

Engage: A National Poultry Show Virtual Event:

Please 'Save the Date' for our *Engage: National Poultry Show Virtual Event*, which will take place April 7th & 8th, 2021.

We are still working on some details of our virtual event, but an overview is outlined below:

Wednesday April 7 th 2021	
10 a.m. – Noon	Biosecurity Keynote Speaker - Dr. Algis Martinez, Cobbs Senior Director of Tech Services & Vet 3 exhibitor highlight opportunities related to Biosecurity – 15 minutes each, education focused
1 p.m. – 3 p.m.	Health Management Keynote Speaker - Dr. Maarten De Gussem, VetWorks Global Poultry Consultant 3 exhibitor highlight opportunities related to Health Management – 15 minutes each, education focused
7:00 – 8:00 p.m.	Industry Trivia Night Grab your laptop (and speakers) and join us for an Industry Trivia night. We'll be offering draw prizes, giveaways for the winner of the trivia, and a great social evening. Trivia will consist of three sets of 10 questions each – themes to be announced in the coming weeks
Thursday April 8 th 2021	
10 a.m. – Noon	Equipment Keynote Speaker - David Speller CEO/ Founder of Applied a Poultry Farming & Consultancy 3 exhibitor highlight opportunities related to Equipment– 15 minutes
1 p.m. – 3 p.m.	Innovation Keynote Speaker - Aidan Connolly, president of AgriTech Capital and CEO of Cainthus 3 exhibitor highlight opportunities related to Innovation– 15 minutes each, education focused

Tickets will be \$35 each (HST included) and will give attendees access to both days of content as well as the trivia night. After registering, attendees will receive a link to a webpage that includes the full event, there is no platform or download required, except to enter their name.

How can exhibitors get involved? We have a few options below:

- Sponsorships
 - We will have opportunities for a sponsorship of each keynote speaker (4), exhibitor highlight sessions (12) and the Industry Trivia Night (1) as well as our competition sponsorships
- Prizing
 - We are looking for three door prizes of a \$50 value for our Industry Trivia Night
- Videos
 - We have two video options for companies looking to create a custom branded advertising video.
- Tickets for customers
 - If you wish to purchase a set number of virtual tickets in bulk for customers, we have this available in quantities of 5, 10 or 25 at a cost of \$35 each. Tickets will be billed post-event based on the number of tickets redeemed. This is a great touch

point to send a custom 'Spring Welcome Letter' to your customers, with promo code included!

- Provide a Speaker:
 - Please note we are looking for a speaker to provide an education or new product focused Exhibitor Highlight. These opportunities are available to all exhibitors, but we will be vetting content. What makes a good proposal?
 - A new product that you have brought to the market in the past year
 - An engaging and dynamic team member who is excited to share this product
 - A focus on how this product will help producers, versus stats or pricing
 - A tour or update on what your team has been working on this past year that is engaging
- Virtual photo competition:
 - We will be running a virtual photo competition along with this year's show, with sponsorship categories based on different competition levels:
 - Sponsorship options are \$250 each, per category
 - 1. #CdnPoultryFarmer Competition
 - A day in the life of a Canadian Poultry Farmer/ Worker
 - A photo depicting family, farm, suppliers, or a landscape shot – those working in the industry (truckers etc.) are also welcome to participate
 - Cheers to Canadian Poultry: An entree depicting either Canadian Chicken, Turkey or Eggs as a primary ingredient – winning recipe to be selected by Chef Michael Moore from Western Fair District

If you'd like a call from our team to discuss options, please reach out to us. Otherwise, we look forward to sending you sponsorship packages for your review in the coming weeks as we confirm our four keynote speakers.