

24th Annual VT Grazing & Livestock Conference

January 17 & 18, 2020

Lake Morey Resort, Fairlee

Sponsorship, Marketing and Tradeshow Materials

- *Do you want to reach a cross-section of Vermont's vital livestock industry?*
- *Do you wish to publicly recognize the importance of grass-based agriculture in the working landscape?*
- *Do you have products or services to share with attendees from 6 states?*
- *Do you want to help the Northeast food system be resilient in a changing climate?*



Join Us!

Sponsorship Details

Enclosed

Reply by **November 22nd** to
maximize benefits!

Hosted and organized by



Conference Sponsorship

Thanks for sharing our excitement about Vermont's growing ranks of pasture and livestock producers! Let this guide help you determine the most appropriate way to choose your level of support.

All sponsors responding by November 22nd receive:

- Listing in the conference registration program (2,000+) and conference proceedings (400+).
- Listing on conference web site (typically 7,000+ visitors from November through the January conference) .
- The opportunity for a 501(c)3 donation and to support farmer education.

Sponsorship Levels & Rewards	Top Grazier	Production Booster	Livestock Lifter	Soil Builder	Sponsor	Supporter
	\$5,000	\$2,500	\$1,250	\$550	\$275	up to \$274
Keynote Area Banner	Yes					
Banner Screen on Conference Mobile App	Yes					
Registration/Tradeshow Area Banners	Yes	Yes				
Public recognition prior to keynote address	Yes	Yes				
Sponsor page on conference website (Sched)	Yes	Yes	Yes			
Conference registrations (includes lunch)	10	6	2	2	1	
Ad in conference registration announcement and conference proceedings	Full page inside cover (color)	Full page black & white (b&w)	1/2 page b&w	1/4 page b&w	1/8 page b&w	
8-foot Exhibitors' table	Full (premium location)	Full	Full	Half	Purchase discount (see next page)	
One year VGFA membership	Business level	Business level	Individual level	Individual level	Individual level	Individual level
Recognition in conference brochure, web site and social media	Premium logo	Logo	Logo	Text	Text	
Recognition in conference program and conference proceedings	Premium logo	Logo	Logo	Text	Text	Text

Frequently Asked Questions:

- What if I miss the deadline? You will miss the registration program, but can still take advantage of most other sponsorship benefits.
- What's a Sched site? Sched is an online workshop & event site where attendees can view in-depth session descriptions, learn more about speakers, set up their schedule plans and more. They can even manage their attendance schedule via a mobile app. Event sponsors at certain levels will be given their own information pages, and the Top Grazier will have their logo on the loading page all mobile app users see. Visit www.sched.org for more information.
- How do I donate food to highlight at conference activities? Contact meghan@vtgrassfarmers.org
- How do I display literature or unattended materials? Contact colene.reed@uvm.edu

When in doubt, contact Conference Coordinator Jenn Colby at jcolby@uvm.edu or (802) 535-7606.



The 24th Annual VT Grazing & Livestock Conference is the premier event in New England for livestock farmers of all management types, animal species and farm sizes. Typically drawing 350+ farmers and livestock service providers from six Northeastern states, this event is an excellent place for your message to go further.

Whether you want to strengthen the longevity of Vermont's dairy industry, invest in the growing markets for local beef and pork, or better understand production of sheep, goats and poultry...there's something here for everyone dedicated to open, working spaces and vibrant livestock agriculture.

Highlights for 2020

Sponsor benefits, such as on-site banners and exclusive web site presence

Higher visibility for vendors & exhibitors with Friday tabling and pre-dinner refreshment times

Sponsor and member pricing benefits

Sponsor "Pay It Forward" Opportunity: Scholarship matching service to support farmer attendance (if some or all registrations are unused by the sponsor).



**Thanks
for Your
Support!**

Advertising

*Do you want to reach new audiences for your livestock products or services?
Are you building your production supply?
Do you have information to share or gather?*

Purchasing ad space is a great way to get your message out to farmers throughout the Northeast raising many types of livestock on differently sized farms with a range of management styles. For one price, your ad will be included in both the conference registration announcement (2,000 copies) and the conference proceedings (400 copies).

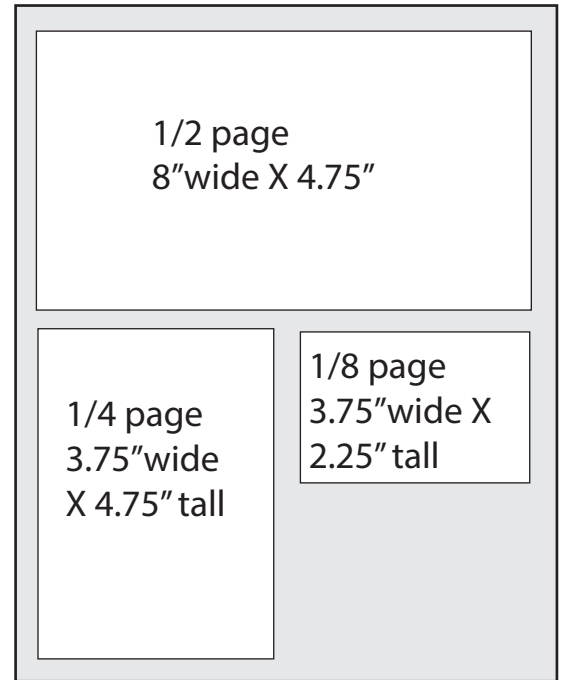
Ad space is available on a first come, first served basis. Sponsors will receive priority placement.

Artwork is due by November 22nd to guarantee inclusion in the conference registration mailing.

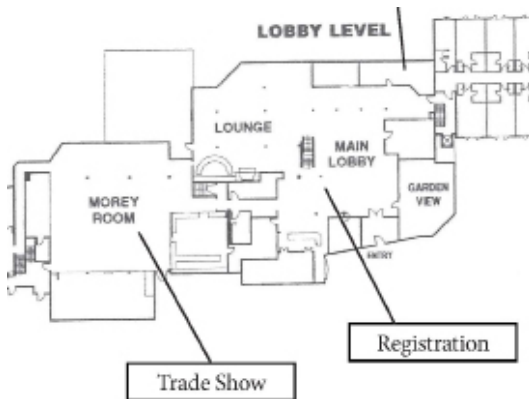
Ads must be black and white. Files received in PDF, TIFF or JPEG acceptable, as long as the resolution settings are high.

Pricing (for non sponsors):

Half page: \$175
Quarter page: \$100
Eight page: \$75



Tabling Displays & Exhibition Space



All display space comes with:
8-foot, draped table * Free electricity * 2 chairs *
Free wi-fi access * Lunch (with early opportunity to eat)

Sponsors will receive priority placement. Space is limited.

Direct table purchases (non sponsor) will include lunch and registration for two (full table) or one (half table) on Saturday. Additional registrations may be purchased.

Targeted exhibition area events:

Friday evening refreshments - Saturday morning & afternoon refreshments - Saturday ice cream social

Exhibition opportunities:

- Friday 4:00 - 7:00 pm (optional, but encouraged for Friday-only attendees)
- Light refreshments) in exhibitors' area served Friday 6:00 - 7:00 pm
- Main conference Saturday 8 am to 5 pm

Tabling Options				
	Non member	VGFA member	Sponsor level	Soil Builder upgrade half to full
Full (8 ft.)	\$250	\$200	\$175	\$75
Half (4 ft.)	\$175	\$150	\$125	

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Sponsorship, Advertising and Display Form

Return form by November 22 to be included in program mailing

Business/Organization:	Contact Person:	
Address:	Email:	Phone:
City/State/Zip	Website:	
Conference attendee(s) if known:		

Sponsorship Packages

- Top Grazier** (\$5,000) Keynote banner, mobile app, full page color ad, table
- Production Booster** (\$2,500) Prominent banner, 6 registrations, full page ad, table
- Livestock Lifter** (\$1,250) Website page, 2 registrations, 1/2 page ad, table
- Soil Builder** (\$550) 2 registrations, 1/4 page ad, 4 ft. display table
 - Upgrade to full table \$50
- Sponsor** (\$275) 1 registration, 1/8 page ad, table discount
 - Full table \$175 Half table \$125
- Supporter** (up to \$274) Choice of membership, program recognition

- Yes, hold our display space
- No, we will NOT be exhibiting
- Yes, reserve our ad space
- No, we will NOT be advertising
- We would like any unused registrations to be used for farmer scholarships.

Advertising (non-sponsor)

Yes, please reserve advertising space. We understand that **artwork must be received by Nov. 22** to guarantee inclusion in both the registration program and the conference proceedings.

- 1/2 page \$175 1/4 page \$100 1/8 page \$75

Display (non-sponsor)

Tabling Options		
	Non Member	VGFA member
Full (8 ft.)	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200
Half (4 ft.)	<input type="checkbox"/> \$175	<input type="checkbox"/> \$150

Payment Information

- Two ways to pay!
- Pay by check (enclosed) Pay by credit card using Paypal

Make checks payable to the VT Grass Farmers Association and mail to:
 VT Grazing & Livestock Conference c/o UVM Extension
 327 US Rte. 302, Suite 1, Barre, VT 05641

If paying by credit card, contact event organizers for banking information.

Sponsorship _____

Advertising _____

Display space _____

Total _____

Questions? Contact Conference Coordinator Jenn Colby at jcolby@uvm.edu, (802) 535-7606 or the UVM Center for Sustainable Agriculture at sustainable.agriculture@uvm.edu, (802) 656-5459.