GET READY FOR THE 2027 AMERICAN FARM BUREAU ANNUAL CONVENTION!



You're invited to join other Wisconsin Farm Bureau members at the 108th Annual Convention of the American Farm Bureau Federation. This year's event will be held January 8-13, 2027 in Charlotte, North Carolina. Below you will find information regarding the convention program and the registration link.

Transportation: Transportation arrangements to Charlotte are the responsibility of the individual(s) attending. WFBF will arrange air transportation for YFA award winners.

Hotel: During the convention, Wisconsin Farm Bureau members will be staying at the Hilton Garden Inn, 508 E. Martin Luther King Jr Blvd., Charlotte, NC 28202. Phone: (704) 803-4233. Room rates are $234 per night plus tax. The hotel is a five-minute walk to the Charlotte Convention Center, site of the AFBF Annual Convention. More information on the Hilton Garden Inn is available at this website.

Airport Transportation: The Hilton Garden Inn is seven miles from Charlotte/Douglas International Airport. One-way taxi fare to the hotel is $25, while Uber ride share service ranges from $15-$24.

Registration Fee: The AFBF registration fee covers entrance to all general sessions, issue conferences, and the AFBF IDEAg Trade Show. The cost is $250 for Farm Bureau members and $500 for non-members. Children age 17 and under are free of charge, however those age 12-17 are required to register so they have a name badge.

Convention Agenda: The preliminary 2027 AFBF Annual Convention agenda can be viewed using the following link: Schedule of Events | AFBF Annual Convention.

Wisconsin Delegation Reception & Dinner: The traditional WFBF Delegation Reception/Dinner ($85 per person) will be at 7:30 pm on Saturday, January 9 at Chima Steakhouse, located a short walk from the hotel at 139 S. Tryon St. This function will provide a great opportunity to meet with other members of our delegation and receive an update on the convention and related activities.

Leadership Luncheon: The Farm Bureau Leadership Luncheon will take place on Sunday at noon and is open to all annual meeting participants with a purchased ticket. Ticket cost is $100 per person.

Optional Tours: North Carolina Farm Bureau will offer a variety of exciting tours on Saturday, January 9 and Tuesday, January 12. A complete listing of tours, schedules, and prices can be viewed using the following link: Optional Tours. If you would like to register for a tour, please call Sonya Huebner at the WFBF office at 608.828.5701 and she will order your tickets via the AFBF registration system. These tours do sell out quickly.

(over)

Please complete the online registration form found here if you would like to attend the 2027 AFBF Annual Convention.

To register you must:

1) Complete the Wisconsin Farm Bureau **online registration form.**
   NOTE: each registrant MUST HAVE their own email address – couples cannot have the same email address.
   NEW REQUIREMENT: your Farm Bureau membership number is needed. If you do now know it, WFBF staff is able to assist.
2) Identify your arrival and departure dates *(this is needed to secure hotel reservations).*
3) Indicate how many AFBF registrations you need.
4) If you elect to participate in the Wisconsin delegation dinner or Leadership Luncheon, indicate the number of tickets for each event.
5) Confirm you have read and acknowledge the AFBF Event Terms, Conditions and Liability Waivers.
6) Submit payment for AFBF registration, Wisconsin delegation dinner, Leadership Luncheon, or any tours you have requested. Mail to: WFBF, PO Box 5550, Madison, WI 53705
7) Pay for your hotel room and any incidentals when you check out of your room.

Registrations are due to WFBF by November 20.

A confirmation message will be sent prior to the event. Name badges and event tickets will be distributed when you check in at the convention registration desk. A government issued ID is required when checking into the event and any reprints of lost badges will result in a $50 charge.

We look forward to your participation in the 2027 AFBF Annual Convention!

Event Policies
American Farm Bureau Federation

EVENTS TERMS AND CONDITIONS

By registering for and/or attending any American Farm Bureau Federation ("AFBF") owned and operated event, meeting, show, seminar, or conference in-person or virtually (the "Event"), all participants ("you" or "Participant") agree to be bound by, and comply with, these Terms and Conditions. It is the Participant's responsibility to read and understand these Terms and Conditions. If you are registering on behalf of another individual, it is your responsibility to ensure the person participating is aware of these terms and accepts them. By completing the registration on behalf of another individual you are warranting that you have made the Participant aware of these terms and that they have accepted these terms.

Information Sharing/Privacy Policy

During the registration process we may request certain contact information and demographic information about Participant such as Participant's name, mailing address, phone number, email address, etc. Please note that the contact and demographic information that Participant provides through the registration will be stored in our registration system and Participant's virtual profile.

AFBF may use Participant's contact information for any of the following reasons:

- To provide Participant with e-newsletters, event reminders, and promotional emails related to the Event. If Participant does not wish to receive marketing information, please email conventions@fb.org.
- To contact Participant directly related to emergency actions and responses taking place during the Event.
- To update Participant on any other matters related to the Event in accordance with AFBF's Privacy Policy. View AFBF's Privacy Policy here.

Please note that all email messages Participant receives from AFBF will include an option to opt out of future email communications.

Access and Content

Participant's registration entitles Participant to access to the Event for which Participant has registered. All in-person registration types will automatically give Participant access to virtual content, if and when made available. Any and all other costs associated with Participant's attendance shall be borne solely by Participant, and AFBF shall have no liability for such costs. Participants acknowledge and agree that AFBF, in its sole discretion, reserves the right to change any and all aspects of the Event, including but not limited to the content, program, speakers, performers, hosts, moderators, venue, and time.

Conference Badges

Access to an in-person Event is by official name badge only. It is important for Participant to wear the badge at all times during the Event. This allows Participant uncomplicated access to all aspects of the Event. Please remember to remove the badge when outside of the Event. Please notify an AFBF staff member as soon as possible if you have lost the badge. If Participant is departing the Event before it concludes, please drop off the badge at the registration desk or otherwise give it to an AFBF staff member.

Participants are asked to present a photo ID at registration in order to collect registration materials. Participant may only collect their own individual registration packet. Registration materials will not be provided without a photo ID, including replacement badges. Further, Participants agree not to allow any other individual to participate in their place either at the Event, during the registration process, or any other Event-related activity.

Code of Conduct

AFBF is dedicated to providing a safe, productive, and welcoming environment for all Event participants including, but not limited to, attendees, speakers, volunteers, exhibitors, AFBF staff members, service providers, and all others involved. Participants are expected to abide by this Code of Conduct throughout all AFBF live events, virtual events, webinars, and across AFBF online forums, and social media. AFBF expects attendees to exhibit professional behavior. Please remember to be considerate, respectful, and collaborative. AFBF has zero-tolerance for any form of violation of this Code of Conduct, either in person or online.

Unacceptable Conduct Unacceptable behavior
includes:

- Intimidating, harassing, abusive, discriminatory, derogatory, or demeaning speech or actions by any Participants at or in relation to the Event or related events. All who participate in the Event and related events deserve respectful treatment, regardless of the capacity in which they are attending or participating. Discussion of opposing or different viewpoints is appropriate but is expected to be conducted in a respectful tone and manner that avoids personal attacks.
- Verbal or physical abuse, intimidation, or efforts to annoy others, which in any way creates a disturbance that is disruptive or dangerous or creates reasonable apprehension in any attendee, speaker, volunteer, exhibitor, AFBF staff member, service provider, or other Event guest.
- Harassing behavior (including, but not limited to, offensive verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, use of nudity and/or sexual images, yelling at or threatening participants, stalking or unwelcome following, harassing photography or recording, or unwelcome physical or verbal contact or sexual attention.)
- Disruption of presentations during the Event, in the exhibit hall, or at other programs organized by AFBF throughout the Event (All Participants must comply with instructions given by the room host, moderator(s), and any AFBF, convention center, or facility staff).
- Online harassment includes spam, cyberbullying, and disruptive or repetitive posts in discussion forums, chats, polls, and question-and-answer sections of the virtual platform.

What to do if you witness or experience conduct that violates this Code of Conduct

So that we can take appropriate action, if Participants experience harassment, witness any incidents of unacceptable behavior, or have any other concerns about any conduct in violation of this Code of Conduct, please promptly bring this to the attention of an AFBF staff member either in person or at conventions@fb.org so that appropriate action can be taken. The AFBF team will be available to assist those experiencing unacceptable behavior so that all participants feel safe for the duration of the Event.

Consequences of Unacceptable Behavior

Unacceptable behavior will not be tolerated at AFBF Events. Anyone asked to stop unacceptable behavior is expected to comply immediately. AFBF reserves the right to take any action deemed necessary and appropriate, including immediate removal from the Event without warning or refund, in response to any incident of unacceptable behavior, and AFBF reserves the right to prohibit attendance at any future Event, virtually or in person.

Health and Safety

AFBF takes the health and safety of our members, guests, and staff seriously. We know that the decision whether to attend a meeting is based upon a variety of personal and business considerations. We will continue to monitor a variety of sources, including the U.S. Centers for Disease Control and Prevention (CDC) and U.S. state and local health authorities for the latest public health updates, as well as applicable restrictions on events and gatherings. AFBF plans to hold this Event in person but reserves the right to cancel or reschedule this Event or convert it to a virtual event if health and safety restrictions require it. We will update the registrants and the website should the plans for this Event change.

Event Host Facility Rules and Regulations

Participants agree to abide by and follow all rules, regulations, policies, and procedures, as well as direction and guidance given by officials of the Event host facility.

Solicitation from Non-Exhibiting Companies

AFBF strictly prohibits the act of solicitation from non-exhibiting companies at the Event. Any attendee who is not an exhibitor and is observed soliciting attendees will be removed from the live event or virtual platform immediately.

Please show your support of the companies who are exhibiting at this year's Event by not responding to solicitations from non-exhibiting companies that you might receive in the virtual platform, while walking the trade show floor aisles, eating lunch in the concession area, in the common areas of the meeting venue, and/or at outside events. If you observe or receive a solicitation from what you believe is a non-exhibiting company, please report it to AFBF.

Photographic, Video, and Audio Equipment:

Due to copyright restrictions, no photography or video recording is permitted in the general session(s), trade show educational sessions (Cultivation Center, Hub, etc.), or workshop spaces, except for official AFBF photographers and approved press.

Participants are not permitted to copy material from the virtual platform, whether by photographing, screenshotting, or video or audio recording content. Participants also may not broadcast audio or video of the Event.

Intellectual Property

All intellectual property rights in and to the Event, the Event content, and all materials distributed at or in connection with the Event are owned by AFBF, or the Event sponsors or speakers presenting at the Event. Participants may not use or reproduce or allow anyone to use or reproduce any trademarks or other trade names appearing at the Event, in any Event content, or in any materials distributed at or in connection with the Event for any reason without the prior written permission of AFBF. For the avoidance of doubt, nothing in this Agreement shall be deemed to vest in Participants any legal or beneficial right in or to any trademarks or other intellectual property rights owned or used under license by AFBF or any of its affiliates; nor does participation grant to Participant any right or license to any other intellectual property rights of AFBF or its affiliates, all of which shall at all times remain the exclusive property of AFBF and its affiliates.

Conference Accessibility

AFBF is dedicated to providing access and reasonable accommodations to people of all abilities that meet ADA guidelines. All AFBF Events are accessible. AFBF staff will assist attendees with any reasonable accessibility accommodations to ensure a full experience. In order to plan effectively and without disclosing medical information, AFBF respectfully asks that individuals needing accommodations provide pertinent information during the registration process. Participants may also indicate their desire for a member of the AFBF staff to contact them directly to discuss their individual needs. AFBF will continue to make every effort to accommodate requests we receive on site.

If you require special accommodations to fully participate, please email a statement of your needs to conventions@fb.org.

Virtual Platform

AFBF may partner with a third-party vendor to produce the Event. AFBF cannot guarantee that all virtual aspects of the Event will operate without any interruptions or malfunctions. Employees will be on hand to assist with any technical difficulties where possible. AFBF is not responsible for any issues that may arise due to Participant's internet provider or computer equipment.

By registering for the Event Participants agree not to sell, trade, transfer, or share their virtual access link and/or code. If AFBF determines that Participant has violated this policy, AFBF may cancel access.

Participants must be over the age of 13 to use the virtual platform or use the platform under the consent and supervision of a parent or guardian.

Media Policy

Media registration is offered on a limited basis and is reserved for members of the working media. All members of the media must present proper identification in order for credentials to be issued.

Use of Image of Likeness

By participating in the Event Participants acknowledge and agree and grant AFBF the right at the Event to record, film, live stream, photograph, or capture their likeness in any media now available or hereafter developed and to distribute, broadcast, use, or otherwise globally to disseminate, in perpetuity, such media for any purpose, including commercial or promotional purposes, without any further approval from Participant or any payment to Participant. This grant to AFBF includes, but is not limited to, the right to edit such media, the right to use the media alone or together with other information, and the right to allow others to use or disseminate the media. Participants also grant permission for their image to be captured and/or their comments recorded by attending representatives of the news media.**Disclaimer of Warranties**

AFBF gives no warranties in respect of any aspect of the Event or any materials related thereto or offered at the Event and, to the fullest extent possible under the laws governing these Terms and Conditions, disclaims all implied warranties, including but not limited to warranties of fitness for a particular purpose, accuracy, timeliness, and merchantability. The Event is provided on an "as-is" basis. The views, opinions, and positions expressed by the speakers, attendees, or sponsors at the Event are theirs alone and do not necessarily reflect the views, opinions, or positions of AFBF or any employee thereof. AFBF makes no representations as to accuracy, completeness, timeliness, suitability, or validity of any information presented by speakers, attendees, or sponsors at the Event and will not be liable for any errors, omissions, or delays in this information or any losses, injuries, or damages arising from its display or use.

Liability

Participants assume all risks and accept sole responsibility for any injury (including, but not limited to, personal injury, disability, and death), illness, damage, loss, claim, liability, or expense, of any kind, that they may experience or incur in connection with attending the Event. Participants hereby release, covenant not to sue, discharge, and hold harmless AFBF and its affiliates and their employees, officers, directors, agents, and representatives, of and from any such claims, including all liabilities, claims, actions, damages, costs, or expenses of any kind arising out of or relating thereto. Further, if Participants are participating in optional tours, events, or off-site activities that may include or allow participation in physical, strenuous, or dangerous activities which could create the potential for injury or death, they acknowledge that participation is voluntary and is done at their own risk. Participant may be required to sign a separate waiver for each tour/event/off-site activity prior to participating in the event.

AFBF shall have no liability for the acts of any exhibitors at or for the Event, or for Participants' safety while in transit to or from the Event. AFBF shall not be liable for any delays or failure in performance or interruptions of services resulting directly or indirectly from any cause or circumstance beyond the reasonable control of AFBF including but not limited to: Acts of God, acts of public enemy, war, accidents, fires, electrical, mechanical or structural failures or breakdowns, strikes, labor disputes, postal delays, explosions, governmental order or regulations, curtailment of airline services, and public health epidemics.

Personal belongings such as bags, backpacks, cellphones, laptops, tablets, etc., should not be left unattended. These items are the responsibility of Participant and ABF will not be held responsible for their safekeeping should they become lost or stolen. Any unattended item may be subject to removal by facility security, and AFBF will not be liable if damaged or destroyed. Anytime alcohol is made available at the Event, non-alcoholic drinks will also be available. No alcohol will be served to anyone under the age of 21. Participants are responsible for their own wellbeing and neither AFBF nor sponsors will be held accountable for any events or occurrences resulting from excessive drinking, recklessness, or negligence on the part of any Participant.

Other Terms

AFBF reserves the right to change, amend, add, or remove any of the above Terms and Conditions in its sole discretion and without prior notice. If any of these conditions shall be deemed invalid, void, or for any reason unenforceable, that condition shall be deemed severable and shall not affect the validity and enforceability of any remaining condition. AFBF reserves the right to make changes to the Event at any time. AFBF reserves the right to cancel the Event without penalty. Participants who purchase non-refundable airline tickets do so at their own risk. The total amount of any liability to AFBF will be limited to a refund of the registration fee. AFBF reserves all rights not expressly granted to the Participant.

These Terms and Conditions are governed by the laws of the District of Columbia, without regard to its choice of law provisions. The courts of general jurisdiction located within the District of Columbia will have exclusive jurisdiction over any and all disputes arising out of, relating to or concerning these Terms and Conditions and/or the Event.