



Annual General Meeting Delegate Information

The 2024 Annual General Meeting will be held at the Delta Marriott Toronto Airport Hotel, 655 Dixon Road, Toronto.

Registration

The receipt of this information confirms that you are a registered delegate to the OFA Annual General Meeting (AGM). AGM registration will be located in the South Lobby of the hotel and is open Monday, November 25 from 4:30 p.m. to 9:00 p.m. and re-opens Tuesday morning at 7:30 a.m.

Spouses

Spouses are welcome to observe the AGM at no cost. A spouse meal package, if desired, can be purchased for \$100 (including the opening reception, two buffet breakfasts and one plated lunch). Harvest Celebration dinner tickets are extra with a reduced price for spouses of \$60.00.

Tickets for both will be available at the registration desk.

Alternates

If for some reason you will not be able to attend and an alternate will be going in your place, have the county administrator or president send an email to your Member Service Representative.

Transportation from Pearson International Airport

The hotel provides a complimentary shuttle to and from the airport at 30-minute intervals. The shuttle arrives at the airport at 15 and 45 minutes past each hour. From terminal 1 proceed to the ground level and wait at post "R" from terminal 3 proceed to the ground level and wait at post "41". The last shuttle leaves the airport at 1:45 a.m.

Dining – Monday afternoon/evening

Lot 41, the restaurant in the hotel, will be open for dinner and is open until 1:00 a.m.

Opening Reception & Exhibitor Showcase

The Monday evening Opening Reception & Exhibitor Showcase will take place in the south end of the hotel in the Plaza Foyer on Level 2 between 7:00 p.m. – 10:00 p.m. Appetizers and one beverage ticket per delegate will be provided.

Voting

New for 2024, voting delegates will vote using a web-based voting platform - Simply Voting. You will require a personal device to vote, such as a smartphone, laptop or iPad. If you do not have a device, one will be provided for you (in-person delegates only).

Due to the meeting being hybrid, both virtual delegates and in-person delegates must use the same voting platform. Clickers handed out at previous AGM's is not an option for a hybrid meeting format.

Prior to the AGM, delegates will receive an email from Data on the Spot with individual voting credentials. Additional information will be provided prior to the AGM.

Hybrid Delegates

If you have registered as a virtual delegate, you will receive a zoom meeting link the week prior to the AGM.

Silent Auction

The silent auction will be set up in the Plaza Foyer on Level 2 on Monday evening until approximately 5:00 p.m. on Tuesday. All proceeds will be donated to five education bursaries for students pursuing agricultural education.

Keynote Speaker: *Jeremy Miller, President, Sticky Branding*

Do customers choose your brand first? This question is the essence of branding. Branding isn't about logos, taglines, or colors. Branding is about the bond you form with customers — a bond where they choose you first. This is what separates average companies from Sticky Brands. When you have a Sticky Brand, your customers think of you first, refer you first, and come back again and again. That relationship is what makes your brand sticky. But here's the challenge. The pace of change is accelerating. The strategies and tactics that worked well three years ago are running out of steam. Branding expert, Jeremy Miller will show you how to grow a Sticky Brand in a rapidly changing marketplace. You learn how to share your brand story and what it takes to make your brand stand out like an orange tree in an evergreen forest.

Livestream

A livestream of the AGM will be available on OFA's YouTube channel at [youtube.com/ontariofarms](https://www.youtube.com/ontariofarms). We invite anyone who can't join us in-person to watch the livestream beginning Tuesday, November 26 at 8:15 a.m.

X

Join the conversation on X. Use the hashtag **#OFAgm24** to send us your thoughts or comments on the 2024 AGM, post pictures, discuss issues and interact with fellow Ontario agricultural industry partners.