



EVENT SPONSORSHIP OPPORTUNITIES

OCTOBER 22 – 26, 2025 | KANSAS CITY, MO.



Nearly 300 years ago, farmers in Herefordshire, England, founded the Hereford breed in response to consumer beef demand created by Britain's Industrial Revolution. Efficient production, high yields and sound reproduction were of utmost importance. Hereford cattle arrived in the United States in 1817 to serve a similar need — efficiently adding pounds to native cattle grazing the nation's rangelands, while also creating reproductively efficient females. American Hereford breeders founded the Hereford Cattle Breeders Association in 1881, which was later renamed the American Hereford Association (AHA). The Hereford breed and AHA maintain the original vision — build more pounds of quality beef and more production-efficient females with fewer resources than otherwise possible, via the breed's inherent genetic advantages.

The World Hereford Conference attracts progressive cattlemen and women seeking the latest information, genetics and technology the industry has to offer. In 2025, the American Hereford Association's (AHA) Annual Membership Meeting will be held in conjunction with the World Hereford Conference bringing together two elite conferences. This three-day conference features an industry trade show, an educational forum to provide industry relevant information, and networking opportunities for attendees and industry representatives.

This event will facilitate a unique networking opportunity for AHA membership and allied industry partners. The educational sessions will draw Hereford enthusiasts from around the world to hear the latest information regarding research, breed improvement and breed marketing. This is a can't-miss opportunity for organizations looking to connect with a global audience of beef producers.



— PARTNERSHIP OPPORTUNITY —

To position your company as an AHA allied industry partner with a focus on AHA's mission:

Drive beef industry and Hereford breed sustainability by ensuring cattle producers' long-term profitability through pedigree registration, genetic evaluation, breed improvement tools and educational services.

Allied industry partners will have access to domestic and international Hereford breeders seeking new information, technology and genetics at the 2025 World Hereford Conference.



WORLD HEREFORD CONFERENCE BRIEF SCHEDULE

THURSDAY, OCT. 16, 2025

Pre-tour | Herefords in Big Sky Country

FRIDAY, OCT. 17, 2025

Pre-tour | Herefords in Big Sky Country

SATURDAY, OCT. 18, 2025

Pre-tour | Herefords in Big Sky Country

SUNDAY, OCT. 19, 2025

Pre-tour | Herefords in Big Sky Country
Young Breeders Competition, Manhattan, Kan.

MONDAY, OCT. 20, 2025

Pre-tour | Herefords in Big Sky Country
Young Breeders Competition, Manhattan, Kan.

TUESDAY, OCT. 21, 2025

Pre-tour | Herefords in Big Sky Country
Young Breeders Competition, Manhattan, Kan.

WEDNESDAY, OCT. 22, 2025

World Hereford Conference Welcome Reception, Kansas City, Mo.
Young Breeders Competition, Kansas City, Mo.

THURSDAY, OCT. 23, 2025

World Hereford Conference Sessions, Kansas City, Mo.
Young Breeders Competition, Kansas City, Mo.

FRIDAY, OCT. 24, 2025

World Hereford Conference Sessions, Kansas City, Mo.
Young Breeders Competition, Kansas City, Mo.
World Hereford Conference Closing Reception, Kansas City, Mo.

SATURDAY, OCT. 25, 2025

American Hereford Association Annual Meeting, Kansas City, Mo.
Young Breeders Fitting and Showing Competition, Kansas City, Mo.
American Royal National Junior Hereford Show, Kansas City, Mo.
International Genetics Sale, Kansas City, Mo.

SUNDAY, OCT. 26, 2025

American Royal National Hereford Show, Kansas City, Mo.
Depart for Post-tours

MONDAY, OCT. 27, 2025

Post-tour | Sandhills Sights and Mountain Views
Post-tour | Southbound to Cowtown

TUESDAY, OCT. 28, 2025

Post-tour | Sandhills Sights and Mountain Views
Post-tour | Southbound to Cowtown

WEDNESDAY, OCT. 29, 2025

Post-tour | Sandhills Sights and Mountain Views
Post-tour | Southbound to Cowtown

TOURS

HEREFORDS IN BIG SKY COUNTRY

OCT. 16 – 21, 2025

Breathtaking wide-open spaces and skies stretching for miles encapsulates the beauty of Montana. This pre-tour will take attendees on an experience seeing Hereford cattle, agriculture history and U.S. landmarks.

SANDHILLS SIGHTS AND MOUNTAIN VIEWS

OCT. 26 – 29, 2025

The sandy soil coupled with the rolling hills have deemed the land of Nebraska the Sandhills. Attendees will depart Kansas City, Mo., on a scenic drive through the Sandhills and will complete the tour taking in astonishing mountain views.

SOUTHBOUND TO COWTOWN

OCT. 26 – 29, 2025

History and Herefords mixed with some of the most iconic stops on any tourist's agenda. Flying south to Cowtown, attendees will make stops in the Lone Star and Sooner states on their way to Oklahoma City, Okla.



YOUNG BREEDERS COMPETITION

OCT. 19 – 26, 2025

Each country represented at the World Hereford Conference can bring a team of four young breeders to take part in the Young Breeders Competition hosted at Kansas State University, Manhattan, Kan., Oct. 19 – 22, 2025, and Kansas City, Mo., Oct. 22 – 26, 2025.

BRONZE

Logo placed on World Hereford Conference Website
Logo placed in World Hereford Conference Program
Literature or promo item in attendee welcome bags
10x10 Booth space (includes Wi-Fi and electric)
2 complimentary event registration

\$3,500 SPONSORSHIP

SILVER

Logo placed on World Hereford Conference Website
Logo placed in World Hereford Conference Program
Literature or promo item in attendee welcome bags
10x10 Booth space (includes Wi-Fi and electric)
3 complimentary event registration

\$5,000 SPONSORSHIP

GOLD

Logo placed on World Hereford Conference Website
Full page ad in World Hereford Conference Program
Recognition as a Young Breeders Competition Sponsor
Literature or promotional item in attendee welcome bags
10x10 Booth space (includes Wi-Fi and electric)
4 complimentary event registrations

\$7,500 SPONSORSHIP

ADD ON OPTIONS

Full page ad in World Hereford Conference Program.....	\$2,000
Literature or promotional item in attendee welcome bags.....	\$1,500
Recognition for refreshment break hospitality.....	\$1,500



REGISTER:

Complete the form below and return to tmatheny@hereford.org by June 1, 2025.

EXPAND YOUR BRAND:

If your company or organization is interested in discussing other sponsorship opportunities, set up a consultation with Amy Cowan, acowan@hereford.org, and Taylor Belle Matheny, tmatheny@hereford.org, to further discuss more opportunities.

DATES TO REMEMBER:

Trade-show Registration: June 1, 2025

Payment received by AHA: Sept. 1, 2025

Ad materials and welcome bag items to AHA: Sept. 1, 2025

Register all attendees with Taylor Belle (tmatheny@hereford.org): Sept. 1, 2025

PAYMENTS CAN BE MADE PAYABLE TO:

American Hereford Association
11500 NW Ambassador Dr., Ste. 410
Kansas City, MO, 64153

CANCELLATION & REFUND POLICY

Notice of cancellation must be given to the American Hereford Association in writing prior to Sept. 1, 2025. Cancellation by an exhibitor of any portion of reserved exhibit space results in the following. Prior to Sept. 1, 2025, exhibitors will receive a 50% refund. If a vendor wishes to cancel after or on Sept. 1, all money paid will be forfeited. No refunds will be made after this date.



REGISTRATION FORM

Complete this form and return to tmatheny@hereford.org by Sept. 1, 2025.

Company:

Representative:

Mailing Address:

Street:

City: State: Zip: Phone:

Email:

Billing Address: (if different than above)

Street:

City: State: Zip: Phone:

Please select the appropriate corporate sponsorship:

- ☐ Bronze sponsorship (\$3,500)
- ☐ Silver sponsorship (\$5,000)
- ☐ Gold sponsorship (\$7,500)
- ☐ Add On, please specify: _____ Amount: _____

Signature: Date:

AHA Representative Signature:

Please direct all trade show questions to Taylor Belle Matheny at tmatheny@hereford.org or 816-243-2292.

