



## **NOFA**

Northeast Organic Farming Association  
41st Annual Summer Conference

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**August 14-16, 2015**  
University of Massachusetts Amherst, MA

*The NOFA seven-state Summer Conference:  
If you sell organic food or offer services to the organic, holistic community  
You gotta be there!*

Dear Retailers, Service Providers, Educators, and Community Groups:

The 41<sup>st</sup> annual NOFA seven-state Summer Conference is nearly here. Save the date on your calendar – Aug. 14-16, 2015 -- and **call me to reserve and pay for your Exhibiting/Vending Space, your ad or your sponsorship (617-236-4893). No calls after 6 pm.**

Your participation as an Exhibitor/Vendor, advertiser or sponsor will put your products and services before 1,500 farmers, gardeners, landscapers, educators and consumers from across New England and beyond: Connecticut, Vermont, New Jersey, New York, New Hampshire, Massachusetts, Rhode Island and other parts of the country.

This inspiring and transformative weekend offers a wonderful experience of networking, educational opportunities and selling. More than 200 workshops will be offered providing valuable information about organic farming, landscaping, food preparation and preservation, bee keeping, animal husbandry and dozens of other topics.

### **Exhibiting/Vending**

As an Exhibitor-Vendor you will have numerous ways to set up shop. You may choose a space in one of our tents. If you do, we will provide an eight-foot table and two chairs. Or, you may bring a pop-up tent and set up your own space, including supplying your own table and chairs. Workshop registration fees are not included, but you may purchase registration if you wish and buy organic meals prepared by the University's awarding winning dining staff and even stay on campus. All fees are listed in the accompanying ad/exhibit/sponsor form. No matter how you choose to participate, **your presence is central** to our conference and the organic community. We typically have nearly 100 Exhibitor/Vendors.

Exhibiting/Vending is a wonderful and important experience both for you and the attendees. But bear in mind, attending educational workshops is the primary purpose of the conference. You will notice an ebb and flow of crowds in the Exhibit/Vending areas during workshop periods. But attendees always make it through the tent areas and we do everything in our power to create a flow of pedestrian traffic. In 2015, we're bringing back the fair on Saturday from 3:00-6:00pm after one year of trying out a different schedule. The games, demonstrations, and other semi-structured activities taking place as part of the fair will increase the traffic flow in the vending area, compared to last year. We're making space for the Fair by reverting back to the workshop schedule that we had been using up until the 2013 NOFA Summer Conference (2 afternoon workshops on Friday, 3 on Saturday and 3 on Sunday). This also means many more attendees will attend on Friday as compared to last year when we schedule all workshop slots on Saturday and Sunday.

**Setting up at the Conference:** Exhibitor/Vendors must set up between 7 am and 10 am Friday. Registration for attendees on Friday opens at 7 am, but some will have registered on Thursday afternoon so you'll want to be there as early as you can on Friday to maximize exposure for your products and services.

**Shopping Hours:** The Exhibit/Vending area will be open 11 am to 7 pm on Friday, 7 am to 7 pm on Saturday and 7 am to 3 pm on Sunday.

## Advertising

You won't want to miss the opportunity to advertise in the Program Book, one of our most popular advertising media. Attendees tend to use the book throughout the year as a reference guide. Rates are reasonably priced. Ad copy in JPEG or PDF must be provided by you or we can send your ad out to a designer for an additional \$45, with one revision allowed. Classified ads (\$45) require no design work and include your business name, your name, postal, email and website addresses and telephone number.

## Sponsoring

Want the maximum marketing exposure for your products and services? Want to see your logo here: <http://www.nofasummerconference.org/sponsors.php>? Consider sponsoring the conference. A Gold Sponsorship (\$1,000) will provide everything you need: Exhibiting-Vending Space, one registration to all events, a full-page ad in the Program Book, your name and logo in the Program Book, on the website and on some conference signage. If you cannot attend the conference, you can still enjoy many of the sponsorship benefits by purchasing a Silver Sponsor (\$500). The attached rate sheet will provide more information.

**Lodging, meal options and other logistics can be found on our website at:**

<http://www.nofasummerconference.org/logistics.php>

## Easy and Convenient Payment System

Book and pay for your space immediately to assure placement. We accept Visa, Mastercard and Discover. Please contact me with any questions or to process your payment at (617) 236-4893. **No calls after 6 pm.** Make checks payable to the "NOFA Summer Conference." Mail ALL payments and completed forms to: Bob Minnocci, 662 Massachusetts Avenue, #6, Boston, MA 02118. Thank you, in advance, for joining us. Can't wait to see you there!

Sincerely,

*Bob Minnocci*, Marketing Director

