

AMERICAN FARRIER'S ASSOCIATION

41ST ANNUAL CONVENTION

MOBILE, ALABAMA
FEBRUARY 29, 2012—MARCH 3, 2012



Sponsorship Opportunities

2012 AFA Convention Hosted By:
Alabama Professional Farriers Association



AN INVITATION TO SPONSOR THE 2012 ANNUAL CONVENTION

From February 29th through March 3rd, 2012, the farriers are going to invade Mobile, AL for 4 days of education and camaraderie. In order to accomplish everything required to put on an event such as this, the AFA forms a team made up of the AFA staff, Convention Coordinating Committee, Farrier Industry Association, the Alabama Professional Farriers Association, and numerous other AFA member volunteers.

Once all the players are in place, the AFA turns to our trusted supporters, such as yourself, asking that you once again assist us to make this convention bigger and better than ever. Within this packet you will find several Sponsorship Opportunities for the 2012 AFA Convention. Each level of sponsorship is broken down so you may see what each level has to offer you. In addition, below are two special sponsorships which are also available:

- **LANYARDS**—Every attendee receives a lanyard with they use to wear their name badge. The lanyards can be customized with your companies name, allowing your name to be front and center the entire week of convention. Minimum sponsorship of \$1500.
- **TOTE BAGS**—Each attendee also receives a tote bag that is used to carry any and all items obtained during the week, from registration materials to free samples received in the FIA Marketplace. Sponsoring these bags allows your company to place their logo on the bag, with the convention logo placed on the opposite side. Minimum sponsorship of \$2000.

If you are interested in sponsoring any of these items, please contact the AFA office by **Friday, December 2, 2011**. We appreciate your continuing support of the American Farrier's Association.

Greg Johnson, CF

Chairman, Convention Coordinating Committee

402-659-1750

gdjfarrier@msn.com

Eric Nygaard, CJF

Co-Chairman, Convention Coordinating Committee

859-699-3118

newfarm2@aol.com

Rachel Heighton

Office Manager

American Farrier's Association

859-233-7411

rheighton@americanfarriers.org



Note: Contributions to the American Farrier's Association are tax deductible as charitable contributions. Federal Tax ID # 61-1424719.

2012 CONVENTION HIGHLIGHTS

EDUCATIONAL LECTURES AND LABS—The longest running annual farrier gathering in North America, the AFA Convention provides superb educational opportunities for farriers, veterinarians, equine professionals and horse enthusiasts. In addition to the featured speakers and clinicians, the convention also offers AFA Certification Workshops, Anatomy Labs, AFA Certification Written Tests, including the Therapeutic Endorsement Test, and much, much more!

2012 NATIONAL FORGING & HORSESHOEING COMPETITION—World-class farriers compete for the title of National Champion and a place on the American Farriers' Team. Competition features the North American Challenge Cup, the most prestigious live shoeing competition held in the USA, and the opportunity to watch farriers from around the world ply their trade.

NORTH AMERICA'S LARGEST FARRIER MARKETPLACE—A mainstay of convention, the FIA Marketplace, held in conjunction with the AFA annual convention features more than 100 vendors.

Wednesday, February 29th

5:00pm—7:00pm

Thursday, March 1st

10:00am—11:30am—Vendor Only Time

11:30am—1:30pm

1:30pm—4:30pm—Vendor Only Time

4:30pm—7:30pm

Friday, March 2nd

10:30am—11:30am—Vendor Only Time

11:30am—3:30pm

AUCTIONS—Live and silent auctions feature donated items from the farrier community, including hand-forged and unique one-of-a-kind items.

WEDNESDAY NIGHT JAM—Showcasing the amazing musical talents of our own farrier community!

INTERNATIONAL ATTENDEES—Farriers from around the world attend our annual event, including Japan, Australia, Canada, Mexico, the UK, South Africa, New Zealand, Italy, Germany, Ireland, the Netherlands and many more.

FARRIER INDUSTRY ASSOCIATION FUNCTIONS—FIA scheduled events include the Leadership Dinner, FIA Membership Meeting Breakfast, and vendor only Marketplace hours.

AMERICAN FARRIER'S ASSOCIATION MEETINGS—AFA business meetings are scheduled for all the AFA committees, the Board of Directors Annual Meeting, and the General Membership Meeting.

WORLD FARRIERS ASSOCIATION—Annual Breakfast.

SPONSORSHIP COMMITMENT FORM

Each Sponsor Receives the following Basic Benefits through the close of convention:

- Recognition in *No Foot No Horse*TM newsletter
- Recognition on AFA web sites
- Recognition in *AFA Convention Program*
- Recognition on Convention signage
- Sponsor ribbons for name badges

PLEASE INDICATE LEVEL OF SPONSORSHIP:

- HOOF KNIFE LEVEL:** \$50—\$249
- Basic Benefits
- RASP LEVEL:** \$250—\$749
- Basic Benefits
 - Ad in *AFA Convention Program*
(1/6 page, blank ink)
 - Sponsor recognition floor sticker in MarketPlace
- HAMMER LEVEL:** \$750—\$1,499
- Basic Benefits
 - Link from AFA website to your company's site
(including company logo)
 - Ad in *AFA Convention Program*
(1/3 page, black ink)
 - Sponsor recognition floor sticker in MarketPlace
- FORGE LEVEL:** \$1,500—\$2,499
- Basic Benefits
 - Link from AFA website to your company's site
(including company logo)
 - 2 Banners—1 in lectures, 1 in competition
 - 2 tickets to Saturday Banquet
 - Ad in *AFA Convention Program*
(1/2 page, black ink)
 - Sponsor recognition floor sticker in MarketPlace
- HORSESHOE LEVEL:** \$2,500—\$4,999
- Basic Benefits
 - Link from AFA website to your company's site
(including company logo)
 - 2 Banners—1 in lectures, 1 in competition
 - 2 tickets to Saturday Banquet
 - Ad in *AFA Convention Program*
(2/3 page, 4 color)
 - Sponsor recognition floor sticker in MarketPlace
- HOOF LEVEL:** \$5,000 & up
- Basic Benefits
 - Link from AFA website to your company's site
(including company logo)
 - 2 Banners—1 in lectures, 1 in competition
 - 2 tickets to Saturday Banquet
 - Ad in *AFA Convention Program*
(1 full page, 4 color)
 - Sponsor recognition floor sticker in MarketPlace

PLEASE PROVIDE COMPANY INFORMATION:

Please indicate the category your company has chosen to sponsor (if no category is marked, your sponsorship will be applied to overall convention):

- Overall Convention Lanyards (\$1500 min)
 Tote Bags(\$2000 min) Lecture _____

Company

Contact Name

Street Address

City, State, Zip

Phone

Fax

Name as it appears on Credit Card

Credit Card Number (Visa, MC, or Amex)

Expiration Date

Verification Code

Amount Sponsored

Check Number

Please send completed form by **12/2/11** to:

American Farrier's Association
 4059 Iron Works Parkway, Suite 1
 Lexington, KY 40511
 Fax: 859-233-7862
 Phone: 859-233-7411

Note: Contributions made to the American Farrier's Association are Tax deductible as charitable contributions. Federal Tax ID # 61-1424719.

2012 SPEAKERS & DEMONSTRATIONS

Come see our **GROWING** list of speakers, lectures, workshops, meetings, labs, & demonstrations!!

A Sampling of the Educational Fare:

- Anatomy Labs
- Certification Workshops
- Round Table Discussions
- National Forging & Horseshoeing Competition
- FIA Marketplace



A Preliminary List of Speakers/Presenters:

- David Harrington, DVM
- Billy Lewis, CJF
- Mitch Taylor, CJF
- Allie Hayes, CF
- Myron McLane, CJF
- Susan Harris
- Pedro DePedro, DVM
- Dusty Franklin, CJF
- Martin Kenny, CJF
- M.W. "Tookie" Myers, DVM
- John Muldoon
- Dr. Ric Redden



2012 National Forging & Horseshoeing Competition Judges:

- Billy Crothers, AWCF
- Hank Highfield, CJF
- Jake Engler, CJF





AMERICAN FARRIER'S
ASSOCIATION

4059 Iron Works Parkway, Suite 1
Lexington, KY 40511-8488
1-877-268-4505
www.americanfarriers.org

POSTAGE

POSTMASTER

Please send any address changes to: American
Farrier's Association, 4059 Iron Works Parkway,
Suite 1, Lexington, KY USA 40511-8488



President: Buck McClendon, CJF
President-Elect: Thomas Trosin, CF
Vice President: John Blombach, CJF
Treasurer: Alan Larson, CJF
Secretary: Jason Knight, CF
Immediate Past President: Eric Nygaard, CJF

Office Manager: Rachel Heighton
Executive Admin. Assistant: Ashley Luster

2012 Convention Coordinating Committee

Chairman: Greg Johnson, CF
Co-Chairman: Eric Nygaard, CJF
Members: Myron McLane, CJF (Rules), Emily
Schwarz Bull (FIA Co-chair), Jean Weiss (FIA Co-
chair), Phillip Box, CJF (President, ALPFA)

EDUCATION

CERTIFICATION

COMMUNICATION

INNOVATION

RESEARCH

Mission: To further the professional development of
farriers, to provide leadership and resources for the bene-
fit of the farrier industry, and to improve the welfare of
the horse through continuing farrier education.

