



**Sponsor | Exhibit | Connect**

# **Ecological Farmers of Ontario Conference** *Climate of Curiosity*

December 2 to 5, 2019

Ramada by Wyndham Hotel | Belleville, ON



## Connect your business or organization with EFAO's growing network.

The annual **EFAO Conference** draws farmers and supporters from across the food system for four days of intensive learning, idea-sharing, networking and celebration with good food and friends. With over 400 attendees, the EFAO Conference will expose your name, products, or message to people who care passionately about farming and food.

- > Over 400 attendees
- > 2-day Trade Show
- > 36+ workshops
- > 3 keynote speakers
- + Farm tours, Banquet Dinner, EFAO's 40th Anniversary Celebration, and more!

**Contact** Katie Baikie at [conference@efao.ca](mailto:conference@efao.ca) to sponsor, exhibit, or advertise at the EFAO Conference. Or register online [here](#).

"There is no greater feeling than being surrounded with like-minded people. Knowing that we are working collaboratively as part of a larger web of people who understand the issues and are willing to educate themselves to work towards solutions is utterly live-giving."

"The EFAO Conference is an inspirational experience for farmers and eye-opening for all those involved in ecological agriculture."



## About EFAO

Founded in 1979, the Ecological Farmers Association of Ontario (EFAO) is a membership organization with approximately 500 members - mostly farmers - across the province. EFAO welcomes farmers of all scales, production types and levels of experience. New and young farmers are also welcome, as well as students and non-farmers who want to help grow ecological agriculture across Ontario.

## Reach

- > 1800 people receive EFAO's E-newsletter
- > 500 people receive EFAO's quarterly print newsletter, *Ecological Farming in Ontario*
- > Over 400 attendees view promotional materials at the conference
- > More than 4500 people follow EFAO on social media

**Mission:** EFAO supports farmers to build resilient ecological farms and grow a strong knowledge-sharing community.

**Vision:** We envision an Ontario where thriving ecological farms are the foundation of our food system, and where agriculture protects our resources, increases biodiversity, mitigates climate change, and fosters healthy, vibrant communities.



Conference sponsorship is a unique and valuable opportunity to connect with your target market of clients and customers while helping us to keep registration costs low and program quality high. We would love to discuss your specific sponsorship goals and customize as needed.

	Platinum	Gold	Silver	Bronze
	\$5000+	\$2500	\$1500	\$500
Recognition as sponsor of keynote, intensive workshop or special event*	✓	✗	✗	✗
Ad in EFAO's quarterly print newsletter (value \$1280)**	✓	✗	✗	✗
Recognition as sponsor of workshop or speaker*	✓	✓	✗	✗
No. of New Farmer Bursaries offered in your name	2	1	✗	✗
Ad in conference program brochure (value: \$90)***	✓	✓	✗	✗
One year EFAO membership (value: \$75)	✓	✓	✓	✗
No. of invitations to sponsor lunch at conference	3	2	1	✗
No. of full conference passes (value: \$350 each)	3	2	1	✗
Discounted Trade Show booth and priority booth placement (value: \$150)	✓	✓	✓	✗
Opportunity to include materials in delegate packages	✓	✓	✓	✗
Verbal recognition during all keynote presentations	✓	✓	✓	✓
Logo included in conference program brochure and on website****	✓	✓	✓	Name only
Recognition post-conference in E-news, print newsletter and social media****	✓	✓	✓	Name only

In-kind contributions of food for conference meals will be recognized as part of the corresponding sponsorship level.



\*Can include signs, verbal recognition and logo in conference program brochure.

\*\*EFAO's quarterly print newsletter *Ecological Farming in Ontario* has a distribution of approx. 500. Ad is 4.6" wide x 5" high and can be printed in colour in all four issues in 2020. Ads are due by December 10, 2019.

\*\*\*An Ad in the conference program brochure is 4.75" wide x 2.4" high, printed in black and white. Ads are due by November 1, 2019.

\*\*\*\* Recognition will include sponsor logo and link to website (for website and email recognition). Logos will be sized according to sponsorship level. Platinum sponsor logos will appear on back cover of brochure.

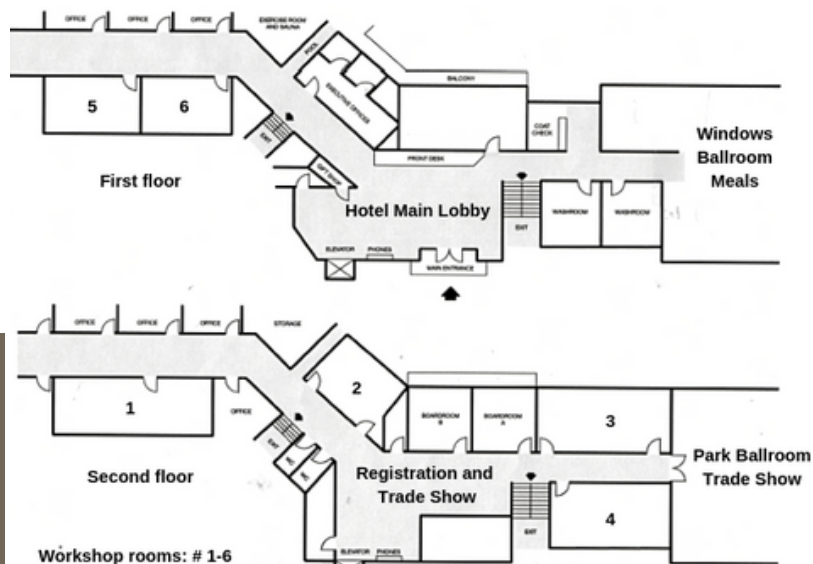
The Trade Show is located in the second floor Park Ballroom. This is the location for the reception on Wednesday evening, as well as coffee service throughout the conference.

## Trade Show Hours

Wednesday December 4: 8:00am to 6:30pm (Reception 5:00pm to 6:30pm)

Thursday December 5: 8:00am to 3:30pm

"As an exhibitor - this Trade Show/conference has been incredibly welcoming and conducive to really fantastic conversations with open and honest dialogue. Trade Show set up and use of space to encourage interactions with exhibitors [was] really well done."



## Booth Options

\$715	Standard, one pass included
\$815	Standard, two passes included
\$565	Sponsor, one pass included
\$665	Sponsor, two passes included
\$365	Community, one pass included
\$465	Community, two passes included

## Add-ons:

- Electricity to booth (no additional cost)
- Extra-wide booth, at least 10' (\$50)
- Ad in conference program (\$90 Standard, \$65 EFAO members)
- Presentation or demonstration in Trade Show area (no additional cost, space is limited)
- Ticket to EFAO 40th Anniversary Celebration (\$35 per person)
- 1 Year EFAO membership (\$75)
- 20% Exhibitor Discount on all ads in EFAO's quarterly print newsletter *Ecological Farming in Ontario*. More information available upon request.

*Book your table by September 16th for a free program ad!*

*Note: 'Sponsor' rate is for EFAO Conference Sponsors, 'Community' rate is for non-profit and community groups. Pass includes access to workshops and lunch on Wednesday and Thursday and a ticket to Wednesday Banquet Dinner. Opt-out of Banquet Dinner is available upon registration.*

