



Ecological Farmers
ASSOCIATION OF ONTARIO

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



Ecological Farmers of Ontario Conference 2018

Trade Show & Sponsorship

December 4 - 6, 2018 at Four Points by Sheraton Hotel, London, Ontario



Welcome from the Ecological Farmers Association of Ontario (EFAO)

EFAO is pleased to announce that the **5th Annual Ecological Farmers of Ontario Conference** will take place from December 4th to 6th at the Four Points by Sheraton Hotel in London, Ontario. This year's conference is presented in partnership with the Eastern Canadian Organic Seed Growers Network, the National Farmers Union Ontario, the Bauta Family Initiative on Canadian Seed Security, the Local Food and Farm Co-ops network, and the Organic Council of Ontario.

EFAO supports farmers to build resilient farms and communities through education, farmer-led research and farmer-to-farmer knowledge sharing. 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.

This year's conference promises to be the largest yet, as we join forces with the 4th biennial Eastern Canadian Organic Seed Growers Network (ECOSGN) Conference. ECOSGN is a group of seed producers that has been supporting seed training in Eastern Canada for over a decade. We're so excited to have an entire conference stream dedicated to seed production!

Our theme - "Regeneration: Seeds, Soil and Community Connection" - will address the many questions growers have been discussing over the last year, How do we regenerate soils on farms? How can farms effectively incorporate seed production? How can we work together to make our rural communities more connected, diverse and resilient?

Special guests for this year's conference include Rowen White from Sierra Seeds in California, Carmen Black CSA farmer and researcher from Iowa, orchard and soil educator and farmer Michael Phillips, and many others from here in Ontario and farther afield.

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 the five sponsorship categories and they can showcase your business or organization to conference participants.

Page 4 provides information on the conference **Trade Show**, which offers another fantastic way to connect with farmers. At the Sheraton our Trade Show is centrally located in a thoroughfare between workshop rooms, making this an ideal space for exhibitors. In addition to the bustling conference breaks and meal times, we will be holding a reception in the Trade Show on Wednesday evening, with local and organic food and drink as well as many opportunities for networking and connection. The venue hosts a maximum of 30 Trade Show booths, so be sure to book early in order to save your spot!

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**.

Sponsors and Exhibitors make this whole thing possible. We are excited to see how your products and your work will enliven and catalyze meaningful connections and conversations!

With appreciation,



Ali English
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)	✓	✓			
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	✓	✓	✓	✓	
Two-Day Conference Pass (includes lunch and Wednesday Banquet Dinner)	✓ (4 passes)	✓ (3 passes)	✓ (2 passes)	✓ (1 pass)	
Verbal recognition (during Keynotes and dinners)	✓	✓	✓	✓	✓
Logo on power point acknowledging sponsorship level at Keynote presentations and workshop rooms	✓	✓	✓	✓	✓
Logo in conference program, promotional materials and website	✓	✓	✓	✓	✓
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

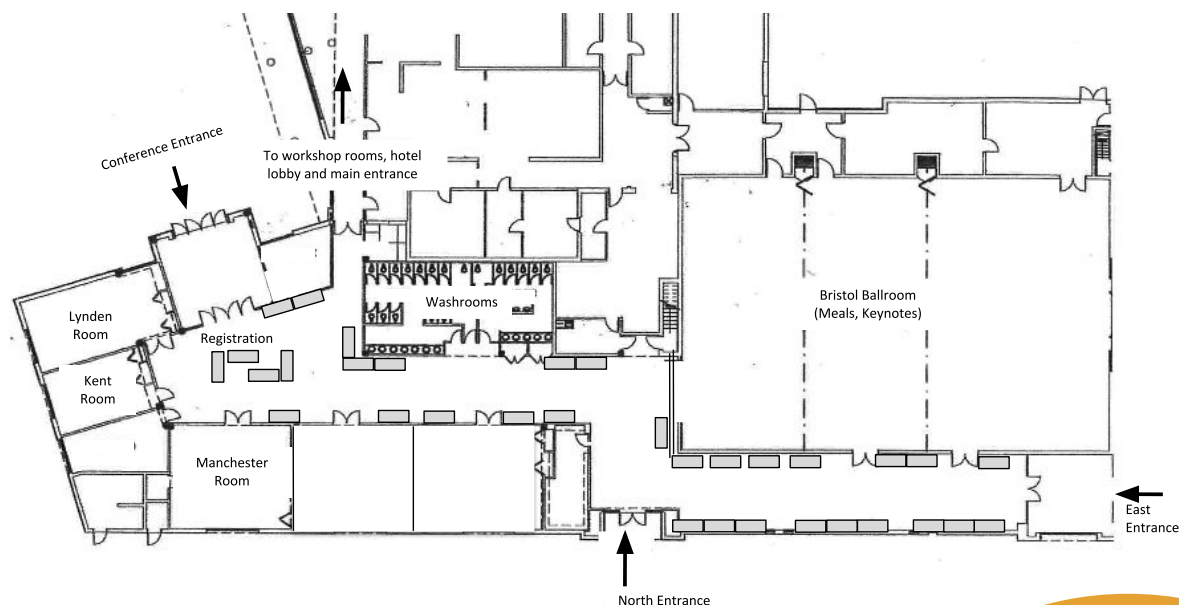
- Farmer-to-farmer knowledge sharing & support
- Discounted rates on EFAO farm tours and workshops
- \$75 discount on annual EFAO Conference
- Access to our free Phone/Email Advisory Service
- Access to our subsidized On-Farm Advisory Service
- Subscription to bi-monthly Ecological Farming in Ontario 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 is centrally located in the main lobby of the conference centre. All visitors will encounter it as soon as they arrive and register at the Conference, and they will pass through it several times en route to workshops and meals. Meals and keynotes will take place in the Bristol Ballroom and workshops will take place in London A and B, Balmoral A and B, Manchester, Lynden, and Kent rooms.

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

What conference 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!"

"There were so many people whose stories I just wanted to sit down and listen to; and an effusion of openness to learning that was, quite frankly, refreshing."

Trade Show Hours:

Wednesday, December 5, 8:00 a.m. - 6:30 p.m.

(*Reception 5:00 p.m. - 6:30 p.m.)

Thursday, December 6, 8:00 a.m. - 3:30 p.m.

Set-up hours: Tuesday, 5:30 p.m. - 7:00 p.m. & Wednesday, 6:30 a.m. - 8:00 a.m.

Booth Set Up: Trade Show booths consist of a 8' table, table skirt, and 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 Wednesday evening. You are welcome to attend workshops during low traffic times in the Trade Show.

Security: EFAO and the Four Points by Sheraton Hotel 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 (Dec. 5 & 6):

Trade Show booth (8' table, chairs, lunch on Wednesday and Thursday, ticket to banquet dinner on Wednesday)

- ☐ \$715 Standard (one pass included)
- ☐ \$815 Standard (two passes included)
- ☐ \$565 Sponsors & EFAO Business Members (one pass included)
- ☐ \$665 Sponsors & EFAO Business Members (two passes included)
- ☐ \$365 Non-profits/Community groups (one pass included)
- ☐ \$465 Non-profits/Community groups (two passes included)
- ☐ \$50 for extra wide Trade Show space
- ☐ Yes, we need electricity for our Trade Show booth
- ☐ We would like to opt out of the Thursday Banquet Dinners (-\$40 per pass)

3) Add-ons:

- ☐ 1/3 page black and white advertisement in conference program (\$90 Standard, \$65 for EFAO business members)
- ☐ Tuesday conference Dinner (\$35/ticket) # of tickets _____
- ☐ 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)

Note: If you would like to purchase additional conference passes, please be in touch at conference@efao.ca.

TOTAL \$: _____

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

Conference Location and Travel Information

Directions and Travel Information

Four Points by Sheraton
1150 Wellington Road South
London, Ontario N6E 1M3
Phone: (519) 681-0600

More detailed map and directions are available on the Four Points by Sheraton website:

fourpointslondonontario.com

There is free on-site parking for hotel guests and conference participants.

Please visit the conference website for additional travel information or to arrange a carpool with other conference participants: conference.efao.ca.

Accommodation

Hotel rooms are available at the Four Points by Sheraton at our negotiated group rate of \$124/night (Superior King or 2 Queen bed rooms, including a conference breakfast).

Please contact the hotel directly at (519) 681-0600 to book your room, and let them know you are booking as part of the EFAO Conference. Rooms will be held as part of the EFAO Conference block at this rate until November 6, 2018.

Other Conference Information

- Conference passes provided to Sponsors and Trade Show Exhibitors include lunch on Wednesday and Thursday. Sponsorship passes also include one Wednesday Banquet Dinner & Entertainment ticket.
- Additional conference passes and Tuesday or Wednesday dinner tickets can be purchased separately (see registration form).
- All meals will include meat or vegetarian option. If you have other 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

