2021 NPI Annual Conference

VIRTUAL CONFERENCE - FEBRUARY 23-24, 2021

Join Us In February!

For two days in February, NPI members from across the state will come together to take advantage of cutting-edge educational programming, and network with fellow NPI members. Presented via a Zoom webinar, participants will have the opportunity to listen to new topics and access Q&A panels to ask presenters questions directly. Be sure to mark February 23-24, 2021, on your calendar. The deadline for early registration is February 5, so take a few minutes today to complete the registration form in this brochure, as registration fees increase after February 5. We look forward to connect with you virtually!
The funds your firm contributes toward conference advertising, membership, raffle prizes, and other monetary contributions in 2021 are used to conduct various programs through Nebraska Poultry Industries, such as conference, legislation, and industry development.

All contributions are totaled to determine your placing in the Golden Egg and Feather Club (GEFC). We challenge you to receive the highest GEFC award possible!

**Advertising Options**

Conference programs are distributed to everyone in Nebraska involved in the egg and poultry industry, selected persons in the poultry industry throughout the U.S. and all national poultry associations. This provides an excellent opportunity for your firm to contact poultry persons who are interested in the products you represent. If you are interested in advertising in this year’s conference booklet, please complete the advertising portion of the registration form included with this brochure. Thank you for your continued support!

**Advertising Options**

- **ONE PAGE (3.5in x 8.5in)**: $225.00
- **ONE-HALF PAGE (3.5in x 4in)**: $175.00
- **ONE-QUARTER PAGE (3.5in x 2in)**: $150.00
- **LISTING NAME**: $100.00

**AD DEADLINE: JANUARY 22, 2021**

**Sponsorship Opportunities**

If you are interested in sponsoring this year’s virtual conference, please complete the sponsorship portion of the registration form included with this brochure.

- **VIRTUAL CONFERENCE HEADLINER SPONSOR**: $500
  - Sponsorship your logo featured on sponsorship listing and one :30 promotional video (provided by your company) to be played once during each day of the conference.

- **VIRTUAL CONFERENCE SUPPORTING SPONSOR**: $250
  - Sponsorship includes your logo featured on a break slide (provided by your company) each day of the conference and inclusion in the sponsorship listing.

**Exhibitor Options**

This year we are doing a virtual happy hour for our vendor exhibit hour! Vendors can sign up for a five-minute presentation of their product and a short Q&A via Zoom. This is a great opportunity for both producers and vendors to make invaluable connections and learn about new products! A limited number of spots are available.

- **VENDOR NETWORKING PRESENTATION**: $250.00
  - Includes a five-minute Zoom presentation during the virtual happy hour.

**Raffle Prize Donation**

Companies have the option to donate their own raffle prizes or donate to the purchase of raffle prizes by donating in $100.00 increment donations. If registering online add a “Raffle Prize Donation” into your cart totaling the amount you would like to donate.

The raffle prize winners will be drawn at the end of the conference on February 24. You must be present to win. This is a great opportunity to join in on the fun as well as promote your company!
Schedule

Tuesday, February 23, 2021

1:00-1:15 p.m. Welcome & NPI Annual Membership Meeting
1:15-1:25 p.m. Poultry Livestock Health Committee Update, Julie Kelly
1:25-1:30 p.m. Sponsor Break & Raffle Drawing
1:30-2:00 p.m. Legislative Update, Russ Westerhold, Nowka & Edwards
2:00-2:05 p.m. Sponsor Break & Raffle Drawing
2:05-2:45 p.m. FLAWS, Dr. Maria Dashek, Hendrix-Genetics
2:45-2:50 p.m. Sponsor Break & Raffle Drawing
2:50-3:30 p.m. In-Ovo Sexing, Dr. Bernie Beckman-Hy-line North America
3:30-5:00 p.m. Virtual Happy Hour

Wednesday, February 24, 2021

1:00-1:05 p.m. Welcome
1:05-1:35 p.m. UNL Research Update, Dr. Sheila Purdum, UNL
1:35-1:40 p.m. Sponsor Break & Raffle Drawing
1:40-2:25 p.m. Biosecurity, Dr. Danielle Botting, H&N North America
2:25-2:30 p.m. Sponsor Break & Raffle Drawing
2:30-3:10 p.m. Securing the Future of the Poultry Industry: Responding to Activist Tactics, Hannah Thompson-Weeman, Animal Ag Alliance
3:10-3:15 p.m. Sponsor Break & Raffle Drawing
3:15-4:00 p.m. Low Path AI Virtual Tabletop Workshop
4:00-4:10 p.m. Awards and Scholarship Winners Recognition
4:10-4:30 p.m. Final Raffle Drawing & Adjourn

Become A Member!

We invite you to renew your membership or become a new member by completing and returning the membership portion of the attached form with your annual dues. Your personal participation is vital in keeping the poultry industry alive and crowing! The success of the Annual Nebraska Poultry Industries Conference depends heavily on membership support. Below is a list of benefits in becoming an NPI member:

- State and national governmental representation
- Information on current state and national legislation
- Educational meetings
- Promotion of eggs and poultry
- Source for information on current industry issues
- Youth poultry programs and scholarship information
- Annual opportunity to make contact with producers
- Partnership - you stand together with others interested in issues facing the poultry industry today and in the future

GOVERNMENTAL REPRESENTATION
NPI works on a statewide level. Regionally, the Midwest Poultry Federation, and nationally the American Egg Board, National Turkey Federation, and the United Egg Producers act as a liaison between governmental agencies and the industry. Industry needs are conveyed to appropriate representatives of government. It might be a hearing on taxes or tariffs, a study of egg laws, a review of production controls, or anything that will have an effect on the industry.

YOUTH ARE IMPORTANT TO NPI
If the poultry industry is to grow and prosper, we must have trained replacements, and interest in poultry science must be cultivated before a student enters college. The NPI has active youth programs in cooperation with Nebraska Extension Service, 4-H programs, and FFA programs. The NPI office provides information related to poultry scholarships.

CONSUMER EDUCATION, PROMOTION, AND ADVERTISING
NPI is aggressively working to increase consumption of eggs and poultry with constant contact with Nebraska consumers, extension educators, teachers, health professionals, food service personnel, and media. Thousands of nutritional brochures, recipe leaflets, and information on product safety/handling are distributed annually through these contact sources.

MEMBERSHIP DUES
Commercial Firms $100
Additional Sales Rep $25
Producers $25 per house

Questions?
521 First Street, Milford, NE 68405
402-761-2216
402-761-2224 (fax)
kylie@youraam.com
kathi@youraam.com

3 Ways to Register!

ONLINE - Register online at nepoultry.org
FAX - Complete form and fax both sides to 402.761.2224
MAIL - Complete the form and mail with payment to:
Nebraska Poultry Industries
521 First Street, PO Box 10, Milford, NE 68405
What is a virtual conference?

The COVID-19 outbreak has turned just about every element of daily life on its head. In order to keep attendees safe and provide the best educational experience possible, the NPI Conference Committee has decided to host the 2021 conference virtually via Zoom.

After registering for the event, you will be sent a unique link for your Zoom webinar login. Through this link you will be able to access all the educational programming, network virtually with other attendees, ask questions, and yes, maybe even win some raffle prizes!

Instructions on what you will need for setup and login will be included in your registration confirmation. If you still have questions or would like a staff member to walk you through the Zoom format, please contact the NPI office. We would be glad to assist you so you are able to make the most of the 2021 NPI Annual Conference experience!

We hope to provide an opportunity for an in-person networking and educational event in the spring or summer of 2021 so stay tuned for more updates!
2021 NPI ANNUAL CONFERENCE REGISTRATION FORM
February 23-24, 2021 - VIRTUAL CONFERENCE

CONTACT INFORMATION

MEMBER NAME: ____________________________________________________________

COMPANY: _____________________________________________________________________________________________

ADDRESS: _______________________________________________________________________________________________________

CITY: _____________________________ STATE:___________ ZIP CODE: ___________________________

PHONE: _________________________________ EMAIL ADDRESS:_______________________________________________________

NPI MEMBERSHIP DUES  COST  QUANTITY  TOTAL

Commercial Firm  $100   __________  $__________

Additional Commercial Representative  $25   __________  $__________

Producer  $25/per house  __________  $__________

CONFERENCE REGISTRATION  Cost  QUANTITY  TOTAL

Single Registration  $50/person  __________  $__________  (Includes one unique login for one person to view)

Company Virtual Pass  $650  __________  $__________  (Includes unlimited logins to Zoom calls)

ADVERTISING  Cost  QUANTITY  TOTAL

One Page Ad (3.5in x 8.5in)  $225.00  __________  $__________

One-Half Page Ad (3.5in x 4in)  $175.00  __________  $__________

One-Quarter Page Ad (3.5in x 2in)  $150.00  __________  $__________

Listing Name  $100.00  __________  $__________

Please email your ad to kylie@youraam.com no later than January 22. We will keep your ad on file for future conferences for your convenience.

VENDORS & SPONSORSHIP  Cost  QUANTITY  TOTAL

Vendor Networking Presentation  $250.00  __________  $__________  (Includes a five-minute Zoom presentation during the virtual happy hour).

Virtual Conference Supporting Sponsor  $250  __________  $__________  Sponsorship includes your logo featured on a break slide (provided by your company) each day of the conference and inclusion in the sponsorship listing.

Virtual Conference Headliner Sponsor  $500  __________  $__________  Sponsorship your logo featured on sponsorship listing and one :30 promotional video (provided by your company) to be played once during each day of the conference.

Virtual Happy Hour Main Sponsor  $1000  __________  $__________

Limited to three sponsors total!

Raffle Prize Donation  Any Amount  __________  $__________

PAYMENT OPTIONS:  TOTAL  $__________

Payment Method  ☐ Visa*  ☐ Mastercard*  ☐ Check (Payable to NPI)  ☐ Invoice

* 4% processing fee when paying with credit card

Name as it appears on credit card ___________________________________________________________

Account # __ __ __ __ __ __ __ __ __ __ __ __ __ __ __ __ __ __ __ __ Exp. Date: _____/_____

Signature ____________________________________________________________________________

When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day we receive your payment, and you will not receive your check back from your financial institution.

Complete this form and return to: NPI Office, 521 First Street, Milford, NE 68405 | Email: kylie@youraam.com