



# ADVERTISE, EXHIBIT, SPONSOR!

## Northeast Organic Farming Association Summer Conference University of Massachusetts, Amherst, MA August 14-16, 2015

Please use the form on pages 3 to advertise, vend, and/or sponsor the conference; Use the form on page 4 to register for workshops (Friday through Sunday) and the keynotes, and to choose housing and food options.

Registration for Friday pre-conferences, including the day-long pre-conference with Dr. Natasha Campbell-McBride, will be available when conference registration opens on April 15. Vendors are not required to pay registration fees, but they will not be able to attend workshops, pre-conferences, or the keynote unless they do. Please wear your name badge at all times during the conference.

**Exhibit/Vend and Sell at the 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 tent. Feel free to discuss this with us if you have any questions about which opportunity might work best for you and your products. The 2015 schedule will feature pre-conferences in the morning and all day on Friday, as well as over 200 workshops during eight 90-minute sessions from Friday to Sunday. Exhibit set up begins on Friday at 7a.m. and must be completed by 10a.m. Exhibit hours are 11a.m. to 7p.m. Friday; 7a.m. to 7p.m. Saturday; and 7a.m. to 3p.m. Sunday.

**Advertise in the Conference Program Book:** 1,500 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. **Deadline for ads is July 25, 2015.** Ads should be submitted in jpeg or pdf formats. If you would like, we will lay out your ad for \$45, allowing you to edit it once. We will also be offering a classified ad for \$45, which contains your contact information only. We construct this ad at no extra charge.

**Become a Sponsor** and the 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 2015.

For more info on options above, contact Bob Minnocci 617-236-4893 or bob@nofamass.org. Please no calls after 7:00pm.

### .....OTHER WAYS TO SUPPORT THE CONFERENCE AND GET EXPOSURE FOR YOUR BUSINESS!.....

**Donate food and drink to our meals program at the conference:** All donations will be used throughout the conference and recognition will be provided in the cafeteria and in the program book. To donate, please contact Hannah Jacobson-Hardy at hannah@nofamass.org, 413-695-5968.

**Tea Cup Raffle Donations:** 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, which benefits our Farming Education Fund. 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. List your donation on page 3. For info, contact Hannah Jacobson-Hardy at hannah@nofamass.org, 413-695-5968.

**Become a member of NOFA** and receive a variety of discounts, including a 20% discount to the NOFA Summer Conference (see page 4)! See below for the NOFA chapter dues list, and enter your state and dues on page 3. Membership renewal is annual. Chapter memberships include subscriptions to *The Natural Farmer*, except where asterisked.

<b>CT:</b> Individual \$50, Family \$60, Business/Institution \$125, Supporting \$200, Student/Senior \$30, Digital Only \$25*
<b>MA:</b> Individual \$40, Family/Farm/Organization \$50, Business \$75, Premier Business \$125, Supporting \$250, Low Income \$25
<b>NH:</b> Individual/Couple \$35, Family/Farm \$50, Non-Profit \$75, Business \$100, Basic/Student \$25*
<b>NJ:</b> Individual \$40*, Family/Farm \$70*, Business/Organization \$150*, Corporate \$250*, Student \$20* TNF costs \$10/year extra
<b>NY:</b> To receive the Summer Conference discount, a minimum individual membership donation of \$45 is required. Enter membership payment here _____ .
<b>RI:</b> Individual \$30, Family \$40, Farm/Business \$50, Student/Senior \$20
<b>VT:</b> Individual \$30, Farm/Family \$40, Business \$50, Sponsor \$100, Sustainer \$250, Basic \$25*

## WHAT'S HAPPENING AT THE CONFERENCE?

• Friday: Full and half-day pre-conferences on Friday, August 14 (9:00am to 5:30pm), including an all-day with nutritional consultant, Dr. Natasha Campbell-McBride • Over 200 workshops in eight 90-minute sessions, covering farming, gardening, land care, nutrition, and food politics on Friday, Saturday and Sunday • Saturday night keynote with consumer activist, Ronnie Cummins • Entertainment includes: contra dance, films, a Country Fair, open to the public on Saturday afternoon, with a parade, Market at the Fair, live music, games, demonstrations, contests, and tea cup raffle • Children's Conference for ages 2-12 • Teen Conference where teens can join workshops designed for ages 13-17, or join adult workshops.

## HOUSING

**Dorms:** Dorm fees are per person, per night, and not per room. Dorm rates vary by age (see page 4 for details). Ages 12 & under must room with guardian. Housing for ages 3 and under is free. Teen housing (ages 13-19) costs less than adults. A rate of \$10/night applies for children (ages 3-12). If you would like to share a room with another person, you will be assigned a room with two single beds, and you will have an opportunity to designate whom you'll stay with (see page 4). There is a limit of 2 adults and 2 children that may stay in a room. Standard dorms do not have elevators.

**Dorm Suites** include 4 single bedrooms (rented individually), 2 baths, common area with kitchen, A/C. Limit 1 adult, 1 child per single bedroom.

\*\*\*Dorm Suites common area, kitchen, and bathrooms may be shared with other conference participants\*\*\*

**Bring sheets, blankets, pillow, towel, and fan, as temperatures may be high.**

**Key Deposit:** Dorm building access cards and room keys will be picked up at assigned dorm. A \$70 deposit per key/card set will be held until return, checks made out to "UMass" are required. \$20 charge for lost access cards, \$50 for lost keys. You will be charged one night's lodging for any residence hall room reserved in advance but not occupied. The charge will reflect the occupancy rate at which it was reserved.

**Camping:** 15'x15' tent sites in designated areas close to Main Tent are available first come, first served, one tent per site. Camping fees are \$21 per tent, per night. No open fires. Toilets are in nearby dorms or port-a-potties. Showers are in nearby dorms. Campers & RVs must stay in assigned lot. (No hook-ups). Permit must be displayed on tent or camper. No camping without a paid camping permit.

**Hotel:** Rooms available at the UMass Campus Hotel, single or double occupancy: \$142.00 per room, per night (plus applicable taxes and fees, currently 6% plus \$1.00 per room, per night) Group Code: 15OFAC. Reservations by July 17, 2015.

## MEALS

**Dining Hall:** Meat, vegetarian, and vegan options, all organic, served in Worcester 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.

**Food Vending:** UMass will offer a la carte organic meals, snacks, and drinks near the main tent during lunchtime from Friday noon to Sunday.

## DIRECTIONS, PARKING, AND RIDESHARE

Directions to Amherst are on the website (<http://www.nofasummerconference.org/directions.php>). Park in the campus garage for \$1.50/hr, or for free in Lot 44. Additional free parking at UMass Amherst is available after 5 pm Friday and throughout the weekend in various lots. Be sure to carefully read any parking meters and parking lot signs to avoid being ticketed or towed. Carpooling links also our website.

## PETS

May pets come to the Conference? NO. Sorry, pets must be left at home. This will be enforced.

**Visit [www.nofasummerconference.org](http://www.nofasummerconference.org) for current workshop list!**

## ADVERTISE, EXHIBIT, AND SPONSORSHIP OPPORTUNITIES

**ADVERTISERS:** Please double-check ads for correct sizing; submit ads in jpeg, 300 dpi or higher resolution to Bob Minnocci, bob@nofamass.org.

<i>opportunity</i>	<i>price</i>	<i>your amount</i>
Full Page Ad 4 5/8" wide x 7 1/2" tall	\$275	
1/2 Page Ad 4 5/8" wide x 3 5/8" tall	\$150	
1/4 Page Ad 2 1/8" w x 3 5/8" t, or 4 5/8" w x 1 3/4" t	\$100	
Lay out my ad for me, allowing me to edit it once	\$45	
Classified ad listing with your contact info, constructed by NOFA	\$45	

**EXHIBITORS:** Tables and chairs provided in the Tent. Outside spaces BYO table, chairs, and shelter. Non-profits and farms may be eligible for a discount. Please contact Bob Minnocci 617-236-4893.

Full table (2.5' x 8') in tent	\$330 per table with admission to events for 1 person, \$190 without	
Half Table (2.5' x 4') in tent	\$285 per table with admission to events for 1 person, \$145 without	
Full outside space (20' x 10')	\$390 per space with admission to events for 1 person, \$250 without	
Half outside space (10' x 10')	\$285 per space with admission to events for 1 person, \$145 without	

For booths in the Exhibitor Tent only: do you need electricity?      yes      no      (circle one)

**SPONSORS:** Logos must be submitted in jpeg, 300 dpi or higher resolution. Please send logos to bob@nofamass.org.

<b>Silver:</b> full-page ad, receive sponsor designation in the Program Book, logo on the back cover, logo on conference signage, name/logo on website with link to your website through the end of the calendar year.	\$500	
<b>Gold:</b> full-page ad, receive sponsor designation in the Program Book, logo on the back cover, logo on conference signage, name/logo on website with link to your website through the end of the calendar year; free exhibit space and registration for one to all events. Additional registrations may be purchased.	\$1,000	

**DONATE:** For more information, please contact Bob Minnocci: bob@nofamass.org.

Receive special thanks in our program book!	donate \$1 to \$250	
Receive extra special thanks as a benefactor in our program book!	donate \$251 to \$499	
Receive Sponsorship benefits for your business/organization or one of your choosing, such as your place of worship or favorite charity or organization.	donate \$500 +	

**DONATE TO THE FARMING EDUCATION FUND!** This fund provides assistance to those who wouldn't otherwise be able to come to the conference. Your generosity is deeply appreciated!

Please describe your donated item or service to the Teacup Raffle, in support of the Farming Education Fund (see page 1):

<b>TOTAL ADS/EXHIBITS/SPONSORSHIPS:</b> (Here and add to the bottom of form on Page 4)	\$
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### 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? ( <i>Be specific about names of people or newsletters.</i> )	

## ADVERTISE, EXHIBIT, AND SPONSORSHIP REGISTRATION

**This form is for use by advertisers/exhibitors/sponsors only.** All attendees including teens (ages 13-19) & children (ages 2-12) must register. Attendance at workshops, keynotes, or evening entertainment requires paid admission. Online registration opens April 15, 2015. Discounts: Postmark/online registration by July 17 or by August 8 (more information below). Exhibitor registration is open. Walk-in exhibitors are welcome, if space is available. 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.**

Name A:

Name B:

Name C:

Name D:

Name E:

**Events Admission:** Enter all costs, corresponding with the names list.

A	B	C	D	E
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**FULL-DAY PRE-CONFERENCE:** (August 14, 9am-5:30pm):

**By 7/17:** Member \$90/Non-member \$113 – **By 8/8:** Mem. \$95/ N-m. \$119 – **After 8/8:** Mem. \$100/N-m. \$125.

If registered for at least the Friday of the NOFA Summer Conference, full day pre-conference registration rates are as follows:

**By 7/17:** Member \$65/Non-member \$81 – **By 8/8:** Mem. \$70/ N-m. \$88 – **After 8/8:** Mem. \$75/N-m. \$94.

Healing your body with the GAPS Nutritional Protocol *with Dr. Natasha Campbell-McBride*

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**HALF-DAY PRE-CONFERENCES:** (August 14, 9am to 12:30pm):

**By 7/17:** Member \$30/Non-member \$38 – **By 8/8:** Mem. \$35/ N-m. \$44 – **After 8/8:** Mem. \$40/N-m. \$50.

Creating Herbal Remedies for Digestive Wellness *with Brittany Wood Nickerson*

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Carbon Farming: Regenerative Agriculture for the Climate *with Connor Stedman*

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Pastured Poultry: From Brooder to Bag *with Ken Gies*

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Becoming a Backyard Beekeeper *with Sanne Kure-Jensen*

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**Main Conference:** 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 7/17:** Member \$120/Non-member \$150, Teen/Youth \$45.

**By 8/8:** Mem. \$140/N-m. \$175, T/Y \$55. **After 8/8:** Mem. \$155/N-m. \$194, T/Y \$70

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*Fri. & Sat.* **By 7/17:** Member \$115/ Non-member \$144, Teen/Youth \$43.

**By 8/8:** Mem. \$135/ N-m. \$169, T/Y \$53. **After 8/8:** Mem. \$145/N-m. \$181, T/Y \$63

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*Sat. & Sun.* **By 7/17:** Member \$115/ Non-member \$144, Teen/Youth \$43.

**By 8/8:** Mem. \$135/N-m. \$169, T/Y \$53. **After 8/8:** Mem. \$145/N-m. \$181, T/Y \$63

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*Fri. Only* **By 7/17:** Member \$55/ Non-member \$69, Teen/Youth \$18.

**By 8/8:** Mem. \$65/N-m. \$81, T/Y \$23. **After 8/8:** Mem. \$70/N-m. \$88, T/Y \$28

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*Sat. Only* **By 7/17:** Member \$75/ Non-member \$94, Teen/Youth \$25.

**By 8/8:** Mem. \$85/N-m. \$106, T/Y \$30. **After 8/8:** Mem. \$90/N-m. \$113, T/Y \$35

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*Sun. Only* **By 7/17:** Member \$55/ Non-member \$69, Teen/Youth \$18.

**By 8/8:** Mem. \$65/N-m. \$81, T/Y \$23. **After 8/8:** M. \$70/N-m. \$88, T/Y \$28

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Already NOFA Member in (state): \_\_\_\_ **OR** Join/Renew in (state): \_\_\_\_ **AND** add dues (see Page 1)

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**SUBTOTAL(S) for Events**

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(Continued on Page 5)

**ADVERTISE, EXHIBIT, AND SPONSORSHIP HOUSING AND MEALS**

<b>SUBTOTAL(S) for Events</b> <i>(from previous page)</i>					
<b>HOUSING:</b> Ages 12 & under must room/camp with guardian. Adult rate applies to ages 20+. Teen rate applies to ages 13-19. Child rate applies to ages 4-12. Housing for ages 3 & under is free.					
<b>DORM ROOM</b> <i>Thurs.:</i> Adult \$33; Teen \$28; Child \$10					
<i>Friday:</i> Adult \$33; Teen \$28; Child \$10					
<i>Saturday:</i> Adult \$33; Teen \$28; Child \$10					
If staying in dorms, choose one: <input type="checkbox"/> I would like to stay in a room alone (Same cost per person, regardless of how many are staying in room) <input type="checkbox"/> I would like to stay in a room with another person. (If checking this option, enter the name(s) of the person(s), including children who will be staying in your room): _____					
<b>DORM SUITE</b> <i>Thursday:</i> Adult \$57; Teen \$49; Child \$10					
<i>Friday:</i> Adult \$57; Teen \$49; Child \$10					
<i>Saturday:</i> Adult \$57; Teen \$49; Child \$10					
Share Suite with (If applicable, enter the name(s) of the person(s), including children, you'll share a suite with. Note: each suite has four single bedrooms. Unless a grouping is indicated, rooms are assigned randomly in suites with like gender.):					
<b>CAMPING TENT PERMITS:</b> \$21 per tent per night. Please indicate total number of tent(s) per night. Thursday _____ Friday _____ Saturday _____					
<b>MEALS:</b> Adult rate applies to ages 20+. Teen rate applies to ages 13-19. Child rate applies to ages 4-12. Meals for ages 3 & under are free.					
<i>Friday:</i> Breakfast: \$13 Adult; \$11 Teen; \$10 Child					
Lunch: \$19 Adult; \$16 Teen; \$14 Child					
Dinner: \$20 Adult; \$18 Teen; \$15 Child					
<i>Saturday:</i> Breakfast: \$13 Adult; \$11 Teen; \$10 Child					
Lunch: \$19 Adult; \$16 Teen; \$14 Child					
Dinner: \$20 Adult; \$18 Teen; \$15 Child					
<i>Sunday:</i> Breakfast: \$13 Adult; \$11 Teen; \$10 Child					
Lunch: \$19 Adult; \$16 Teen; \$14 Child					
<b>SUBTOTAL(S) for Housing and Meals</b>					
<b>ADS/EXHIBITS/SPONSOR AMOUNT</b> from page 3 here:					
<b>Buy Tea Cup Raffle Tickets</b> 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					
<b>GRAND TOTAL ENCLOSED:</b>					

Please make check payable to "NOFA/Mass" Send payment and forms on pages 3, 4, and 5 to:  
Bob Minnocci, 662 Mass Ave #6, Boston, Massachusetts 02118, 617-236-4893, bob@nofamass.org