



Sponsor | Exhibit | Connect

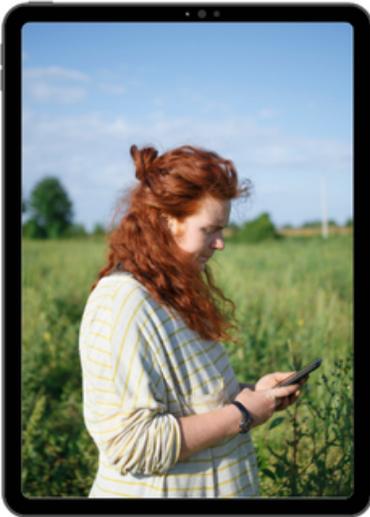
2020 Virtual EFAO Conference
Rooted & Reaching
November 30 to December 5, 2020



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

A cornerstone to EFAO's work of creating opportunities for farmer-to-farmer training and networking, the annual EFAO Conference draws farmers and supporters from across the food system for intensive learning, idea-sharing, networking and celebration. This year, as we face new and unprecedented challenges in the face of the continued COVID-19 pandemic, we recognize that the need to connect, share ideas, and learn together is stronger than ever. In light of continued health and safety guidelines, the 2020 EFAO Conference will run from November 30 to December 5 in a virtual event format.

While these are challenging times, we are also presented with a rare opportunity to reimagine and rebuild a more ecological, healthy, and just agriculture and food system in Ontario. We hope this will shine through as the focus of this year's conference with the theme Rooted & Reaching.



The Virtual EFAO Conference will expose your name, products, or message to people who care passionately about farming and food.

This year's virtual conference provides an opportunity for people to engage from across Ontario and beyond. Participants will choose to attend for individual days or the full event. Some sessions will be live streamed through social media platforms for viewing and participation outside of conference participants.

While many aspects of the conference have changed this year in going virtual, it has never been a better opportunity for sponsors. This year's conference brings, as always, an engaged and enthusiastic audience while reaching more people than ever before.

What you can expect as part of this year's virtual conference:

- Over 500 conference participants who care passionately about farming and food;
- More than 20 live and pre-recorded sessions;
- Public, live stream sessions broadcast outside of conference participants;
- Technical discussion sessions drawing from the incredible and diverse expertise in Ontario;
- Dedicated Trade Show day for networking;
- Multiple ways to connect and share with the ecological farming community.

EFAO's Reach

- 7700+ social media followers
- 2300+ e-newsletter subscribers
- 600+ members receiving quarterly print publication
- 500+ conference attendees

Sponsor & Exhibit

	Platinum \$5000+	Gold \$2500	Silver \$1500	Bronze \$500	Exhi- bitor \$150
Recognition as sponsor of keynote, session or special event	✓	✗	✗	✗	✗
Ad in EFAO's quarterly publication (value: \$1280) ¹	✓	✗	✗	✗	✗
Recognition as sponsor of session or speaker	✓	✓	✗	✗	✗
Inclusion in sponsor video ²	✓	✓	✗	✗	✗
Number of conference bursaries offered in your name	4	3	2	✗	✗
One year EFAO membership (value: \$75)	✓	✓	✓	✗	✗
Number of invitations to sponsor meet-up during conference	2	1	1	✗	✗
Full-page ad in printed conference brochure ³	✓	✓	✓	✗	✗
Half-page ad in printed conference brochure ⁴	✗	✗	✗	✓	✗
Recognition during all plenary sessions	✓	✓	✓	✓	✗
Logo included in all conference materials, print and online	✓	✓	✓	Name only	✗
Recognition post-conference in E-news, publication and social media ⁵	✓	✓	✓	Name only	✗
Number of conference passes	5	4	3	2	1
Virtual Trade Show booth slot ⁶	✓	✓	✓	✓	✓
Opportunity to include materials in participant package ⁷	✓	✓	✓	✓	✓

See reverse for more detail.

Details From Reverse

1. EFAO's quarterly publication Ecological Farming in Ontario has a distribution of approx. 600. Ad is 4.6" wide x 5" high and can be printed in colour in all four issues in 2021. Ads are due by January 4, 2021.
2. Sponsor video will be played before conference sessions. Video will be filmed and edited by EFAO hired contractor. Expressions of interest must be received by October 8, 2020 and filming will take place before November 5, 2020. Sponsors can use their short videos after the conference as they wish.
3. A full-page ad in the conference brochure is 4.75" wide x 7.2" high, printed in black and white. Ads are due by November 1, 2020.
4. A half-page ad in the conference brochure is 4.75" wide x 3.6" high, printed in black and white. Ads are due by November 1, 2020.
5. Recognition will include sponsor logo and link to website and/or social media. Logos will be sized according to sponsorship level.
6. Includes 2 scheduled slots on Trade Show day and opportunity for additional appointments.
7. Curated conference package to be mailed to participants in advance of event. Sponsors and exhibitors can discuss potential of inclusions with EFAO staff. Items due by November 1, 2020.

Virtual Trade Show

Thursday December 3 is a dedicated exhibiting and networking day. This day will consist of exhibitor and community meetings.

On this day, each exhibitor will receive two 1-hour virtual meeting rooms where participants can freely log in to connect. Participants will also be given the option to schedule an appointment at a specific time on that day (or others) as is mutually agreed upon by the exhibitor.

This format is designed to be customized to each exhibitor's availability and preferences. We look forward to working with you to tailor this experience to fit your needs.



Other Ways to Connect

Contribute to the Silent Auction

This year, the annual silent auction will also be held online. We are looking for great prizes to auction with all proceeds going toward EFAO's programs and services.

Sponsor Participant Merch

As part of registration, participants will receive a special delegate package in the mail before the start of the conference. A great way to connect with the audience and increase your company's exposure is to be a part of the conference merchandise included in the package.

