



Advertise, Exhibit, Sponsor!

Northeast Organic Farming Association
 Summer Conference
 Hampshire College, Amherst, MA
August 11-13, 2017

EXHIBIT/VEND at the NOFA Summer Conference!

The NOFA Summer Conference provides a wonderful marketing opportunity for small and large vendors, educational organizations, and non-profits. As a vendor, you may choose to be in one of our main tents or set up your own. We are happy to discuss any questions about which opportunity might work best for you and your products. The 2017 schedule features intensive seminars on Friday 9am-3:30pm, as well as over 150 90-minute workshops throughout the weekend.

- Exhibit set up begins on Friday at 7am and must be completed by 10am
- Exhibit hours: Friday, 11am to 7pm; Saturday, 7am to 7pm; Sunday 7am to 3pm

| | Without Registration | With ONE Registration |
|--|----------------------|-----------------------|
| Full table in the main tent | \$190 | \$330 |
| Half table in the main tent | \$145 | \$285 |
| 10' x 20' outdoor (you provide table & tent) | \$250 | \$390 |
| 10' x 10' outdoor (you provide table & tent) | \$145 | \$285 |

ADVERTISE in the Conference Program Book!

1,200 + farmers, consumers, gardeners, educators, and activists will use the Program Book throughout the conference and most will take it home as a reference throughout the year. The Program Book is the most successful advertising medium we offer.

NOFA/Mass conducts the seven-state Northeast Organic Farming Association's Summer Conference. The 2017 conference will mark the 43rd year for this event, packed with educational workshops, dynamic vendors and delicious organic and locally-grown food, served by the Hampshire College's award-winning chefs. Save the dates for this incredible event: August 11-13, 2017.

Each year, more than 1,200 people attend, many with their entire families. The conference typically features more than 200 workshops, a children's conference, an old-fashioned country fair, a farmers' market, a raffle, and live auction.

Stay tuned for details as planning unfolds: www.nofasummerconference.org

If you advertise in the NOFA Summer and the NOFA/Mass Winter Conference program books and pay for both at the same time, you will receive a 10% discount on the ad fees.

| | B&W | Color |
|--|-------|-------|
| Full Page (4-5/8" wide x 7-1/2" tall) | \$275 | \$375 |
| Half Page (4-5/8" wide x 3-5/8" tall) | \$150 | \$250 |
| Quarter Page (2-1/8" wide x 3-5/8" tall or 4-5/8" wide by 1-3/4" tall) | \$100 | \$200 |

SPONSOR the entire NOFA Summer Conference!

As a Sponsor, NOFA Summer Conference will recognize you as a lead supporter at the keynote and in the Program Book. We'll also feature your name, logo, and a link to your website on our website through the end of the year.

\$1,000 Gold Level Sponsorship

- Full page color ad in Program Book (see above)
- One exhibit space with registration and keynotes for one person
- Your name on the Sponsor Page of the Program Book
- Your name/logo on the conference website with link to your website for the remainder of the year
- Your name on all conference sponsor signage
- Recognition at the conference

\$500 Silver Level Sponsorship

- Full-page black and white ad or half-page color in Program Book (see above)
- Your name on the Sponsor Page of the Program Book
- Your name/logo on the conference website with link to your website for remainder of the year
- Your name/logo on sponsor signage
- Recognition at the conference

Advertisers, Exhibitors & Sponsors, Please Contact:

Please feel free to inquire! For more information call Heather Dinneen 860-671-9315 or email heather@nofamass.org

Other opportunities to support the conference and get exposure for your business

Food Donations Accepted for Conference Meals

All donations will be used throughout the conference and recognition will be provided in the cafeteria and in the Program Book.

Tea Cup Raffle Donations

All raffle proceeds go directly toward our Farming Education Fund, to help people with a lot of passion but low incomes attend the conference! Donate a sample of your goods or services for our Tea Cup Raffle. Suggested donations include gift certificates, product samples, books, tools, and services. When you arrive at the conference, please bring your donation (with an optional business card for display) to the registration area. Please note your donation on page three.

Food and Raffle Donations will be handled by:

Sarah Gupton at sarah@nofasummerconference.org (860) 759-2751

MEALS

Dining Hall: Meat, vegetarian, and vegan options, all organic, are served in the dining hall. Saturday dinner is all local! Buy any combination of 8 meals – Friday breakfast to Sunday lunch. Name badges are used for dining hall admission. A limited number of dining hall meals will also be for sale on a walk-in basis, at a higher price.

DIRECTIONS, PARKING, and RIDESHARE

Directions can be found at www.nofasummerconference.org. All parking is free on campus. Carpooling links also on our website.

BECOME A MEMBER OF NOFA and receive a variety of discounts, including a 20% discount off registration fees to the NOFA Summer Conference. The seven NOFA state chapters are listed below with their dues. Most chapter memberships include subscriptions to NOFA’s quarterly farm journal, *The Natural Farmer*, except where asterisked.

| |
|--|
| CT: Individual \$50, Family \$60, Business/Institution \$125, Supporting \$200, Student/Senior \$30 |
| MA: Individual \$40, Family/Farm/Organization \$50, Business \$75, Premier Business \$125, Supporting \$250, Low Income \$25 |
| NH: Standard Membership \$45, Student/Senior Membership \$30 |
| NJ: Individual \$40, Family/Farm \$70, Nonprofit \$75, Business/Organization \$150, Corporate \$250, Student \$20 |
| NY: Individual/Family/Farm Family \$45, or Business/Organization/Farm \$100 |
| RI: Individual \$35, Family \$50, Farm/Business/Nonprofit \$60, Supporter \$125, Friend of NOFA/RI \$250, Student/Senior \$25 |
| VT: Individual \$40, Family \$55, Farm \$65, Business/Organization \$100, Friend of NOFA-VT \$250, Low Income/Student/Senior \$25 |

PETS

No pets allowed at the conference.

Visit www.nofasummerconference.org for current workshop list!

CONTACT INFORMATION

| | |
|----------------------------|---------|
| Your Contact Person's Name | Phone |
| Company/ Organization | Email |
| Address | Website |

Contact Information for your listing in the Program, if different from above:

How did you hear about the NOFA Summer Conference? *(Be specific about names of people or newsletters.)*

Amount you are paying for: Ad _____ Exhibit _____ Sponsorship _____

ADVERTISE, EXHIBIT, AND SPONSORSHIP OPPORTUNITIES

This form is for use by advertisers/exhibitors/sponsors only. All attendees, including teens (ages 13-19) & children (ages 3-12), must register. Attendance at workshops, keynotes, or evening entertainment requires paid admission. Discounts: Postmark/email registration form July 25 (more information below). Walk-in exhibiting is available if space is open. Check our website or inquire ahead of time as vending space could be sold out. **Sign up early to guarantee your space!**

Indicate who receives admission privileges if you've purchased admission to events as an exhibitor or sponsor. For minors, include birth month/year (required). Admission privileges may NOT be shared; badges will be checked at the doors. **PLEASE PRINT CLEARLY.**

Exhibitor Company Name:

Attendee Name A:

Attendee Name B:

Attendee Name C:

Attendee Name D:

Attendee Name E:

| Event Admission: Enter all costs, corresponding with the names list. | A | B | C | D | E |
|---|---|---|---|---|---|
| FRIDAY INTENSIVE SEMINARS: Friday, August 11, 9am-3:30pm By 7/25: Member \$90/Non-member \$108 – After 7/25: Mem. \$100/N-m. \$120. | | | | | |
| FRIDAY INTENSIVE SEMINAR w/ Saturday Registration: By 7/25: Member \$160/Non-member \$192 – After 7/25: Mem. \$199/N-m. \$239. | | | | | |
| FRIDAY INTENSIVE SEMINAR w/ Sat/Sun Registration: By 7/25: Member \$170/Non-member \$204 – After 7/25: Mem. \$209/N-m. \$250. | | | | | |
| Dr. Don Huber: <i>The impact of GMOs and Glyphosate on Soil, Crop, Animal and Human Health</i> | | | | | |
| Michael Phillips: <i>Holistic Orchard Management</i> | | | | | |
| Connor Stedman: <i>Carbon Farming: Regenerative Agriculture for Climate Stabilization</i> | | | | | |
| Hannah Traggis & Bill Braun: <i>On-Farm Seed Production</i> | | | | | |

Main Conference starts at 2pm Friday: You may apply a 20% discount to every youth registration (age 3-19), after the first youth registration. Groups of 5 or more people receive a 10% discount off the registration fee only.

| | | | | | |
|--|--|--|--|--|--|
| 3-Day By 7/25: Member \$150 / Non-member \$180, Teen \$45, Child \$36 After 7/25: Member \$165 / Non-member \$199, Teen \$70, Child \$60 | | | | | |
| Fri. & Sat. By 7/25: Member \$130 / Non-member \$156, Teen \$43, Child \$28 After 7/25: Member \$150 / Non-member \$180, Teen \$63, Child \$48 | | | | | |
| Sat. & Sun. By 7/25: Member \$130 / Non-member \$156, Teen \$43, Child \$28 After 7/25: Member \$150 / Non-member \$180, Teen \$63, Child \$48 | | | | | |
| Fri. Only By 7/25: Member \$70 / Non-member \$84, Teen \$18, Child \$15 After 7/25: Member \$85 / Non-member \$102, Teen \$28, Child \$25 | | | | | |
| Sat. Only By 7/25: Member \$80 / Non-member \$99, Teen \$18, Child \$15 After 7/25: Member \$95 / Non-member \$114, Teen \$28, Child \$25 | | | | | |
| Sun. Only By 7/25: Member \$70 / Non-member \$84, Teen \$18, Child \$15 After 7/25: Member \$85 / Non-member \$102, Teen \$28, Child \$25 | | | | | |

SUNDAY INTENSIVE with Dorn Cox: *What The Hack: Innovating On The Farm*
No additional charge, but pre-registration required. Please mark **X** if you plan on attending.

Already NOFA Member in (state): **OR** Join/Renew in (state): **AND** add dues (see pg. 2)

| | | | | | |
|-------------------------------|--|--|--|--|--|
| SUBTOTAL(S) for Events | | | | | |
|-------------------------------|--|--|--|--|--|

ADVERTISE, EXHIBIT, AND SPONSORSHIP HOUSING AND MEALS

HOUSING: Child housing is free to those that are 12 and under, must room with guardian. Double room available for child/parent, please indicate if you have a child rooming with you.

| | | | | | |
|--|--|--|--|--|--|
| DORM ROOM <i>Thursday:</i> Adult or Teen \$37 | | | | | |
| <i>Friday:</i> Adult or Teen \$37 | | | | | |
| <i>Saturday:</i> Adult or Teen \$37 | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| CAMPING TENT PERMITS: \$21 per tent per night. Please indicate total number of tent(s) per night. Thursday _____ Friday _____ Saturday _____ | | | | | |
|---|--|--|--|--|--|

MEALS: Child rate applies to ages 3-12. Meals for ages 3 & under are free.

| | | | | | |
|---|--|--|--|--|--|
| <i>Friday:</i> Breakfast: \$12 Adult or Teen; \$6 Child | | | | | |
| Lunch: \$16 Adult or Teen; \$8 Child | | | | | |
| Dinner: \$19 Adult or Teen; \$12 Child | | | | | |
| <i>Saturday:</i> Breakfast: \$12 Adult or Teen; \$6 Child | | | | | |
| Lunch: \$16 Adult or Teen; \$8 Child | | | | | |
| Dinner: \$19 Adult or Teen; \$12 Child | | | | | |
| <i>Sunday:</i> Breakfast: \$12 Adult or Teen; \$6 Child | | | | | |
| Lunch: \$16 Adult or Teen; \$8 Child | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| SUBTOTAL(S) for Housing and Meals | | | | | |
|--|--|--|--|--|--|

| | | | | | |
|---|--|--|--|--|--|
| SUBTOTAL(S) for Events <i>(from previous page)</i> | | | | | |
|---|--|--|--|--|--|

| | | | | | |
|---|--|--|--|--|--|
| <p>Membership Dues CT: Individual \$50, Family \$60, Business/Institution \$125, Supporting \$200, Student/Senior \$30 MA: Individual \$40, Family/Farm/Organization \$50, Business \$75, Premier Business \$125, Supporting \$250, Low Income \$25 NH: Standard Membership \$45, Student/Senior Membership \$30 NJ: Individual \$40, Family/Farm \$70, Nonprofit \$75, Business/Organization \$150, Corporate \$250, Student \$20 NY: Individual/Family/Farm Family \$45, or Business/Organization/Farm \$100 RI: Individual \$35, Family \$50, Farm/Business/Nonprofit \$60, Supporter \$125, Friend of NOFA/RI \$250, Student/Senior \$25 VT: Individual \$40, Family \$55, Farm \$65, Business/Organization \$100, Friend of NOFA-VT \$250, Low Income/Student/Senior \$25</p> | | | | | |
|---|--|--|--|--|--|

| | | | | | |
|--|--|--|--|--|--|
| SUBTOTAL(S) for Ads/Exhibits/Sponsor amount <i>(from previous page)</i> | | | | | |
|--|--|--|--|--|--|

| | | | | | |
|--|--|--|--|--|--|
| <p>Buy Tea Cup Raffle Tickets 6 Tickets -- \$5.00; 12 Tea Cup Raffle Tickets -- \$10.00; 20 Tea Cup Raffle Tickets -- \$15.00; 28 Tea Cup Raffle Tickets -- \$20.00; 36 Tea Cup Raffle Tickets -- \$25.00</p> | | | | | |
|--|--|--|--|--|--|

| | | | | | |
|-----------------------------|--|--|--|--|--|
| GRAND TOTAL ENCLOSED | | | | | |
|-----------------------------|--|--|--|--|--|

This form must be mailed by July 25, 2017.

Please make check payable to "NOFA/Mass" Send payment and forms on pages 3 and 4 to:

Heather Dinneen, 96 Popple Swamp Road, Cornwall Bridge, CT 06754, 860-671-9315, heather@nofamass.org

Media release: By registering for the 2017 NOFA Summer Conference, you hereby grant your permission to NOFA staff, volunteers and members of the media to use photos/videos/audio recordings that may include your image/voice taken in conjunction with the 2017 NOFA Summer Conference for promotional and educational purposes. Please contact our Communication Department at 508-450-2441 or email nicole@nofamass.org if you have any questions.