage.**

### Individual Festival Tickets

#### Platinum Ticket

\$300 ea. Concert seating in designated sponsor boxes with access to VIP lounge. Only a limited number of tickets available!

#### Gold Ticket

\$200 ea. Concert seating in Gold section A or B\*.  
 \*General admission.

#### Silver Ticket

\$175 ea. Concert seating in Silver section C or D\*.  
 \*General admission.

#### Lawn Ticket

\$100 ea. Concert seating in Lawn section\*.  
 \*General admission.



# NUTRITION CONFERENCE

September 6-8, 2017 · JQH Convention Center · Rogers, Arkansas

The Arkansas Nutrition Conference is a world-class event focused on bringing together domestic and international technical experts in poultry nutrition addressing current topics and concerns in their field.

By design, the conference's goal is to help advance poultry production by providing a forum for sharing new concepts and ideas in poultry nutrition. The conference is co-sponsored by the Feed Manufacturers Committee of The Poultry Federation and the University of Arkansas; all proceeds are designated for scholarship tuition assistance.

The AR Nutrition Conference qualifies for 12 CEUs for American Registry of Professional Animal Scientists (ARPAS) members and 12 CEUs for the State of Arkansas Veterinary Medical Examining Board.



<b>Publicity:</b> sponsor name and level of sponsorship listed on event page.	<b>LOGO + LINK TO COMPANY WEBSITE</b>	<b>NAME ONLY</b>	<b>NAME ONLY</b>	<b>NAME ONLY</b>	<b>NAME ONLY</b>
<b>Event Signage:</b> sponsor logo and level of sponsorship will be featured on event signage.	X	X	X	<b>NAME ONLY</b>	<b>NAME ONLY</b>
<b>Registration:</b> complimentary ticket(s) to attend conference.	2	2	1		
<b>Publicity:</b> sponsor logo will be displayed on screen saver at event.	X	X	X		
<b>Printed Program:</b> sponsor logo will be featured in event brochure.	X	X			
<b>Advertising:</b> company will receive banner ad in TPF bi-weekly e-news.	2X	1X			
<b>Podium Acknowledgment:</b> sponsor will receive verbal recognition for contribution from one of the speakers at event.	X				

# NUTRITION CONFERENCE

September 6-8, 2017 · JQH Convention Center · Rogers, Arkansas

## SPONSORSHIP COMMITMENT FORM

.....  
**Company Name:**

.....  
**First Name**

**Last Name**

.....  
**Billing Address:**

.....  
**City:**

**State:**

**Zip:**

.....  
**Telephone:**

**Alt. Phone:**

.....  
**Email:**

**Sponsorship Level:**     **Principal \$5,000**                       **Supporter \$1,000**                       **Golf Hole \$250**  
    **Patron \$2,500**                       **Friend \$500**

**Payment:**                       **Invoice**  
    **Check (Please make payable to The Poultry Federation)**

**Please charge my:**                       **AMEX**                       **MC**                       **VISA**                       **DISCOVER**

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**Card Number:**

**Exp:**

**Security Code:**

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**Authorized Signature:**

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PO Box 1446  
Little Rock, AR 72203

**E-Mail To:**  
[joyce@thepoultryfederation.com](mailto:joyce@thepoultryfederation.com)

# TURKEY MEETING

September 14-16, 2017 · Hilton Branson Convention Center · Branson, Missouri

The relaxed atmosphere of the Turkey Committee Meeting is the perfect venue and networking environment for all turkey live production personnel and support vendors or suppliers. Mingle with colleagues and co-workers at the educational sessions held on Thursday and Friday. These informative sessions provide updates on the turkey industry including current legislative issues on both the state and federal level.



	LOGO + LINK TO COMPANY WEBSITE	NAME ONLY	NAME ONLY	NAME ONLY	NAME ONLY
<b>Publicity:</b> sponsor name and level of sponsorship listed on event page.					
<b>Event Signage:</b> sponsor logo and level of sponsorship will be featured on event signage.	X	X	X	NAME ONLY	NAME ONLY
<b>Registration:</b> complimentary ticket(s) to attend conference.	2	2	1		
<b>Publicity:</b> sponsor logo will be displayed on screen saver at event.	X	X	X		
<b>Printed Program:</b> sponsor logo will be featured in event brochure.	X	X			
<b>Advertising:</b> company will receive banner ad in TPF bi-weekly e-news.	2X	1X			
<b>Podium Acknowledgment:</b> sponsor will receive verbal recognition for contribution from one of the speakers at event.	X				

# TURKEY MEETING

September 14-16, 2017 · Hilton Branson Convention Center · Branson, Missouri

## SPONSORSHIP COMMITMENT FORM

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**Email:**

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                                  **Patron \$1,000**                       **Friend \$500**

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# PROCESSORS WORKSHOP

October 18-19, 2017 · JQH Convention Center · Rogers, Arkansas

The Poultry Processors Workshop is an annual trade show and conference aimed at bringing together Human Resources, HACCP (Hazard Analysis & Critical Control Points), QA (Quality Assurance), environmental personnel and vendors to discuss current issues and new advancements in their respective fields.



<b>Publicity:</b> sponsor name and level of sponsorship listed on event page.	<b>LOGO + LINK TO COMPANY WEBSITE</b>	<b>NAME ONLY</b>	<b>NAME ONLY</b>	<b>NAME ONLY</b>	<b>NAME ONLY</b>	<b>NAME ONLY</b>
<b>Event Signage:</b> sponsor logo and level of sponsorship will be featured on event signage.	X	X	X	X	NAME ONLY	NAME ONLY
<b>Registration:</b> complimentary ticket(s) to attend conference.	2	2	1			
<b>Publicity:</b> sponsor logo will be displayed on screen saver at event.	X	X	X			
<b>Vendor Trade Show:</b> one table top display, includes 6 foot table and 2 chairs at trade show.	X	X	X			
<b>Printed Program:</b> sponsor logo will be featured in event brochure.	X	X				
<b>Advertising:</b> company will receive banner ad in TPF bi-weekly e-news.	2X	1X				
<b>Podium Acknowledgment:</b> sponsor will receive verbal recognition for contribution from one of the speakers at event.	X					



# PROCESSORS WORKSHOP

October 18-19, 2017 · JQH Convention Center · Rogers, Arkansas

## SPONSORSHIP+VENDOR COMMITMENT FORM

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**Company Name:**

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**First Name**

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**Last Name**

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**Alt. Phone:**

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**Email:**

**Sponsorship Level:**

**Principal \$2,500**

**Reception \$1,500**

**Friend \$500**

**Patron \$1,000**

**Supporter \$750**

**Golf Hole \$250**

**Vendor Booth:**

**TPF Member \$100**

**Non-Member \$200**

**Sponsor** *(If you are a Principal, Reception, or Patron Sponsor you receive a complimentary vendor booth)*

**Payment:**

**Invoice**

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**ARKANSAS**  
321 South Victory St.  
Little Rock, AR 72201  
T: (501) 375 - 8131  
F: (501) 375 - 5519

**MISSOURI**  
225 East Capitol  
Jefferson City, MO 65101  
T: (573) 761 - 5610  
F: (573) 761 - 5619

**OKLAHOMA**  
PO Box 95  
Oklahoma City, OK 73101  
T: (405) 219 - 9595  
F: (405) 235 - 1727