



GET YOUR MESSAGE OUT AT THE SUMMER CONFERENCE!!

Advertise in the Conference Program Guide!

An ad in the Program gets you noticed! Each year an informed, active group of 1500+ farmers, consumers, gardeners, educators, and activists attend the Conference. Programs are kept for valuable reference throughout the next year! 1/4-page wide or tall (\$60), 1/2-page (\$125), or full-page (\$250) ads are available. Nonprofits & farms under \$100K gross annual revenues get a 20% discount. **Deadline is July 28.**

Sponsor or Support the Conference!

Conference Sponsors of \$500 or more receive high-visibility exposure on our website and program cover, and a full-page program ad--contact Bob Minnocci with questions. Supporters & Benefactors receive special thanks in the program. **Have a product or organic food item you want to show off?** Donate it to our Meals program or the annual Auction held during the Saturday Fair, and have it showcased! Donors receive special thanks in the Program Book and at the Conference. Please list the product(s)/quantities to be donated below:

Exhibit or Sell at the Conference!

Exhibitors are in the middle of the action! Set up by Friday 10 am and exhibit through Sunday 3 pm, in the spacious Exhibit tent (electric available) or outside. Receive optional admission to conference events at a discounted rate--workshops, keynotes, meetings & entertainment (1 admission per table--additional persons pay full rate). Nonprofits & farms under \$100K gross annual revenues get a 20% discount. Animal exhibits can be accommodated all weekend. Can't attend? Send us literature to display. See below for rates. **Sign up by July 28** to get listed in the program.

Your Contact Name, Company/Org., Address, Phone, Website, Email:

ADVERTISERS: Ads should be in .pdf, .jpg or .tiff format, and correctly sized. Send ads to Bob Minnocci.	
Full Page Ad-- 4 5/8" wide x 7 1/2" tall--\$250 (nonprofits & farms <\$100K annual gross--\$200)	\$
1/2 Page Ad-- 4 5/8" wide x 3 5/8" tall--\$125 (nonprofits & farms <\$100K annual gross--\$100)	\$
1/4 Page Ad-- 2 1/8" wide x 3 5/8" tall--\$60 (nonprofits & farms <\$100K annual gross--\$48)	\$
1/4 Page Ad--4 5/8" wide x 1 3/4" tall--\$60 (nonprofits & farms <\$100K annual gross--\$48)	\$
Ad not in right format? Ad needs layout? We'll lay it out for you, limit one edit --	\$45
SPONSORS-- Supporter! -- \$1 to \$250--receives special thanks in our program book!	\$
Benefactor!--\$251 to \$499--receive Extra special thanks in our program book!	\$
Silver Sponsor!--\$500-\$999--full page ad; name/logo on website, program cover & signage	\$
Gold Sponsor!--\$1,000 or more--receive above plus exhibit space with one free admission to events	\$
EXHIBITORS-- tables/chairs provided in the Tent. Outside spaces BYO table, chairs & shelter.	
Full table (2.5' x 8') in tent, \$320 per table with admission to events for 1 person, \$180 without	\$
Half Table (2.5' x 4') in tent, \$260 per table with admission to events for 1 person, \$120 without	\$
Full outside space (20' x 10'), \$320 per space with admission to events for 1 person, \$180 without	\$
Half outside space (10' x 10'), \$260 per space with admission to events for 1 person, \$120 without	\$
Discount for non-profits or farms <\$100K annual gross revenues - subtract 20% from exhibit cost	\$
--Literature Display--ship to Bob Minnocci by July 31 --	\$20
TOTAL Ads/Exhibits/Sponsorships: total here and at bottom of table on next page:\$	
Exhibitors: Contact Info for your listing in the Program, if different from above:	
Booth location preference (corner, inner aisle, outer aisle) _____ Tent only: need electric? _____	



2010 Exhibitor/Advertiser Registration for Events, Meals, Housing

Please read all info before completing this form. This form is for use by advertisers/exhibitors/sponsors only. All staff/attendees including teens & children age 2 and older must register. PLEASE PRINT CLEARLY. **Discounts:** Postmark/online register by July 12 for earlybird discount on Events Registration fees. Groups of 10 or more (one address/one check) receive a 10% discount. Adult NOFA members receive \$5/day discount (You can join or renew on this form). Registration at the Conference begins 11 am Friday, August 13, at the Tent. Walk-ins are welcome, but fees increase by \$5/day. Registration hours are Fri 11am-7pm, Sat 7am-1pm & 4-7pm, Sun 7-10am & 1-3:30pm. **Register online at www.nofasummerconference.org.**

Your Staff & others attending: Enter names for badges. For minors, include birth month/year (required). Indicate who receives free admission, if applicable.	Indicate which days each person is attending (Fri, Sat, Sun)				
	A	B	C	D	E
Name A:					
Name B:					
Name C:					
Name D:					
Name E:					
Events Registration: match each letter's info with the Name above.	A	B	C	D	E
3-Day- Adult \$155, Teen/Youth \$55; Early (by 7/12) Adult \$135, Teen/Youth \$45					
Friday Only- Adult \$70, Teen/Youth \$23; Early (by 7/12) Adult \$60, T/Y \$18					
Fri & Sat- Adult \$145, Teen/Youth \$53; Early (by 7/12) Adult \$130, T/Y \$46					
Sat Only- Adult \$90, Teen/Youth \$30; Early (by 7/12) Adult \$80, T/Y \$25					
Sat & Sun- Adult \$145, Teen/Youth \$53; Early (by 7/12) Adult \$130, T/Y \$46					
Sunday Only- Adult \$70, Teen/Youth \$23; Early (by 7/12) Adult \$60, T/Y \$18					
Group Discount (10+ people, 1 address, 1 check) subtract 10% from reg. fees only					
NOFA Members: Member in (state) _____ Join/Renew in _____ add dues -->					
NOFA Member Discount -- Adult Registration Fees only--less \$5 per day					
Housing: dorm/camping fees are per person, per night. All youth (12 & under) must room/camp w/guardian					
Dormitory Single - \$30 per adult/teen, \$12 youth, 3 and under free --Friday					
Dormitory Single - \$30 per adult/teen, \$12 youth, 3 and under free --Saturday					
Dormitory Double - \$25 per adult/teen, \$11 youth, 3 and under free --Friday					
Dormitory Double - \$25 per adult/teen, \$11 youth, 3 and under free --Saturday					
Dormitory Suite - \$50 per adult/teen, \$12 youth, 3 and under free --Friday					
Dormitory Suite - \$50 per adult/teen, \$12 youth, 3 and under free --Saturday					
Room with (Indicate who this person will be rooming with, if applicable) -> -->					
Camping--Friday: \$12 per adult/teen, youth free. Number of tents: _____					
-Saturday: \$12 per adult/teen, youth free. Number of tents: _____					
MEALS: Friday Lunch: \$15 adult/teen, \$13 youth, age 3 and under free					
Friday Dinner: \$17 adult/teen, \$14 youth, age 3 and under free					
Saturday Breakfast: \$11 adult/teen, \$9 youth, age 3 and under free					
Saturday Lunch: \$15 adult/teen, \$13 youth, age 3 and under free					
Saturday Dinner: \$17 adult/teen, \$14 youth, age 3 and under free					
Sunday Breakfast: \$11 adult/teen, \$9 youth, age 3 and under free					
Sunday Lunch: \$15 adult/teen, \$13 youth, age 3 and under free					
Sat Market:\$20/space w/reg;\$40 w/out;\$15/table. Products: _____					
Farming Education Fund Donation: Consider rounding up to help others!					
SUBTOTALS:					
Ads/Exhibits/Sponsor amount from other side: dollar amount here ->					
HELPING HANDS -Contact _____	GRAND TOTAL ENCLOSED				



Make check out to NOFA Summer Conference. Send payment with this form and all ads to Bob Minnocci, 662 Mass Ave. #6, Boston MA 02118, 617-236-4893, bob@nofamass.org

WHAT'S HAPPENING AT THE CONFERENCE?

--**200 diverse workshops** for adults, teens and kids!

--**2 Keynotes!** Friday 8/13, 7:30pm--**Sally Fallon**, alternative nutrition journalist, activist and bestselling author of *Nourishing Traditions*. Saturday 8/14, 7pm--**Fernando Funes**, head of Cuba's Organic Agriculture Group, author of *Farming Like We're Here To Stay* and the "father" of the Cuban organic agricultural movement.

--Many **exhibits** of vendors, services, educational and advocacy nonprofits and local organic food!
--**Entertainment** throughout the weekend! Contra and zydeco dances with live bands, films, family storytelling and songs, a **Country Fair, open to the Public** on Saturday afternoon, featuring a parade, farmers' and crafters' market, live music and theater, games, demonstrations, contests, prizes, and new this year, a **Live Benefit Auction!** Join auctioneer Chuk Kittredge for a fun afternoon of bidding and banter. Have a product or organic food item you want to show off? Donate to the auction and have it showcased! For info contact Mindy Harris at mindy.harris@rocketmail.com (310) 663-0054.

Farmers and Crafters! Sell At The Saturday Fair

Sell your farm/craft products outdoors Saturday 3-6 pm, cost is \$20/space if registered for Events; \$40 if not. Rent an 8' x 2.5' table for \$15, or bring yours. You may sell raw product without insurance, but processed goods must file a copy of your product liability insurance in advance. Sign up on this form. For info, contact Tricia Cooper, 617-558-3322, triciaannecooper@gmail.com.

CHILDREN'S CONFERENCE!!

For ages 2-12, during adult workshops. Ages 2-4 have supervised activities & free play with experienced child-care providers. Ages 5-12 have age-group leaders and can choose from a variety of workshops.

TEEN CONFERENCE!!

Teens have their own space and can join an exciting weekend of workshops designed specifically for ages 13-17, or join adult workshops.

BECOME A NOFA MEMBER!

Join a NOFA chapter! Annual dues include the quarterly *The Natural Farmer (TNF)* except where asterisked*

CT: Individual \$35, Family \$50, Business/Institution \$100, Supporter \$150, Student/Senior \$25, Working\$20

MA: Low Income \$25, Individual \$35, Family/Farm/Organization \$45, Business \$75, Supporting \$150

NH: Individual \$30, Student \$23, Family \$40, Sponsor \$100, Basic \$20*

NJ: Student \$20*, Individual \$40*, Family/Farm \$70*, Business/Nonprofit \$150* *TNF* costs \$10/year extra

NY: Limited Membership \$20*, Individual \$40, Family/Farm/Nonprofit Org. \$50, Business \$115

RI: Student/Senior \$20, Individual \$25, Family \$35, Business\$50

VT: Individual \$30, Farm/Family \$40, Business \$50, Sponsor \$100, Sustainer \$250, Basic \$15-\$25*

Visit www.nofasummerconference.org for current workshop list!

Questions about housing, meals or the Conference? Contact Kathleen Geary, 413-259-5346, registration@nofasummerconference.org, or Julie Rawson 978-355-2853, nofa@nofamass.org. **Please, no calls after 9pm**

ABOUT HOUSING

DORMS: kids' 3-12 ("Youth") cost is reduced, under 3 are free. **All kids under 12 must room with parent/guardian.**
Single - 1 single bed. Limit of 1 adult, 1 child per room.
Double - 2 single beds. Limit of 2 adults/2 children per room. Suite-4 singles, 2 baths, kitchen, A/C. Limit 1 adult and 1 child per single. **Bring sheets, blankets, pillow, towel and fan.** Rooms are also available at the UMass Campus Hotel, www.umasshotel.com, 413-549-6000 ext. 78047 to make reservations. Mention code NOFAC - NOFA Summer Conference for preferred rate.
Key Deposit: Dorm building access cards and room keys will be picked up at assigned dorm. A deposit of **\$70/key** will be held until key return. Checks preferred. Lost access cards will be charged a \$20 replacement fee.

CAMPING: 15'x15' tent sites on lawns adjacent to the Campus Center, Library and Fine Arts Center and are available on a first come, first served basis, one tent per site. Camping fees are per person. No open fires or cooking allowed. Toilets are in the Student Union or porta potties. Showers are in nearby dorms. Campers and RV's must stay in assigned parking lot. (No hook-ups). Camping permit must be displayed on tent/camper. Children 12 & under ("Youth") camp free with guardian. **No camping without a paid camping permit.**

ABOUT MEALS

Dining Hall--All meals have meat, vegetarian and vegan options, all organic and served in the campus dining hall. Saturday's dinner is all-local food. You may purchase any combination of 7 meals - Friday lunch through Sunday lunch. Swipe cards will be issued for dining hall admission. \$20 replacement charge for lost cards.
Food Vendors--are back this year! UMass will offer vendors of organic meals, snacks and drinks on the Conference lawn.

GIVE TO THE FARMING EDUCATION FUND!

Help others attend the Conference! The Farming Education Fund helps folks in need. Your generosity is much appreciated.

CREATIVE REGISTRATION FINANCING!

Discounts for early and large-group registrants. See form. **Helping Hands:** Work 4 hours and receive \$25 (\$30 for working with kids). Check the Helping Hands space on the form opposite to sign up and you'll be contacted to schedule your task. A check will be mailed to you the week after the conference.

Apply for Farming Education Funds: NOFA offers registration funding for adults and teens thanks to contributions from businesses and individuals. Apply early as funds are granted on a first come, first served basis to all who apply until funds are exhausted. Contact Nancy Dunne for an application before completing this form.

Work Exchange: Arrive 3 pm Thursday, work 20 hrs before & during the conference for FREE registration, camping & NOFA "Volunteer" t-shirt. Contact Adrianne Appel, (781) 395-3921, brooksgarden@gmail.com for info/application for this option.

CAN PETS COME TO THE CONFERENCE?

NO! Pets must be left at home. This will be enforced.