



Ecological Farmers
ASSOCIATION OF ONTARIO

conference.efao.ca
1-877-822-8606



Ecological Farmers of Ontario Conference 2017

Trade Show & Sponsorship

November 29 - December 1, 2017 at The Blue Mountain Resort, Blue Mountains, Ontario



Welcome from the Ecological Farmers Association of Ontario (EFAO)

EFAO is pleased to announce that the **4th Annual Ecological Farmers of Ontario Conference** will take place from November 29th to December 1st at the Blue Mountain Resort in Blue Mountains, Ontario. This year's conference is presented in partnership with the National Farmers Union Ontario, the Bauta Family Initiative on Canadian Seed Security, Local Food and Farm Co-ops, and the Organic Council of Ontario.

EFAO works to build vibrant farming communities in Ontario and offer practical, relevant and ongoing education for farmers. At the conference, we will welcome more than 300 farmers to take part in 30 + cutting edge workshops on horticulture, livestock, field crops, seed saving, soil health, marketing and much more. A two-day tradeshow, as well as local farm tours and social events, offer many opportunities to network and socialize.

Our theme - "Rebuilding Rural Economies from the Ground Up" - will address the issues rural ecological farmers in Ontario face and explore ways to overcome these challenges that will strengthen our farming communities.

Special guests for this year's conference include holistic veterinarian Susan Beal, Tia Loftsgard of the Canadian Organic Trade Association, Vern Grubinger, Vegetable and Berry Specialist at the University of Vermont Extension and Shannon Hayes, farmer and author of several books including *The Radical Homemaker*, *Grassfed Gourmet* and *Farmer and the Grill*.

We are looking for businesses and organizations like yours to **sponsor** this year's conference. This is a unique and valuable opportunity to connect with your target market of clients and customers. On **page 2**, you'll find a description of our five sponsorship categories, what each

category offers, and how it will showcase your business or organization to conference participants.

Page 4 provides information on the conference **Trade Show**.

Because this conference is targeted to ecological growers and has a maximum of 30 exhibitor booths, participating in the Trade Show is another fantastic way to connect with your target audience. In addition to the bustling conference breaks and meal times, we will be holding a reception in the Trade Show on Thursday evening, with local and organic food and drink as well as many opportunities for networking and connection.

To register as a Sponsor and/or a Trade Show Exhibitor, visit (conference.efao.ca), or complete the mail-in registration form on **page 5**.

Interest in ecological food and farming in Ontario continues to grow; we invite you to play a meaningful part in what promises to be, once again, the ecological farming event of the year!



Sincerely,
Allison Muckle,
Acting Executive Director, EFAO



Sponsorship Opportunities

	PLATINUM \$5,000+	GOLD \$3,000+	SILVER \$2,000	BRONZE \$1,000	SUPPORTING \$500
Opportunity to brand one of the workshop rooms during the entire conference!	✓				
Ad in printed Ecological Farming in Ontario newsletter (6 bi-monthly issues)	✓				
Ad in conference program (black and white)	✓	✓			
Verbal recognition (during Keynotes and dinners)	✓	✓			
Materials/literature distributed in conference package	✓	✓	✓		
One year EFAO membership	✓ \$250 business	✓ \$75 individual	✓ \$75 individual		
Opportunity to brand a workshop and verbal recognition at workshop	✓	✓	✓	✓	
Full conference pass (includes lunch and Thursday Banquet dinner)	✓ (4 passes)	✓ (3 passes)	✓ (2 passes)	✓ (1 pass)	
Logo on power point acknowledging sponsorship level at Keynote presentations	✓	✓	✓	✓	Printed name included
Logo in conference postcards, program, website	✓	✓	✓	✓	Printed name included
Recognition post-conference in E-News, newsletter and social media	✓	✓	✓	✓	✓

Contribute to the Bursary Fund:

\$200 provides a full conference pass to a new farmer (under 5 years of farming). You will be recognized in the conference program and website.

Share your local and organic ingredients:

Contact us at conference@efao.ca if you're interested. Sponsorship benefits will be negotiated on a case-by-case basis.

Donate an item for the silent auction:

All proceeds from the Silent Auction will go towards EFAO core programs and services.



EFAO Membership Benefits

\$75 Individual/Farm Membership

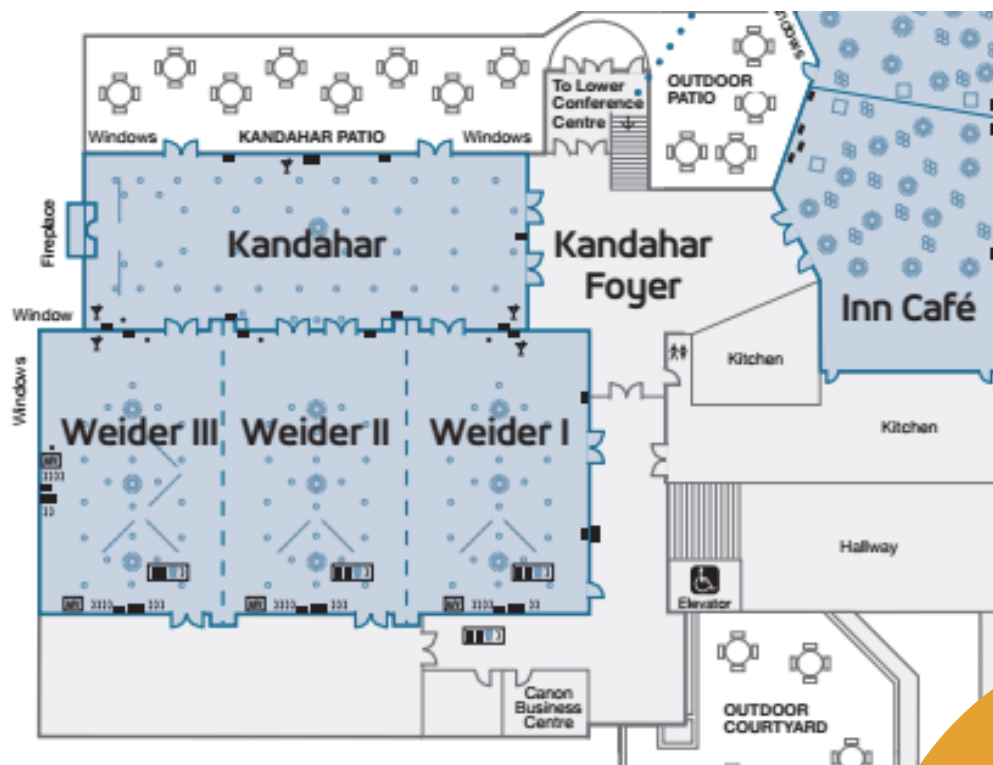
- Farmer-to-farmer knowledge sharing & support
- Discounted rates on EFAO farm tours and workshops
- \$75 discount on annual EFAO Conference
- Access to our free Phone/Email Advisory Service
- Access to our subsidized On-Farm Advisory Service
- Subscription to bi-monthly Ecological Farming in Ontario print Newsletter
- Notice about upcoming ecological farming events through the E-News bulletin
- Listing in our online Member Directory
- Free online and E-news listings in our Stock Exchange
- Discounted listings in our print Stock Exchange
- Access to small print advertising in print newsletter
- Member discounts and services apply to all farm members, including employees and interns
- Access to digital "Member of EFAO" logo
- Voting rights
- Access to the EFAO Online Community Forum
- Opportunity to receive technical and financial support to conduct research trials through EFAO's Farmer-Led Research Program

\$250 Business Membership

- Full membership as listed above
- 30% discount on large format display advertising in our print newsletter (6 issues/year and over 400 subscribers)
- 30% discount on advertising in our annual conference program (over 300 participants)
- Additional copies of our newsletter at cost
- Business profile in a welcome email to mailing list (1000 subscribers)
- Logo included on scrolling business member feature, visible on each website page
- Business name, description and link in Member Directory
- \$150 discount on trade show booth at annual conference



Trade Show



The Trade Show will be located in the Kandahar, Kandahar Foyer and the Inn Café. All conference participants will be directed toward it upon registration at the conference. Coffee, tea, snacks, and water will be available for participants in the trade show area throughout the day, drawing them in during breaks and down times. **The nearby Weider ballroom will be used for all meals, keynote presentations, and AGM.**

The Trade Show will be featured as the location for a reception on Thursday evening for all participants, with local organic food and drink and opportunities for networking and connection.

Trade Show Hours:

Thursday, Nov 30, 8:00am - 6:00pm

(*Reception 5:00pm - 6:00pm)

Friday, Dec. 1, 8:00am - 3:00pm

Set-up hours: Wednesday 5:30pm - 7:00pm,

Thursday 6:30am - 8:00am

Booth Set Up: Trade Show booths consist of a 8' table, table skirt, and 2 chairs. Larger booth spaces are available for an additional fee. See registration form for more details.

Staffing Booths: We expect the highest traffic around meal times, during 30-minute breaks between workshops, and during the reception on Thursday evening. You are welcome to attend workshops during low traffic times in the Trade Show.

What 2016 participants had to say:

"The EFAO conference provides a great opportunity for new and established farmers to learn new things from both local and external experts, to network with fellow farmers, and to be inspired and rejuvenated to continue the good work of ecological farming!"

"Congratulations on another successful Annual Conference. It is great to see so much interest and it is a reflection of your abilities as an organization to attract as many young farmers as you do. Keep up the great work!"

Security: EFAO and the Blue Mountain Resort will not be responsible for lost or stolen items. Secure overnight storage will be available for use by Trade Show Exhibitors. Please ensure your materials are labeled.

More Information: Feel free to contact conference@efao.ca for more information or to discuss your specific Trade Show needs.

Registration Form

Register as a Sponsor and/or Trade Show Exhibitor online at conference.efao.ca
Or submit this completed form, along with a cheque made out to EFAO to:

EFAO
 Orchard Park Office Centre
 5420 Hwy 6 North, RR5
 Guelph, ON
 N1H 6J2

Registration will be confirmed when both a complete registration form and payment in full have been received.

Business name: _____

Contact name: _____

Name(s) to appear on badge(s): _____

Phone number: _____

Email: _____

Mailing Address: _____

Website: _____

Type of business / organization (check boxes):

- ☐ Producer
- ☐ Processor
- ☐ Seed supplier
- ☐ Equipment/Inputs
- ☐ Academic/Training
- ☐ Certifying body
- ☐ Professional services/Consulting
- ☐ Other: _____

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1) Sponsorship Registration:

- ☐ Platinum (\$5,000+)
- ☐ Gold (\$3,000+)
- ☐ Silver (\$2,000)
- ☐ Bronze (\$1,000)
- ☐ Supporting (\$500)
- ☐ Bursary Fund (\$200 to sponsor a new farmer to attend the conference)

2) Trade Show Registration (Nov 30 & Dec 1):

Trade Show booth (8' space for table top exhibits includes: 8' table, chair, one staff conference pass with lunch on Thursday and Friday)

- ☐ \$675 + HST Standard
- ☐ \$525 + HST Sponsors & EFAO Business Members
- ☐ \$325 + HST Non-profits/Community groups
- ☐ \$50 + HST for extra wide 10' Trade Show space

3) Add-ons: (These options can be purchased separately or in addition to the Trade Show and Sponsorship benefits):

- ☐ 1/3 page black and white advertisement in conference program (\$85 + HST Standard, \$60 + HST for EFAO business members)
- ☐ Electricity to your table (\$60 + HST/ticket)
- ☐ Wednesday Banquet Dinner (\$35 + HST/ticket)
- ☐ Thursday evening Banquet Dinner & Entertainment (\$35 + HST/ticket; included in Sponsorship passes)
- ☐ Additional full conference pass (includes lunch on Thursday and Friday): \$185+ HST per person
- ☐ 1 Year EFAO Business Membership (\$250) (provided to Platinum level Sponsors)
- ☐ 1 Year EFAO Individual/Farm Membership (\$75) (provided to Gold and Silver level Sponsors)

TOTAL \$: _____

Please indicate if you have any dietary restrictions (vegetarian options will be provided): _____

Conference Location and Travel Information

Directions and Travel Information

Blue Mountain Resorts
110 Jozo Weider Blvd.
Blue Mountains, Ontario L9Y 3Z2
Phone: 877-445-0231

More detailed map and directions are available on the BMR website: <https://www.bluemountain.ca>

Outdoor parking is free and indoor parking is available for conference guests for \$15 per day.

Please visit the conference website for discount codes and group rates for travel or to arrange a carpool with other conference participants:
conference.efao.ca.

Accommodation

Hotel rooms are available at the BMR at our negotiated group rate of \$131/night including a conference breakfast (charges per additional person for breakfast).

Please contact the hotel directly at 877-445-0231, provide your group code **GRP120720** and group name **2017 Ecological Farmers Association of Ontario Conference**. Rooms will be held as part of the EFAO Conference block at this rate until November 1, 2017.

Other Conference Information

- Conference passes provided to Sponsors and Trade Show Exhibitors include lunch on Thursday and Friday. Sponsorship passes also include one Thursday Banquet Dinner & Entertainment ticket.
- Additional conference passes and dinner tickets can be purchased separately (see registration form).
- All meals will include meat and vegetarian options. If you have dietary considerations, please make note of them on the registration form.
- Part time childcare for children under 5 will be available depending on level of interest. If you are interested please contact us.



Contact us:

efao.ca

519-822-8606

1-877-822-8606 (toll free)

conference@efao.ca