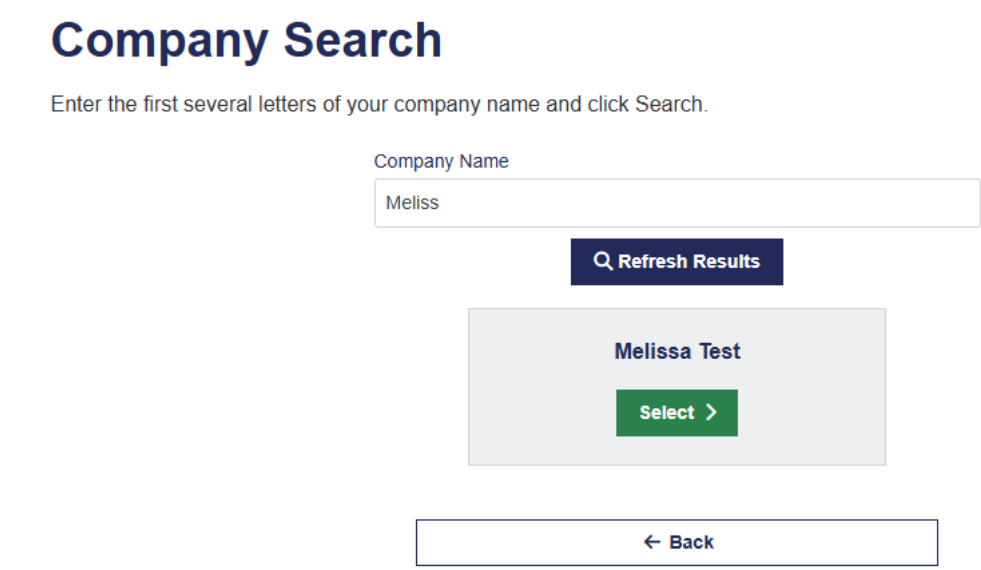
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AMERICAN FARM BUREAU® CONVENTION
CHARLOTTE · NC
JANUARY 8-13, 2027

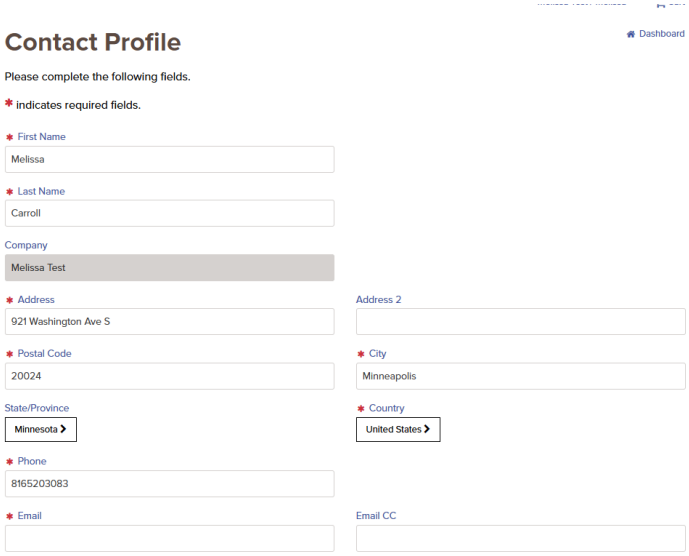
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Sponsor & Exhibitor Registration Step by Step Guide

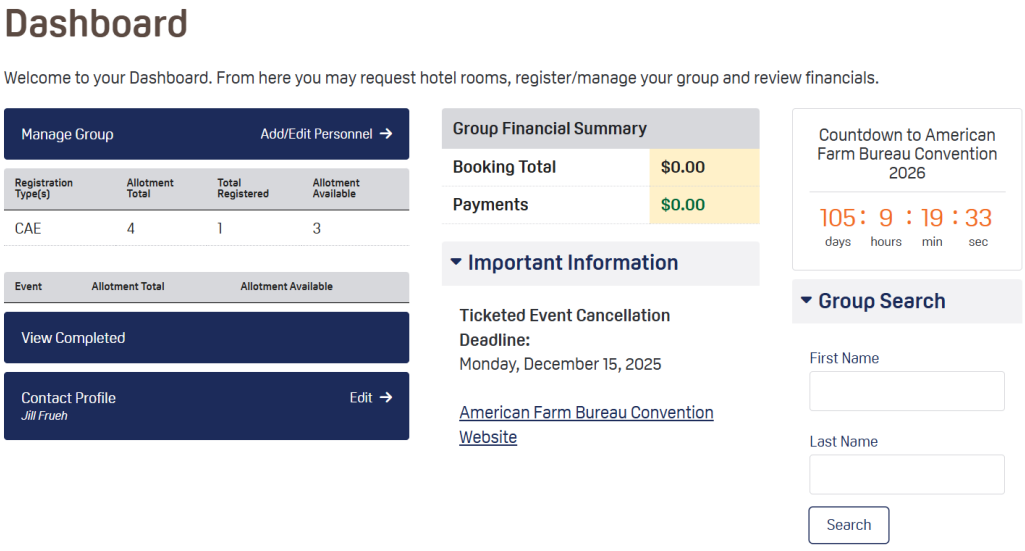
- Log in to your registration profile. The link can be found here: https://registration.experientevent.com/ShowAFB261/FLOW/EXHIBITOR
- Search for your company name:



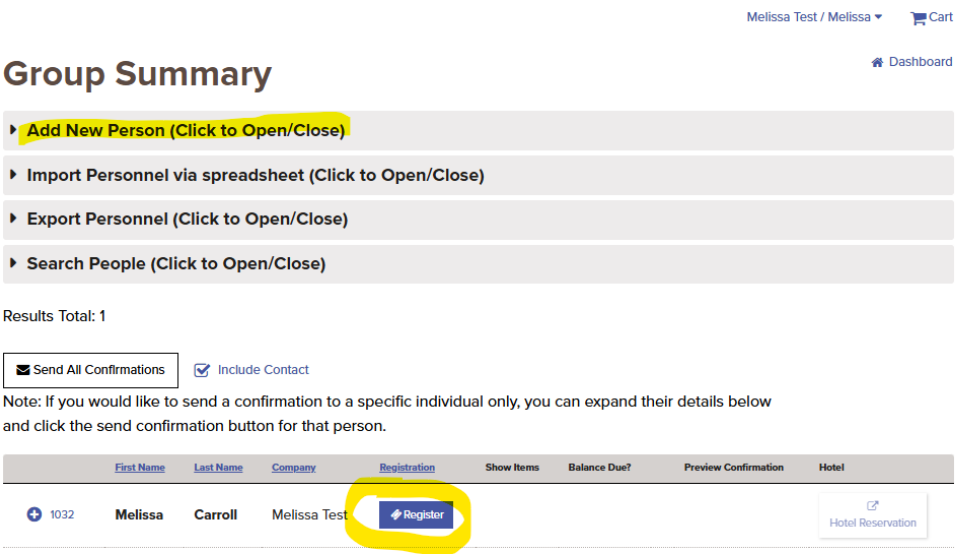
- Your password was sent in your welcome email.
- If this is your company's first time logging in, you will need to verify the contact information. Hit next.



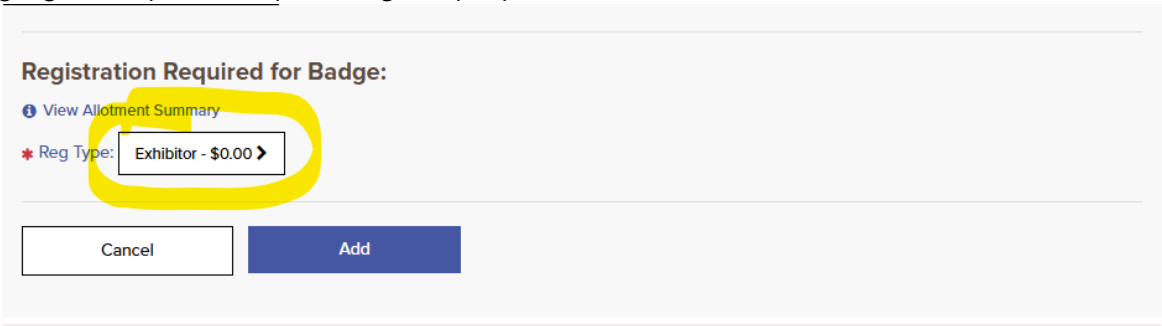
- This will take you to the Dashboard, where you can see how many comp registrations and ticketed events are allotted to your company per your sponsorship agreement, and how many have been claimed, along with other relevant information like completed registrations and payments.



- To add a new registration, click "Add/edit Personnel"
- Select "Add a New Person". To register the main contact, select the register button by their name:



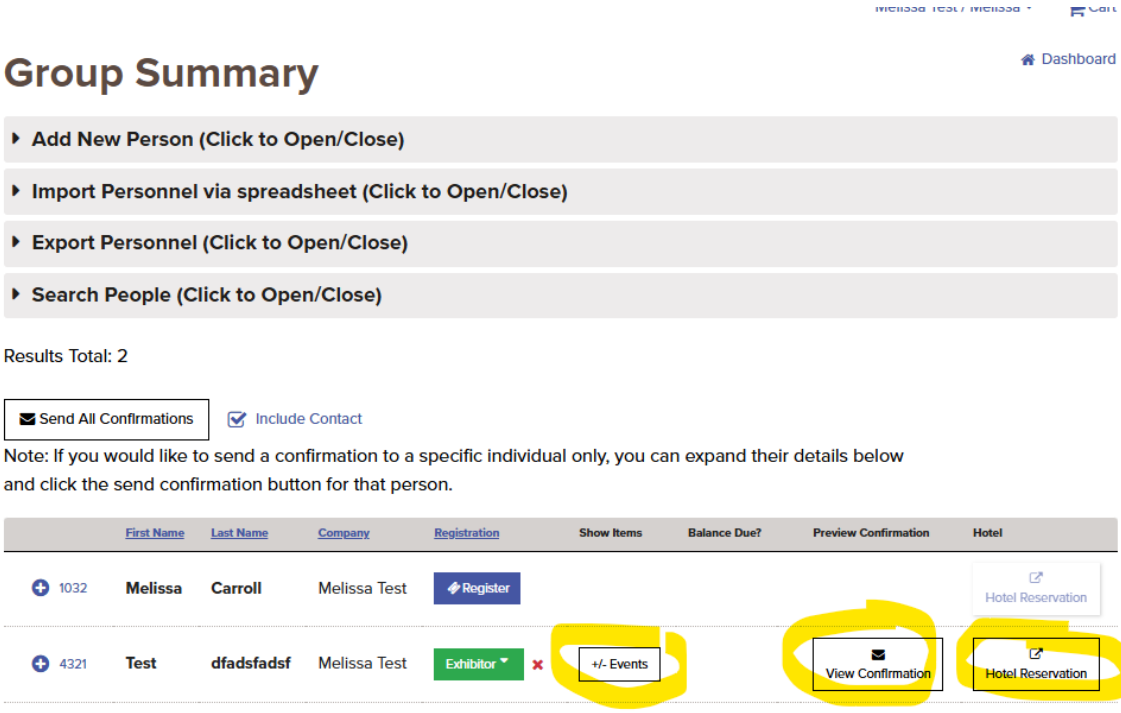
- Fill out the relevant contact information. If you are a sponsoring company who also exhibits, please be mindful of how you are registering each individual on the Badge question. If your staff member needs access to the trade show floor for set up/tear down, select "Exhibitor". If they do not need access to the floor, select "sponsor". Please note onsite that there will be sponsor ribbons to add to your name badge, so even if you select "Exhibitor" your badge will still highlight that you are a sponsoring company.



- Click "Add".
- Next you will be directed to the tours page. Follow the same process if you would like to attend a tour. All tours must be paid for per the ticketed event amount. Select next to keep moving through the process.
- You will then be directed to the Ticketed Events Page. If your sponsoring company received ticketed events per your sponsorship agreement, you can add these here at no additional charge until you run out of comp tickets. **Although you can see the price of the ticket on the side, you will not be charged this at check out until you run out of comp tickets.** Once you have run out of comp tickets, you can add more for an additional charge.
- Select the "Add" button next to the ticket you are claiming, put in the correct amount, and click the smaller "Add" button again. Then click next.



- Next you will be directed to the T-Shirt page. Follow the same process if you would like to purchase an American Farm Bureau Convention T-Shirt. Tickets will print out onsite for your T-shirt to be redeemed at the trade show.
- You will then be directed to the Donations Page. If you would like to make a donation to the Foundation, put the dollar amount in here. If not, select "Next".
- You will be directed back to your Group Summary Page where you can view the confirmation email, move on to hotel reservations, go back to add on more ticketed events, or register another attendee from your company.



- Visit the "View Confirmation" button to see who has been assigned ticketed events. This will appear under the Exhibitor Allotment header:



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Exhibitor Booth Allotment

Your Exhibitor booth allotment is 6. You have used 1, and have 5 remaining.

Your Sponsor allotment is 1. You have used 0, and have 1 remaining.

Your Corporate Registration allotment is 1. You have used 0 and have 1 remaining.

Your Flapjack Fundraiser - Individual allotment is 1. You have used 1 and have 0 remaining.

Your Flapjack Fundraiser - Table of 10 allotment is 2. You have used 0 and have 2 remaining.

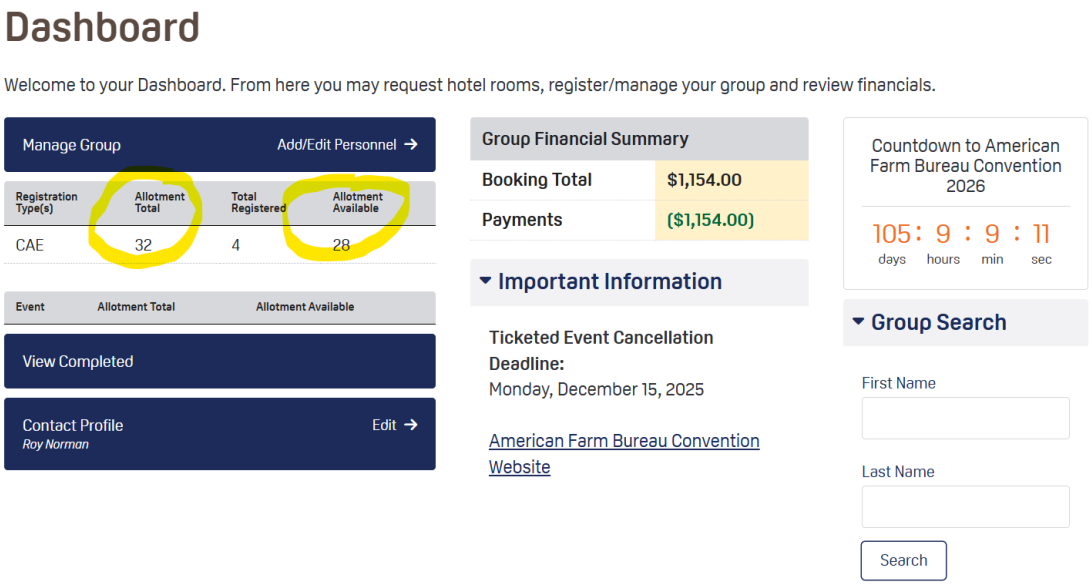
Your Farm Bureau Celebration allotment is 1. You have used 0 and have 1 remaining.

Your Leadership Luncheon allotment is 1. You have used 0 and have 1 remaining.

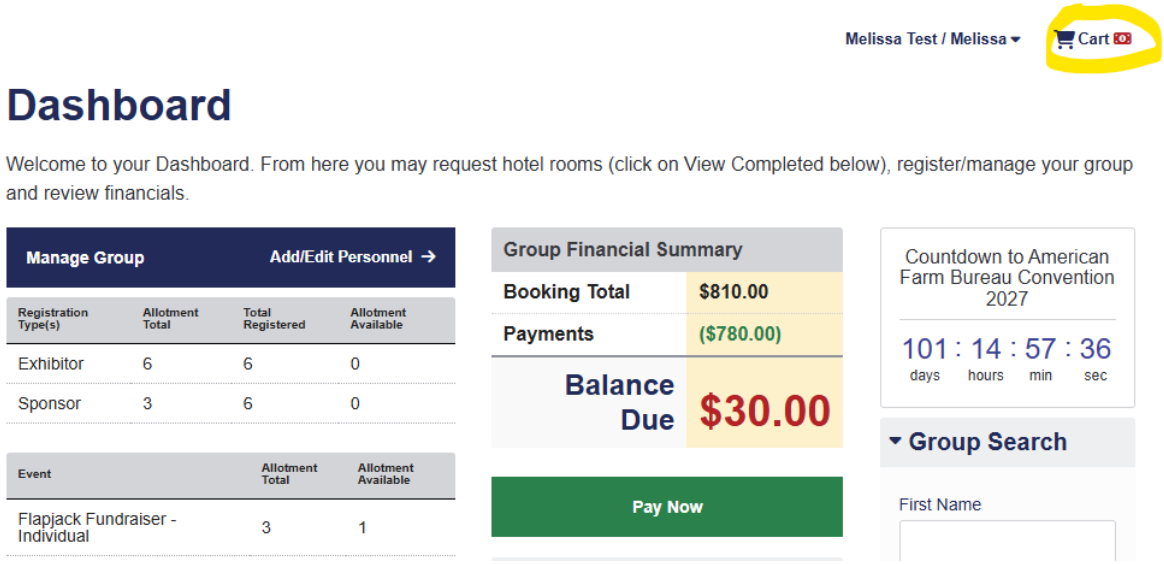
Your Leadership Luncheon - Reserved Table of 10 allotment is 1. You have used 0 and have 1 remaining.

Registration Detail

- You can also see your allotments on the Dashboard:



- If you purchased any additional tickets above your sponsorship allotment, you will need to go to your cart to checkout to finalize the purchase:



Please reach out to conventions@fb.org or call 202.406.3701 if you have any additional questions on registration.