



THE 38TH ANNUAL NOFA VERMONT WINTER CONFERENCE

SPONSORSHIP, ADVERTISING, & EXHIBITING INFORMATION

FEBRUARY 15-17, 2020 • UNIVERSITY OF VERMONT, BURLINGTON

Dear Friends & Supporters,

For 38 years, NOFA Vermont has delivered an annual winter conference offering the best opportunities to reach people in the local, organic food movement.

We hope you'll join us this year by partnering as a sponsor, exhibitor, or advertiser (or all three!). Your support of the conference is an excellent opportunity to connect with our dynamic, growing community of organic farmers, homesteaders, gardeners, and consumers.

Please note the reply deadline! Confirm your participation by November 25th to be recognized in the conference brochure, mailed to all our supporters.

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

Grace Oedel, NOFA Vermont Executive Director



**SPACE IS LIMITED!
REPLY BY
11/25/19**



SPONSORSHIP

Reply by
11/25/19 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)
- **NEWSLETTER** - Sponsorship listing in **NOFA Notes** (our quarterly newsletter) sent to 1,055 member households
- **WEB LISTING** - Hyperlinked listing on the conference website (approximately 10,000 hits/month)
- **MEMBERSHIP** - One-year NOFA-VT business membership, including all the accompanying benefits (Value: \$100)
- **TAX CREDIT** - As a 501(c)(3), NOFA-VT can accept tax-deductible donations

Sponsorship Level & Benefits	Patron \$5,000+	Benefactor \$2,500	Sustainer \$1,500	Contributor \$1,000	Supporter \$500	Friend \$250
Public recognition prior to keynote address	Yes	Yes				
Conference registrations, including lunch <i>(Additional registrations can be added starting in January)</i>	4	3	2	1		
Ad in conference program <i>(Artwork due 1/3/20)</i>	Full page	1/2 page	1/4 page	1/8 page		
8-foot Exhibitors' Fair table	Yes	Yes	Yes	50% off	50% off	
Priority placement in Exhibitors' Area 1 <i>(Please confirm by 11/25; space is limited)</i>	Premium location	Yes	Yes	With table purchase	With table purchase	With table purchase
Recognition in conference brochure & program, and on NOFA-VT website	Premium logo	Logo	Logo	Text only	Text only	Text only
Recognition in NOFA Notes newsletter	1/4 page ad + logo	1/8 page ad + logo	Logo	Text only	Text only	Text only
Social Media recognition <i>(Followers: Facebook 5,900; Twitter 4,100; Instagram 1,500)</i>	Exclusive, customized message	Customized message	Message with logo	Text only	Text only	Text only
One year NOFA-VT business membership	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 3, 2020.

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 11/25/19!

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:

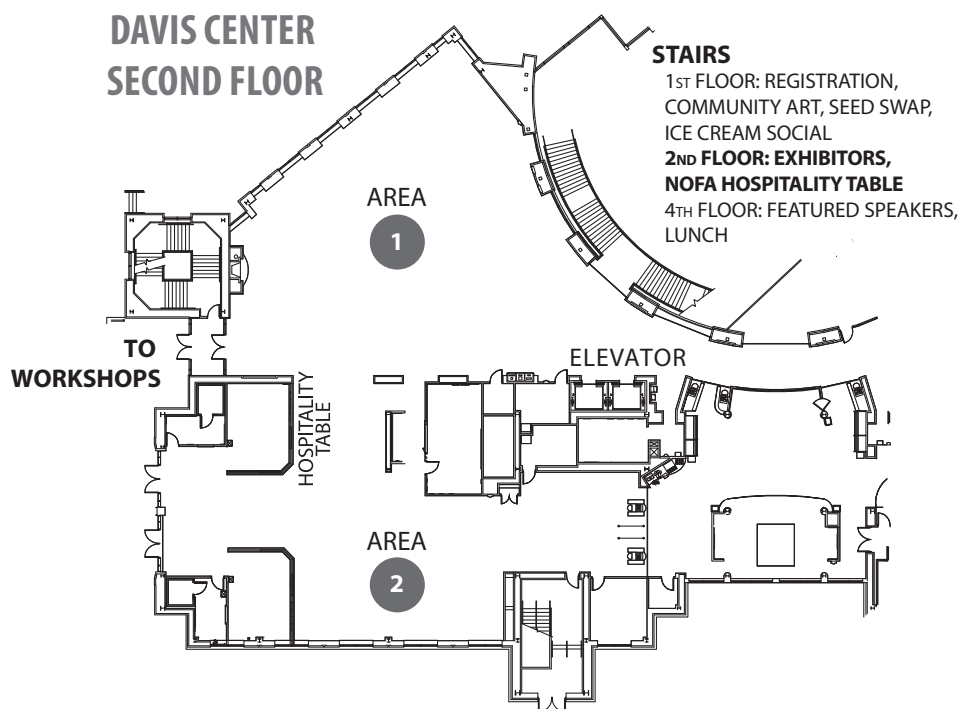
- One four- or eight-foot table
- Two chairs
- Free wi-fi access
- Early lunch opportunity (\$18)
- Electricity is available for \$25.

EXHIBITORS' FAIR HOURS:

Set up: Friday 2/14 - 5:30-8:30pm;
Saturday 2/15- 7:00-8:00am

Break down: Sunday 2/16 - 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

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Join us!



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WINTER CONFERENCE

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**Information
online at
[nofavt.org/
conference](http://nofavt.org/conference)**

