



Northeast Organic Farming Association
37th Annual Summer Conference with Animal Power Field Days
August 12-14, 2011
University of Massachusetts, Amherst, MA
www.nofasummerconference.org

Spring 2011

Dear Vendor,

We hope you will consider **Sponsoring** and providing essential support for another inspiring weekend of networking, educational opportunities and selling at our seven-state northeastern conference. The conference offers education about organic farming, gardening, landscaping, and food preparation and preservation. The conference is a celebration of the spirit of community in and around the farm, the garden, the family, the individual and the kitchen table. It is also an important market place to locate farm supplies, food, information, services while engaging in vital networking.

We're expecting hundreds of additional attendees this year as we are welcoming a new organization to the conference – **Animal-Power Field Days**, which will present a series of workshops on the care, training and use of draft animals for work. These workshops will be at the UMass Research Farm in South Deerfield on Friday, Saturday and Sunday and will be occurring simultaneously with our standard workshops on the main UMass campus. Shuttle service will be provided. All exhibits will be located at the main UMass campus.

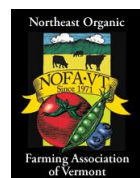
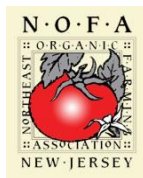
Sponsoring

Every sponsor enjoys a year round marketing opportunity. Your name and products will be exposed to a captive audience of organic farmers, gardeners, consumers and advocates. Your name and logo with a link to your website will appear on the NOFA Summer Conference web site and will remain there until December 31st: (<http://www.nofasummerconference.org/sponsors.html>). It will also appear in printed materials and on conference signage. And there are many more benefits that will provide you with exposure before people who are potential buyers of your products or services. The Gold Sponsorship includes free exhibit space and registration into all events. Please refer to the attached sheet for more details.

Conference Basics

The conference attracts a wide variety of people from New England, New York and New Jersey, and other places in the United States and Canada. About 1,400 people attended this event in 2010 and we expect the event to expand this year. In addition to presenting more than 200 workshops about organic farming, gardening, land care, homesteading alternative energy, nutrition, food politics, activism, and workshops on the use of animal power, we are proud to present two great keynote speakers: (Friday, August 12th) Eric Toensmeier, award-winning author of promoting food forestry to sequester carbon worldwide; (Saturday, August 13th) Ignacio Chapela, scientist and activist on GMOs, agri-fuels and the global food crisis.

There is also an engaging teens' and children's workshop series making the weekend fun and engaging for all ages.





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If you are unable to sponsor, perhaps you would like to exhibit or advertise.

Exhibiting

As an exhibitor, you have numerous ways to “set-up-shop” at the conference. You may buy an exhibit space in the large community tent or set up your own tent in the exhibitor area. Additionally, you can decide to register to attend workshops, use the meal plan and sleeping accommodations or not. No matter how you choose to participate, your presence is central to the conference! Last year there were nearly 100 exhibitors. Please consider joining us for another year or for the first time, as we all strive to understand and support organic farming, gardening, landscaping and sustainable lifestyle options.

Advertising

In addition to exhibiting at the conference, you can advertise in our program book which participants keep as a reference long after the conference is over. If you cannot attend the conference, advertising is a great option to be a part of the event, to acquire support for your business and to help NOFA.

Please visit our web site for more information about the conference. <http://www.nofasummerconference.org.html>

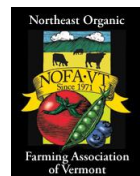
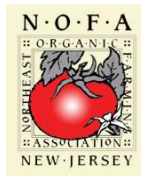
Please make checks payable to the “NOFA Summer Conference.” Mail ALL payments and applications to: Bob Minnocci, 662 Massachusetts Avenue, #6, Boston, MA 02118.

Please contact Bob with any questions (617) 236-4893. Thank you for your consideration! We hope to see you at the conference!

Sincerely,

Bob Minnocci
Development/Marketing Director

Please include payment with this form. Make check payable to NOFA Summer Conference; mail it to Bob Minnocci, 662 Massachusetts Avenue, #6, Boston, MA 02118





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Business Name: _____

Contact Person: _____

Address: _____

Phone: _____

Website: _____

E-mail: _____

Total enclosed (make checks payable to NOFA Summer Conference):

Gold Level

- \$1000 Full-page ad in the Program Book (7 1/4" x 4 5/8")**
One exhibit space with events for one person
Your name on the Sponsor Page of the Program
Your name and logo on the Conference Web Page
Your name on all Conference Sponsor Signage
Verbal recognition throughout the event

Silver Level

- \$500 Full-page ad in the Program Book (7 1/4" x 4 5/8")**
Your name on the Sponsor Page of the Program
Your name and logo on the Conference Web Page
Verbal recognition at the event

