



Vendor, Sponsor, and Advertiser Application 2019

Northeast Organic Farming Association
 Summer Conference
 Hampshire College, Amherst, MA
August 10-11, 2019

VENDORS

The NOFA Summer Conference trade show and marketplace provides a wonderful marketing opportunity for small and large vendors, educational organizations and non-profits. Choose the type of space that is most suitable to your display.

All vendor spaces come with one complimentary registration to attend Conference workshops as you are able. Additional vendor staff members can purchase Conference registrations in advance or on site. Vendor space is reserved on a first come, first-served basis.

- Vendors may set up between 4pm-7pm on Friday 8/9/19 or between 6am-8am on Saturday 8/10/19
- Trade show hours: Saturday 8/10, 7am to 7pm and Sunday 8/11, 7am to 5pm

VENDOR SPACE | Two Day Festival Options

Location	Size	Non-member price	NOFA member or non-profit price (20% discount)	# of spaces	Total
Outdoor/under cover <i>Table provided</i>	6 ft	\$250	\$200		
Indoor <i>Table provided</i>	6 ft	\$225	\$180		
Outdoor/lawn <i>Bring your own table and tent</i>	Up to 10' x 20'	\$180	\$144		
Indoor/under cover <i>Table provided</i>	3 ft (half of a shared table)	\$150	\$120		

ADVERTISERS

Over 800 farmers, gardeners, homesteaders, landscapers, educators, conscientious consumers and food activists will use the Conference Program Book throughout the Conference and most will take it home to reference throughout the year. The Program Book is the most powerful advertising medium we offer.

Non-profit organizations receive a 20% discount on advertising and sponsorship.

AD SPACE | Conference Program Book

SIZE SPECS	Size	Price	# of ads	Total
Full Page: 4-5/8" wide x 7-1/2" tall	Full page color	\$375		
Half Page: 4-5/8" wide x 3-5/8" tall	Full page B&W	\$275		
Quarter Page vertical: 2-1/8" wide x 3-5/8" tall	Half page color	\$250		
Quarter Page horizontal: 4-5/8" wide by 1-3/4" tall	Half page B&W	\$150		
	Quarter page color	\$200		
	Quarter page B&W	\$100		

SPONSORS

As a Gold or Silver level sponsor of the NOFA Summer Conference, you will receive maximum visibility with our engaged audience on multiple platforms. We highly value our Full Conference Sponsors and recognize them regularly throughout our widespread event promotion and at the Conference itself. Help grow the organic movement in the Northeast by becoming a leading sponsor.

Non-profit organizations receive a 20% discount on advertising and sponsorship.

CONFERENCE SPONSORSHIP OPTIONS | All Inclusive Business Packages

Level	Vendor Space of Choice (\$250 value)	Conference Registration for one additional attendee (\$145 value)	Name & Logo on sponsor page of Conference Program Book (\$200 value)	Full page B&W ad (\$275 value) or Half page color ad (\$250 value) in Conference Program Book	Quarter page color ad (\$200 value) or Half page black and white ad (\$150 value) in Conference program Book	Name & Logo with hyperlink on NOFA Summer Conference Website throughout 2019 (\$300 value)	Name & Logo on all Conference sponsor signage (\$250 value)	Name & Logo recognition at the Conference keynote address (Bonus!)	Total
Gold \$1000	●	●	●	●		●	●	●	
Silver \$500			●		●	●	●	●	

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. Chapter memberships include a subscription to NOFA's quarterly farm journal, *The Natural Farmer*.

Choose a NOFA Chapter and membership level to join	Total
CT: Individual \$50, Family \$60, Business/Institution \$125, Supporting \$200, Student/Senior \$30, Garden Club \$500, Lifetime \$2000	
MA: Individual \$40, Family/Farm/Organization \$50, Business \$75, Premier Business \$125, Supporting \$250, Low Income \$25, Lifetime \$1000	
NH: Standard Membership \$45, Student/Senior Membership \$30, Lifetime \$1000	
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, Sustainer \$250, Cultivator \$500, Seeds and Soil Society \$1000	
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	

Postmark/email Summer Conference ads by **July 18** in order to be included in the program book. Vendor spaces are available up through August 10 on a space-available basis. Sign up early to guarantee your location.

OTHER OPPORTUNITIES

Food Donations

We love local, organic food! Make a food or beverage donation to the Conference and contribute to the vast local sourcing that we all stand for. Donations will be used throughout the Conference and recognition will be provided in the cafeteria and in the Conference Program Book.

I am interested in donating food or beverages to the Conference

Items for donation: _____

Raffle Donations

Share your product or services with our Conference attendees by donating a physical product or gift certificate to our teacup raffle and/or live auction. Donations can be accompanied by marketing materials and are eligible for in-kind donation receipts.

I would like to make a product or service donation to raffle

Items for donation: _____

Contact Christy Bassett to arrange food and raffle donations • 978-575-4084 • christy@nofamass.org

YOUR INFORMATION

Contact name: _____
Business name: _____
Email: _____
Phone: _____

SUBTOTAL(S) for Vendors/Ads/Sponsor amount: _____

SUBTOTAL for Membership Dues: _____

If paying with credit card, please calculate and add an 3% processing fee

SUBTOTAL for credit card processing fee: _____

GRAND TOTAL ENCLOSED: _____

Choose Payment Method: Cash Check# _____ Credit Card
(Check payments save us \$\$) (Fill out info below)

CC#: _____ Exp.: _____ 3-digit: _____

Zip: _____ Name on Card: _____

Billing Address: _____

Please make check payable to "NOFA/Mass". Please direct all questions, payments and forms to:
Christy Bassett, 411 Sheldon Rd, Barre, MA 01005 978-575-4084, christy@nofamass.org

ADDITIONAL INFORMATION

Meals and housing: Available by registering at www.nofasummerconference.org or on site.

Directions, Parking, and Rideshare: Directions can be found at www.nofasummerconference.org.
All parking is free on campus. Carpooling links are also on our website.

Submission Deadlines: Early vendor, sponsor and advertiser commitment will mean more publicity for you!
Reserve your space early and have your business name included on our website, on our social media event page,
and in our Conference promotional material more often. Please submit ads to Christy Bassett by **July 18, 2019** in
order to be included in our printed Conference Program Book.

Pet Policy: No pets are allowed at the conference.

Media release: By registering for the 2019 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 2019 NOFA Summer Conference for promotional and educational purposes.
Please contact our Communication Department at 603-833-1809 or email lydia@nofamass.org if you have any
questions.

Cannabis Policy: As a recipient of federal funding, Hampshire College prohibits all cannabis use, including medical
cannabis, even though it is permitted by state law

Visit www.nofasummerconference.org for current workshop list!