



**Advertise, Exhibit, Sponsor**  
**Northeast Organic Farming Association**  
**37th Annual Summer Conference with Animal Power Field Days**  
**August 12-14, 2011, UMass Amherst**

**Advertise in the Conference Program Book!**

An ad in the Program provides powerful exposure for your products or services! Each year an informed, active group of 1500+ farmers, consumers, gardeners, educators, and activists attend the Conference. Program Books are kept for valuable reference throughout the next year! Nonprofits and some farms may be eligible for a discount; for more information, please contact Bob Minnocci: bob@nofamass.org, (617) 236-4893. **Deadline is June 30** for program book ads. Deadline for inclusion in the later addendum to the program book is July 28. We prefer ads in .pdf or .jpg formats, 300 dpi or higher; .tiff format or camera-ready, correctly sized paper ads are also acceptable. We will lay out your ad for you for \$45, allowing you to edit it one time. Contact Bob Minnocci with any questions.

<b>ADVERTISERS:</b> Please double-check ads for correct sizing; send ads to Bob Minnocci, bob@nofamass.org	
Full Page Ad-- 4 5/8" wide x 7 1/2" tall - \$250	\$
1/2 Page Ad-- 4 5/8" wide x 3 5/8" tall - \$140	\$
1/4 Page Ad-- 2 1/8" wide x 3 5/8" tall, or 4 5/8" wide x 1 3/4" tall - \$75	\$
Lay out my ad for me for \$45, allowing me to edit it one time	\$
<b>EXHIBITORS</b> --tables/chairs provided in the Tent. Outside spaces BYO table, chairs & shelter.	
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	\$
Nonprofits & farms may be eligible for a discount. Please contact Bob Minnocci (617) 236-4893	
<b>DONATE</b> -- \$1 to \$250--receive special thanks in our program book!	\$
<b>DONATE</b> -- \$251 to \$499-- receive Extra special thanks as a Benefactor in our program book!	\$
<b>DONATE</b> -- \$500 + and receive Sponsorship benefits for your business/organization or one of your choosing, such as your place of worship or favorite charity or organization. For more information, please contact Bob Minnocci: bob@nofamass.org.	\$
<b>GIVE TO THE FARMING EDUCATION FUND!</b> This fund provides assistance to those who wouldn't otherwise be able to come to the conference. Your generosity is deeply appreciated!	\$
<b>SPONSORS</b> are lead supporters of the conference and are widely recognized at the event. Their names and logos remain on our website, with a link to their website, through the end of the year.	
<b>Silver</b> --\$500--full page ad; logo on back cover page; logo on conference signage; name/logo on website with link to your website through the end of the calendar year.	
<b>Logos must be submitted in jpeg, 300 dpi or higher resolution"</b>	\$
<b>Gold</b> --\$1,000--receive above marketing exposure plus free exhibit space with one free admission to events <b>good for only one person and cannot be shared. Additional registrations may be purchased.</b>	\$

**TOTAL Ads/Exhibits/Sponsorships: total here and at bottom of table on page 3:\$**

## Other ways to support the conference and get exposure for your product or service:

**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. Click here to donate now! Any questions, please contact Mel Shaw: mel.q.shaw@gmail.com, 978-376-7092.

**Donate to the silent auction** and have your product(s) or services showcased! Donors receive special thanks in the program and at the Conference. Click here to donate now! Those donating high value items may qualify for in-kind sponsorships. Any questions, please contact Mel Shaw: mel.q.shaw@gmail.com, 978-376-7092.

**Exhibit or Sell at the Conference!** Exhibitors are in the middle of the action! Set up begins on Friday at 7 a.m. and must be completed by 10 a.m. Special permission may be granted for Thursday set up. Exhibit Hours are 11 am to 7 pm Friday, 7 am to 7 pm Saturday, and 7 am to 3 pm Sunday Purchasing exhibit space does NOT admit you to workshops or keynotes. **Admission must be purchased separately.** Sign up as an exhibitor by **June 30** to get listed in the program, or by July 28 for the program addendum.

Food Samples -- please contact Bob Minnocci if you wish to bring samples to distribute from your booth. Our host, UMass, is obligated by state law to enforce strict rules and restrictions about food distribution. Paper work must be filled out and approved by UMass prior to the conference.

EXHIBITORS: Your Contact Person's Name, Company/Org., Address, Phone, Email, Website:

Contact Info for your listing in the Program, if different from above:

For booths in the Exhibitor Tent only: do you need electricity? \_\_\_\_\_

### Registering your exhibit staff and others: (sign up on next page)

**Become a member of ZBC: 5 of 85DBY** and receive a variety of discounts, including one to the Summer Conference! Join a state NOFA chapter or the Draft Animal Power Network (DAPNet). Annual NOFA dues (not DAPNet dues) include the quarterly *The Natural Farmer* (TNF) except where asterisked\*

\*DAPNET\*: Basic \$20\*, Family \$30\*, Business \$75\*, Founding Member \$100\*

NOFA DUES:

**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 \$35, Family/Farm \$75, Business/Organization \$150, Supporting \$250, Basic \$25\*

**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\*

**This form is for use by advertisers/exhibitors/sponsors only.** PLEASE PRINT CLEARLY. All attendees including teens & children age 2 and older must register. Attendance at workshops, keynotes or evening entertainment requires **paid admission**, see below. Online registration opens May 1, 2011. Discounts: Postmark/online register by July 11 for early-bird discount on admission fees. Adult NOFA or DAPNet members receive \$5/day discount (join/renew below). Exhibitor registration begins 7 am Friday, 8/12. Walk-ins are welcome, but fees increase \$5/day. [www.nofasummerconference.org](http://www.nofasummerconference.org).

<b>Your Staff &amp; others registering:</b> Enter names for badges. For minors, include birth month/year ( <b>required</b> ). Indicate who receives admission privileges if you've purchased admission to events as an exhibitor or sponsor.	Indicate days each person will attend (Fri, Sat, Sun). Admission privileges may NOT be shared; badges will be checked at the doors.				
<b>Name A:</b>					
<b>Name B:</b>					
<b>Name C:</b>					
<b>Name D:</b>					
<b>Name E:</b>					
<b>Events Admission:</b> match each letter's info with the person in the names list.	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>3-Day-</b> Adult \$155, Teen/Youth \$55; Early (by 7/11) Adult \$135, Teen/Youth \$45					
<b>Friday Only-</b> Adult \$70, Teen/Youth \$23; Early (by 7/11) Adult \$60, T/Y \$18					
<b>Fri &amp; Sat-</b> Adult \$145, Teen/Youth \$53; Early (by 7/11) Adult \$130, T/Y \$46					
<b>Sat Only-</b> Adult \$90, Teen/Youth \$30; Early (by 7/11) Adult \$80, T/Y \$25					
<b>Sat &amp; Sun-</b> Adult \$145, Teen/Youth \$53; Early (by 7/11) Adult \$130, T/Y \$46					
<b>Sunday Only-</b> Adult \$70, Teen/Youth \$23; Early (by 7/11) Adult \$60, T/Y \$18					
NOFA Members: Member in (state)_____Join/Renew in_____ -- add dues -->					
DAPNet Members: Current Member ____ OR Join/Renew ____ -- add dues -->					
NOFA/DAPNet Member Discount -- Adult Events Fees only--subtract \$5 per day					
<b>Housing: dorm/camping fees are per person, per night. All youth (12 &amp; under) must room/camp with guardian.</b>					
Dorm Single - \$30 per adult/teen, \$12 youth, 3 & under free --Friday					
Dorm Single - \$30 per adult/teen, \$12 youth, 3 & under free --Saturday					
Dorm Double - \$25 per adult/teen, \$11 youth, 3 & under free --Friday					
Dorm Double - \$25 per adult/teen, \$11 youth, 3 & under free --Saturday					
Dorm Suite - \$50 per adult/teen, \$12 youth, 3 & under free --Friday					
Dorm Suite - \$50 per adult/teen, \$12 youth, 3 & under free --Saturday					
Room with (Indicate who this person will be rooming with, if applicable) -> -> ->					
<b>Camping</b> --Friday: \$12 per adult/teen, youth free. Number of tents:_____					
-Saturday: \$12 per adult/teen, youth free. Number of tents:_____					
<b>MEALS:</b> Friday Lunch: \$16 adult/teen, \$13 youth, 3 & under free					
Friday Dinner: \$17 adult/teen, \$14 youth, 3 & under free					
Saturday Breakfast: \$11 adult/teen, \$9 youth, 3 & under free					
Saturday Lunch: \$16 adult/teen, \$13 youth, 3 & under free					
Saturday Dinner: \$17 adult/teen, \$14 youth, 3 & under free					
Sunday Breakfast: \$11 adult/teen, \$9 youth, 3 & under free					
Sunday Lunch: \$16 adult/teen, \$13 youth, 3 & under free					
<b>Sat Market:</b> \$20/space w/events; \$40 w/out; \$15/table. Products:_____					
<b>Farming Education Fund Donation:</b> Consider rounding up, to help others!					
<b>SUBTOTALS:</b>					
<b>Ads/Exhibits/Sponsor amount from first page: dollar amount here -&gt;</b>					
<b>Make check out to NOFA Summer Conference</b>	<b>GRAND TOTAL ENCLOSED</b>				

Send payment, form & ads to Bob Minnocci, 662 Mass Ave #6, Boston MA 02118, 617-236-4893, [bob@nofamass.org](mailto:bob@nofamass.org)

## HOUSING

**Dorms:** Ages 3-12 (“Youth”) cost is reduced, under 3 are free. Ages 12 & under must room with guardian. Single - 1 single bed. Limit of 1 adult and 1 child per room. Double - 2 single beds. Limit of 2 adults and 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.

**HOTEL:** Visit the Conference website for local hotel listings. Rooms are also available at the UMass Campus Hotel, \$125 per room per night. [www.umasshotel.com](http://www.umasshotel.com), 413-549-6000 ext. 78047 for reservations. Mention code NOFAC - NOFA to receive the Summer Conference preferred rate.

**Key Deposit:** Dorm building access cards and room keys will be picked up at assigned dorm. A deposit of \$70 per key/card set will be held until return, **checks or cash required (checks preferred)**. A charge of \$20 will be assessed for lost access cards. A charge of \$50 will be assessed for lost keys.

**Camping:** 15'x15' tent sites on lawns adjacent to the Campus Center and Library 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.**

## 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. Your conference name badge will list the meals for which you have paid, so be sure to show your name badge when entering the dining hall. A limited number of dining hall meals will also be for sale on a walk-in basis, at a higher price.

**Food Vendors--**UMass will offer vendors of organic meals, snacks and drinks on the Conference lawn.

**Parking--**Please note that the campus map is already posted on our website at the very top of this page: <http://www.nofasummerconference.org/directions.php>. This will help you to locate parking. Conference staff can also direct you to the nearest parking. After your vehicle is unloaded and parked, check in at the Registration area for your badge and program. Before 5 pm Friday, you can only park in a few specific lots (for free), or the campus parking garage (\$5/day w/special pass you get at Registration, otherwise \$1.50 per hour). After 5 pm Friday and for the rest of the weekend, most lots on campus are available and free.

**Be sure to read the parking lot signs carefully to avoid being ticked or towed.**

**Can Pets come to the Conference?** NO. Pets must be left at home. This will be enforced.

SEE NEXT PAGE FOR WHAT'S HAPPENING AT THE CONFERENCE!

## WHAT'S HAPPENING AT THE CONFERENCE?

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

--**Animal-Power Field Days** will present a series of hands-on workshops on the care, training, and use of draft animals for work on Friday, Saturday and Sunday at the UMass Research Farm in South Deerfield.

--**2 Keynotes! Friday, August 12 - Eric Toensmeier**, award-winning author promoting food forestry to sequester carbon worldwide. **Saturday, August 13 - Ignacio Chapela**, scientist and activist on GMOs, agri-fuels, and the global food crisis.

--**Entertainment** throughout the weekend! 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, a **silent auction** and our annual end-of-conference **live auction!** Join auctioneer Chuk Kittredge for a fun finale of bidding and banter.

Have a product or organic food item you want to show off? Donate to the silent auction and have it showcased! For info contact Mel Shaw: mel.q.shaw@gmail.com, 978-376-7092.

--**Children's Conference!** For ages 2-12, during adult workshops. Ages 2-4 have supervised activities & free play with experienced childcare providers. Ages 5-12 can choose from a variety of fun-filled 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.

**Farmers and Crafters!** Sell At The Saturday Fair! Sell your farm/craft products outdoors Saturday 3-6 pm, cost is \$20 per space with admission; \$40 without. Rent an 8' x 2.5' table for \$15, or bring yours. You may sell raw product without insurance, but for processed goods must file a copy of your product liability insurance in advance. Sign up on this form. For info, contact Laura Shafovaloff: laura\_ma\_photo@yahoo.com, 937-478-7982.

Questions about housing, meals or the Conference in general? Contact Ben Grosscup, Conference Coordinator, (413) 549-1568. **Please, no calls after 9pm.**

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