



TOGETHER | AT THE | FARM

U.P. Local Food Conference

Sponsorship Information

Why Sponsor?

Together at the Farm: U.P. Local Food Conference is hosted by the following organizations:

- U.P. Food Exchange
- Michigan State University (MSU) Extension
- The Marquette Food Co-op
- Western Upper Peninsula Health Department
- Michigan Agriculture Environmental Assurance Program (MAEAP)

With the goal of attracting farmers/growers, restaurants, schools, retail outlets, health professionals, economic developers, elected officials and community leaders, and citizens, the Together at the Farm: U.P. Local Food Conference is truly designed for anyone, and everyone, interested in learning more about local food.

Featuring keynote speaker, Eliot Coleman who is a renowned speaker with more than 40 years of experience in all aspects of organic farming, including field vegetables, greenhouse vegetables, rotational grazing of cattle and sheep, and range poultry. Eliot is also the author of [*The New Organic Grower*](#), [*Four Season Harvest*](#) and the [*Winter Harvest Handbook*](#).

To learn more about the excellent exposure opportunities available for your company or organization, peruse the sponsorship opportunities on the next few pages.

Sponsor Packages

Benefits	Friend \$250	Bronze \$500	Silver \$1000	Gold \$1500	Platinum \$2500	Breaks \$1000	Lunch \$4000	Keynote \$6,000	Sat. Dinner \$4000	Barn Dance \$1000
Onsite recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Additional Recognition						During Break	During Lunch	During keynote	During Dinner	During Barn Dance
Company Supplied Literature in attendee packet		✓	✓	✓	✓	✓	✓	✓	✓	✓
Ad in the conference program		¼ page	½ page	¾ page	Full page	¼ page	Full page	Full page	Full Page	¼ page
Complimentary registration(s)			x1	x2	x4	X1	X4	X4	X3	X1
Tickets to Private Friday Dinner with Eliot Coleman				x1	x2		X2	X4	X4	
Booth Space		✓	✓	✓	✓	✓	✓	✓	✓	✓

- Literature to be included in the participant registration packets and/or advertisements must be received no later than June 30, 2016.
- Complimentary registrations for the day program on Saturday only.
- Space for booths will be given on a first come, first serve basis, until our maximum allotment of space has been utilized.
- For special booth pricing, educational or governmental organizations may contact Betsy Braid at 517-884-7081 or braidbet@msu.edu.

Booth Space

- Space for booths is first come, first serve, until our maximum allotment of space has been utilized.
 - Booth space will be approximately 8 feet wide by 5.5 feet deep. It will include meals for one person.
 - If requested, one 6 foot table will be provided. Exhibitors are welcome to bring pop-up tents. However, tents may not be staked into the ground.
- Booth Times
 - SETUP: Booths can be setup on Friday, July 29 from 2-4 p.m. or Saturday, July 30 from 6:30-7:30 a.m. Booths must be setup no later than Saturday, July 30 at 8 a.m.
 - BOOTHS OPEN: Booths should remain open on Saturday, July 30 from 8 a.m. to 5 p.m.
 - TEAR DOWN: Booths may be torn down on Saturday, July 30 from 6-8 p.m.

Advertising Specifications

Ad Sizes	Vertical Dimensions	Horizontal Dimensions	Bleed Dimensions	Trim Size (for Margins)
Full Page (Full-Color)	8 ½ x 11		8 ¾ x 11 ¼	8 ¼ x 10 ¾
¾ Page (Full-Color)		8 ½ x 8 ¼		8 ¼ x 8
½ Page (Full-Color)		8 ½ x 5 ½		8 ¼ x 5 ¼
¼ Page (Full-Color)	4 ¼ x 5 ½			4 x 5 ¼

- Advertisements must be print-ready and submitted to braidbet@msu.edu no later than June 30, 2016.
- Full -page ad placement for platinum sponsors (eg. back cover) will be chosen on a first come, first serve basis.
- Sizes are all measured in inches. Bleeds (¼ inch) are available on all ad sizes. Minor size adjustments may be made to advertisements to ensure proper placement on the page within the design of the publication.
- For questions regarding advertisements, contact Betsy Braid at braidbet@msu.edu or 517-884-7081.