

Join the Ontario Sheep Marketing Agency (OSMA) at the second annual Ontario Sheep Convention in Alliston, taking place October 26 & 27, 2017 at the Nottawasaga Inn Resort.

The Ontario Sheep Convention is Ontario's largest sheep focused event, attracting sheep farmers, government, industry, and agricultural business representatives from across the province. In 2016, this event saw over 200 sheep farmers and industry stakeholders participate in an education seminar, the Ontario Lamb Banquet, and OSMA's annual general meeting.

This two day event will include an education workshop, a research poster display competition, the Ontario Lamb banquet, the OSMA AGM, and an industry trade show. This year we will also be featuring a special session on Ontario wool and fibre.

There are a number of ways that your business or organization can be involved in this year's event.

Sponsorship

The Ontario Sheep Convention is the premier sheep event of the year, drawing hundreds of attendees from many facets of the agriculture industry. The Convention provides you with an excellent opportunity to showcase your business or organization through sponsorship. Sponsors are given broad exposure in a number of different mediums, including a listing in the Ontario Sheep News magazine in advance of the meeting (time permitting). If your company is interested in providing sponsorship, this package includes information on our sponsorship levels and the return on investment you will receive.

There are also sponsorship opportunities that are available on a first come first served basis.

- Thursday morning refreshment break - \$1,000 Gold sponsor
- Thursday afternoon refreshment break - \$1,000 Gold sponsor
- Friday morning refreshment break - \$1,000 Gold sponsor

If you are interested in sponsoring the Convention, please confirm with Heather Hargrave at the OSMA office at your earliest convenience to ensure you receive full recognition for your sponsorship.

Industry trade show

The expanded trade show area at the 2016 Convention allowed for the exhibitors to be in the same room as the presentations and more time for networking. We are expecting our trade show to continue to grow for the 2017 Convention and would recommend that interested partners book their space early.

Your trade show space booking includes:

- 8 foot table
- 1 complimentary registration for the entire Convention (Thursday and Friday lunches, Thursday evening banquet)
- Electricity (subject to availability)

Hotel information

We've once again secured a block of hotel rooms at a discounted rate for the event.

Single or double rooms—\$139 per room per night (plus HST).

To book accommodations please contact the Nottawasaga Inn Resort at (800) 669-5501 and mention Ontario Sheep Marketing Agency at the time of booking.#

Please complete and return the sponsorship form and exhibitor trade show application to the OSMA office by September 15, 2017. You can email your completed forms to hhargrave@ontariosheep.org or fax them to (519) 836-2531.

Don't miss this great opportunity to meet with hundreds of sheep farmers from across Ontario.



2017 Ontario Sheep Convention Sponsorship levels & benefits

Sponsorship benefit/sponsorship level	Title sponsor \$5,000	Platinum \$2,000	Gold \$1,000	Silver \$500	Bronze \$250
Your company banner to be displayed in the main meeting room or at registration	✓				
Complimentary registrations	2 people	2 people	1 person		
Brochure/promotional item in Convention attendee kits	✓	✓	✓		
Company logo listing on thank you sign at refreshment break	✓	✓	✓		
Complimentary trade show space	✓	✓	✓		
Advertising in the Ontario Sheep News magazine	1 full page colour; 4 consecutive issues	1 full page colour; 1 issue	1/2 page colour; 1 issue	1/4 page colour; 1 issue	1/6 page colour; 1 issue
Advertising in Convention proceedings	1 full page; colour	1 full page; colour	1/2 page; colour		
Advertising in The Messenger (e-newsletter)	1/4 page colour; 4 consecutive issues	1/4 page colour; 2 consecutive issues	✓	✓	
Acknowledgement during Ontario Lamb Banquet	✓	✓	✓	✓	✓
Logo included in sponsor PowerPoint presentation during meals and breaks	✓	✓	✓	✓	✓
Logo listing on thank you sign on participant tables	✓	✓	✓	✓	✓
Logo listing in December 2017 issue of Ontario Sheep News magazine	✓	✓	✓	✓	✓

Company name _____

Address _____

City _____ Province _____ Postal code _____

Phone _____ Email _____

Contact person _____

Contact email _____

Contact phone _____

All sponsorship information will be directed to the contact person at the above address unless otherwise indicated.#

Sponsorship details

We would like to sponsor at the following level:

- Title Gold Bronze Sponsorship amount \$ _____
 Platinum Silver

I am interested in sponsoring the following:

- Thursday morning refreshment break - \$1,000 Gold sponsor
 Thursday afternoon refreshment break - \$1,000 Gold sponsor
 Friday morning refreshment break - \$1,000 Gold sponsor

If you require additional registrations to the Convention, please indicate the quantity below.

Two complimentary registrations are provided to Title and Platinum sponsors, and one complimentary registration is provided to Gold level sponsors.

_____ Thursday October 26 lunch (\$40/person) _____ Friday October 27 lunch (\$40/person)
 _____ Thursday October 26 Ontario Lamb Banquet (\$65/person) _____ Entire Convention (\$145/person)

We are interested in advertising in the Thursday program proceedings.

Deadline for advertisements is **October 13, 2017**. Submit to hhargrave@ontariosheep.org.

- half page advertisement - 6" wide by 4" high - \$65
 full page advertisement - 6" wide by 8" high - \$100

Payment information

- please send me an invoice cheque enclosed (payable to the **Ontario Sheep Marketing Agency**)
 charge my credit card VISA MasterCard

Card number _____ Expiry _____

Cardholder signature _____

Submit your completed form to hhargrave@ontariosheep.org or fax to (519) 836-2531.

Mail to: Ontario Sheep Marketing Agency 130 Malcolm Rd Guelph, ON N1K 1B1



2017 Ontario Sheep Convention Trade show exhibitor application

The trade show area of the Convention is located in the same meeting room as the presentations, meals, and refreshment breaks, providing your business or organization with a great opportunity to maximize your time with attendees.

Space is limited and we do expect the trade show to sell out in 2017.

Company name _____

Address _____

City _____ Province _____ Postal code _____

Phone _____ Email _____

Contact person _____

Contact email _____

Contact phone _____

All show information will be directed to the contact person at the above address unless otherwise indicated.#

Reserve _____ 10' by 5' booth(s) at \$400 per booth

Select, if required

8 foot table (1 table is included in the exhibit space fee) do not require a table

require hydro

If you require name tags for representatives at your display, please list their names:

If you require additional registrations to the Convention, please indicate the quantity below.

One complimentary registration is provided with each exhibit space (includes lunch on October 26 & 27 and an Ontario Lamb Banquet ticket).

_____ Thursday October 26 lunch (\$40/person) _____ Friday October 27 lunch (\$40/person)

_____ Thursday October 26 Ontario Lamb Banquet (\$65/person) _____ Entire Convention (\$145/person)

Payment information

please send me an invoice cheque enclosed (payable to the **Ontario Sheep Marketing Agency**)

charge my credit card VISA MasterCard

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