

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:



Company Search

Enter the first several letters of your company name and click Search.

Company Name

[Refresh Results](#)

CAE

[Select >](#)

[← Back](#)

- 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.

Contact Profile

Please complete the following fields.

* Indicates required fields.

* First Name	<input type="text" value="Melissa"/>
* Last Name	<input type="text" value="Carroll"/>
Company	<input type="text" value="Melissa Test"/>
* Address	<input type="text" value="921 Washington Ave S"/>
* Postal Code	<input type="text" value="20024"/>
State/Province	<input type="text" value="Minnesota >"/>
* Phone	<input type="text" value="8165203083"/>
* Email	<input type="text"/>
Address 2	<input type="text"/>
* City	<input type="text" value="Minneapolis"/>
* Country	<input type="text" value="United States >"/>
Email CC	<input type="text"/>

- 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.

Dashboard

Welcome to your Dashboard. From here you may request hotel rooms, register/manage your group and review financials.

Manage Group

Add/Edit Personnel →

Registration Type(s)	Allotment Total	Total Registered	Allotment Available
CAE	4	1	3

Event

Allotment Total

Allotment Available

View Completed

Contact Profile

Jill Frueh

Edit →

Group Financial Summary

Booking Total	\$0.00
Payments	\$0.00

▼ Important Information

Ticketed Event Cancellation Deadline:

Monday, December 15, 2025

[American Farm Bureau Convention Website](#)

Countdown to American Farm Bureau Convention 2026

105 : 9 : 19 : 33

days hours min sec

▼ Group Search

First Name

Last Name

Search

- 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:

Melissa Test / Melissa ▾

Dashboard

Group Summary

▶ Add New Person (Click to Open/Close)

▶ Import Personnel via spreadsheet (Click to Open/Close)

▶ Export Personnel (Click to Open/Close)

▶ Search People (Click to Open/Close)

Results Total: 1

☒ Send All Confirmations
 ☒ Include Contact

Note: If you would like to send a confirmation to a specific individual only, you can expand their details below and click the send confirmation button for that person.

	First Name	Last Name	Company	Registration	Show Items	Balance Due?	Preview Confirmation	Hotel
1032	Melissa	Carroll	Melissa Test	Register				<div>Hotel Reservation</div>

- 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.

Registration Required for Badge:

[View Allotment Summary](#)

* Reg Type: **Exhibitor - \$0.00** ▶

- Click “Add”. 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”.

Melissa Test / Melissa ▼ 

Donation

[Dashboard](#)

Foundation Donation

Please consider donating to the American Farm Bureau Foundation for Agriculture! All donations help us build awareness, understanding and a positive public perception of agriculture through education. Donations are non-refundable and tax deductible.

Amount:

Please click "Next" if you do not wish to donate.

- 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.

Ticketed Events

[Dashboard](#)

SATURDAY, JANUARY 10, 2026 1:00 PM - 3:30 PM

[Add](#) [Communicate, Collaborate & Influence \(CCI\)](#) \$0.00

SUNDAY, JANUARY 11, 2026 8:00 AM - 9:15 AM

[Add](#) [Flapjack Fundraiser - Individual](#) \$100.00

[Add](#) [Reserved Table of 8](#) \$900.00

SUNDAY, JANUARY 11, 2026 10:30 AM - 3:30 PM

[Add](#) [Flapjack Fundraiser "Sleep In" \(No Breakfast\) Donation](#) \$50.00

SUNDAY, JANUARY 11, 2026 12:00 PM - 1:00 PM

[Add](#) [Leadership Luncheon - Individual](#) \$100.00

[Add](#) [Leadership Luncheon - Reserved Table of 8](#) \$900.00

- 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.
- 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 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.

1/10/2026 1:00 PM - 3:30 PM

[Logout](#)

[Dashboard](#)

Group Summary

▸ [Add New Person \(Click to Open/Close\)](#)

▸ [Import Personnel via spreadsheet \(Click to Open/Close\)](#)

▸ [Export Personnel \(Click to Open/Close\)](#)

▸ [Search People \(Click to Open/Close\)](#)

Results Total: 2

☐ [Send All Confirmations](#)

☒ [Include Contact](#)

Note: If you would like to send a confirmation to a specific individual only, you can expand their details below and click the send confirmation button for that person.

	First Name	Last Name	Company	Registration	Show Items	Balance Due?	Preview Confirmation	Hotel
1032	Melissa	Carroll	Melissa Test	Register				Hotel Reservation
4321	Test	dfadsfadsf	Melissa Test	Exhibitor	+/- Events		View Confirmation	Hotel Reservation

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



4321

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:

Dashboard

Welcome to your Dashboard. From here you may request hotel rooms, register/manage your group and review financials.

Manage Group

Add/Edit Personnel →

Registration Type(s)	Allotment Total	Total Registered	Allotment Available
CAE	32	4	28

Event

Allotment Total

Allotment Available

View Completed

Contact Profile

Roy Norman

Edit →

Group Financial Summary

Booking Total	\$1,154.00
Payments	(\$1,154.00)

▼ Important Information

Ticketed Event Cancellation

Deadline:

Monday, December 15, 2025

[American Farm Bureau Convention Website](#)

Countdown to American Farm Bureau Convention 2026

105 : 9 : 9 : 11

days hours min sec

▼ Group Search

First Name

Last Name

Search

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



Caterpillar / Roy ▾



ard

ashboard. From here you may request hotel rooms, register/manage your group and review financials.

Add/Edit Personnel →		
otment al	Total Registered	Allotment Available
!	4	28

Group Financial Summary	
Booking Total	\$1,254.00
Payments	(\$1,154.00)
Balance	

Countdown to American
Farm Bureau Convention
2026

105 : 9 : 7 : 38

days hours min sec

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