



## 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	Black & White	Color	# of ads	Total
<b>Inside Cover</b> 4-5/8" wide x 7-1/2" tall	\$425	\$550		
<b>Full Page</b> 4-5/8" wide x 7-1/2" tall	\$275	\$375		
<b>Half Page</b> 4-5/8" wide x 3-5/8" tall	\$150	\$250		
<b>Quarter Page vertical</b> 2-1/8" wide x 3-5/8" tall	\$100	\$200		
<b>Quarter Page horizontal</b> 4-5/8" wide x 1-3/4" tall	\$100	\$200		

## 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 Color ad (\$375 value) in Conference Program Book	Half page color ad (\$250 value) or Full page black and white ad (\$275 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
<b>CT:</b> Individual \$50, Family \$60, Business/Institution \$125, Supporting \$200, Student/Senior \$30, Garden Club \$500, Lifetime \$2000	
<b>MA:</b> Individual \$40, Family/Farm/Organization \$50, Business \$75, Premier Business \$125, Supporting \$250, Low Income \$25, Lifetime \$1000	
<b>NH:</b> Standard Membership \$45, Student/Senior Membership \$30, Lifetime \$1000	
<b>NJ:</b> Individual \$40, Family/Farm \$70, Nonprofit \$75, Business/Organization \$150, Corporate \$250, Student \$20	
<b>NY:</b> Individual/Family/Farm Family \$45, or Business/Organization/Farm \$100, Sustainer \$250, Cultivator \$500, Seeds and Soil Society \$1000	
<b>RI:</b> Individual \$35, Family \$50, Farm/Business/Nonprofit \$60, Supporter \$125, Friend of NOFA/RI \$250, Student/Senior \$25	
<b>VT:</b> 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](mailto:christy@nofamass.org)

