



# THE 36<sup>TH</sup> ANNUAL NOFA VERMONT WINTER CONFERENCE

## SPONSORSHIP, ADVERTISING, & EXHIBITING INFORMATION

### FEBRUARY 17-19, 2018 • UNIVERSITY OF VERMONT, BURLINGTON

#### Dear Friends & Supporters,

The Northeast Organic Farming Association of Vermont brings 36 years of conference history to the cutting edge of the local, organic food movement.

We hope you'll join our 1,100+ attendees by partnering as a sponsor, exhibitor, or advertiser (or all three!). Your support of the conference will connect you to our dynamic, growing community of organic farmers, homesteaders, gardeners, and consumers.

Please note the reply deadline! Confirm your participation by November 29th to be recognized in the conference brochure, mailed to all our supporters.

This is a perfect opportunity for businesses and organizations to reach a receptive, targeted audience while supporting the growth of this vital movement. Thanks, and I look forward to seeing you at the conference!

Enid Wonnacott  
NOFA Vermont Executive Director



**SPACE IS  
LIMITED!  
REPLY BY  
11/29/17**



# SPONSORSHIP

Reply by  
11/29 to be  
listed in the  
conference  
brochure!

## BENEFITS TO ALL SPONSORS:

- **BROCHURE LISTING** - Prominent listing in the registration brochure (distribution 4,000) and conference program (handed to 1,100+ attendees)
- **WEB LISTING** - Hyperlinked listing on the conference website (approximately 10,000 hits/month)
- **TAX CREDIT** - As a 501(c)(3), NOFA-VT can accept tax-deductible donations
- **NEWSLETTER** - Sponsorship listing in **NOFA Notes** (our quarterly newsletter) sent to 1,055 member households
- **MEMBERSHIP** - One-year NOFA-VT business membership, including all the accompanying benefits (Value: \$100)

Sponsorship Level & Benefits	Patron \$5,000+	Benefactor \$2,500	Sustainer \$1,500	Contributor \$1,000	Supporter \$500	Friend \$250
<b>Public recognition prior to keynote address</b>	Yes	Yes				
<b>Conference registrations, including lunch</b> <i>(Additional registrations can be added starting in January)</i>	4	3	2	1		
<b>Ad in conference program</b> <i>(Artwork due 1/5/18)</i>	Full page	1/2 page	1/4 page	1/8 page		
<b>8-foot Exhibitors' Fair table</b>	Yes	Yes	Yes	50% off	50% off	
<b>Priority placement in Exhibitors' Area 1</b> <i>(Please confirm by 11/29; space is limited)</i>	Premium location	Yes	Yes	With table purchase	With table purchase	With table purchase
<b>Recognition in conference brochure &amp; program, and on NOFA-VT website</b>	Premium logo	Logo	Logo	Text only	Text only	Text only
<b>Recognition in NOFA Notes newsletter</b>	1/4 page ad + logo	1/8 page ad + logo	Logo	Text only	Text only	Text only
<b>Social Media recognition</b> <i>(Followers: Facebook 5,200; Twitter 3,700; Instagram 1,100)</i>	Exclusive, customized message	Customized message	Message with logo	Text only	Text only	Text only
<b>One year NOFA-VT business membership</b>	Yes	Yes	Yes	Yes	Yes	Yes

# PROGRAM ADVERTISING

**Ad space is limited and available on a first-come, first-served basis. Artwork is due Friday, January 5, 2018.**

All ads must be black and white. PDF or high-resolution JPG or TIFF format preferred. *Ads requiring formatting, resizing, or other editing will incur an additional fee of \$25/hr.*

Please note: sponsorship at the Contributor level and above includes advertising in the program (see above grid for details).

## ADVERTISING PRICING

Advertising in the NOFA-VT Winter Conference program gives you a direct connection to your customers and partners in the local, organic food movement! The program book is an essential guide to the conference, and is used by all attendees throughout the weekend.

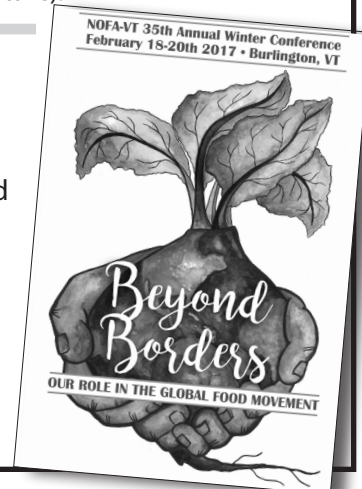
- **Half-page – \$400**
- **Quarter-page – \$250**
- **Eighth-page – \$150**

1/2 page • 7.5" w x 4.5" h  
Free with **Benefactor** sponsorship  
\$400 a la carte price

1/8 pg 3.5" x 2.25"  
Free with **Contributor** sponsorship  
\$150 a la carte price

Full Page 7.5"x10"  
Free with **Patron** sponsorship  
Not available a la carte

1/4 page  
3.5" x 4.75"  
Free with **Sustainer** sponsorship  
\$250 a la carte price



# EXHIBITORS' FAIR

Unlike many trade shows, our exhibitors' fair has an intimate, friendly atmosphere. Our two-room layout allows for more exhibiting space and gives you a choice of price options. Sponsor exhibitors will always receive priority placement in Area 1. Please see grid on opposite page for sponsorship levels & benefits.

**PLEASE NOTE** — Our exhibitors' fair sells out every year. Space is awarded on a first-come, first-served basis. We apologize that we cannot accommodate groups that would like to share tables.

**Limited space  
available...reply  
by 11/29/17!**

## EXHIBITORS' FAIR HIGHLIGHTS:

- Main entrance/exit to workshops adjacent to exhibitor area
- NOFA's Hospitality Table with complimentary snacks located adjacent to exhibitor area
- Exhibitors' Fair browsing time built into the conference schedule
- Saturday evening conference mixer in exhibitor area

## ALL EXHIBITORS RECEIVE:

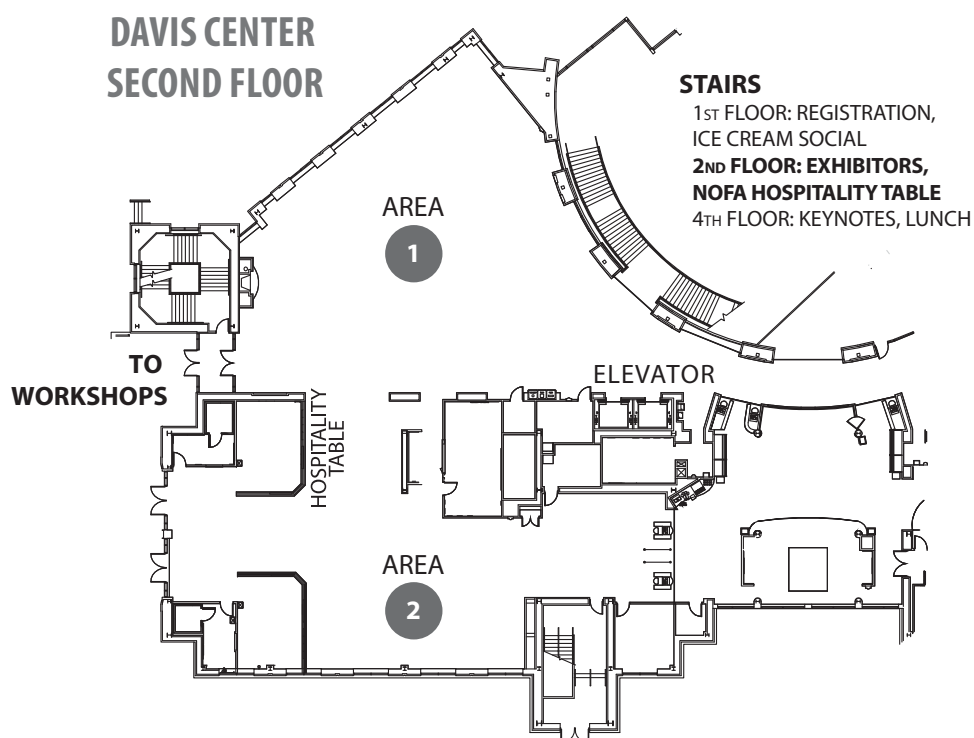
- One four- or eight-foot table
- Two chairs
- Free wi-fi access
- Early lunch opportunity (\$18)
- Electricity is available for \$25.

## EXHIBITORS' FAIR HOURS:

**Set up:** Friday 2/16 - 5:30-8:30pm;  
Saturday 2/17- 7:00-8:00am

**Break down:**  
Sunday 2/18 - 4:00-6:00pm

**Open:** Saturday 8:00am-6:00pm  
Sunday 8:00am-3:00pm



## NON-SPONSOR EXHIBITORS' FAIR PRICING

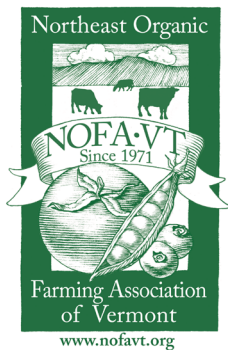
Sponsorship at the Sustainer level and above includes an 8 foot table in Area 1. Contributor and Supporter Sponsors receive 50% exhibitor prices. See grid on opposite page for details.

**PLEASE NOTE** — Conference registration is NOT included in the exhibitors' fair price; representatives wishing to attend conference activities or workshops must register separately. Conference registration will open in January.

An early lunch time will be available to exhibitors during the first workshop session. Exhibitors may purchase up to two early lunch tickets per day at \$18 each.

Table size & location	Area 1	Area 2
Non-member – 8 ft	\$500	\$275
Member – 8 ft	\$450	\$225
Farm/Nonprofit Member – 8 ft	n/a	\$175
Farm/Nonprofit Member – 4 ft	n/a	\$125





**NOFA Vermont**  
**PO Box 697**  
**Richmond, VT 05477**

*Address Service Requested*

Non-Profit Org.  
US Postage  
**PAID**  
Permit No. 37  
Richmond, VT

# NOFA VERMONT WINTER CONFERENCE

Join us!



## THE 36<sup>TH</sup> ANNUAL NOFA VERMONT WINTER CONFERENCE



**SPONSORSHIP,  
ADVERTISING,  
& EXHIBITING  
INFORMATION**

**FEBRUARY 17-19, 2018 • UNIVERSITY OF VERMONT, BURLINGTON**