

# 2019 WINTER CONFERENCE

**WHEN:**  
January 18-20, 2019

**WHERE:**  
Saratoga Hilton & City Center

- One of the largest conferences in the region with more than **1,100 attendees**.
- The Winter Conference hosts more than **100 educational workshops**.
- There are approximately **80 exhibitors** that participate in the trade show.
- Provides **networking opportunities** for farmers, gardeners and consumers.
- In 2019, the Winter Conference will host the second biennial **Seed Conference**.

## SECOND BIENNIAL SEED CONFERENCE

- Gives attendees the opportunity to **share regional seed stories and traditions**.
- Hosts **12 in-depth seed-saving and plant-breeding workshops** for beginners and experts alike.
- Builds **seed sovereignty and seed security** for communities!



## SPONSORSHIP OPPORTUNITIES

Mailed Brochure Deadline: Friday, September 14, 2018 | Conference Program Deadline: Friday, November 30, 2018

Sponsorship Benefits	Winter Conference Sponsorship Levels				Seed Conference Add-On*	
	Silver \$600	Gold \$1,800	Platinum \$2,700	Patron \$4,500	Sprout \$200	Seedling \$500
Sponsorship level and logo on conference signage	✓	✓	✓	✓		
Sponsorship level and logo in mailed brochure	✓	✓	✓	✓		
Sponsorship level and logo in conference program	✓	✓	✓	✓		
Business membership	✓	✓	✓	✓		
Advertisement in conference program**	1/4 Page B & W	1/2 Page B & W	1/2 Page Color	Full Page Color	Upgrade Size & Color	Upgrade Size & Color
Trade show booth (not including electricity)		✓	✓	✓		
Two non-transferable registrations plus meals		✓	✓	✓		
Recognition in eNews			✓	✓		
Recognition on conference website			✓	✓		✓
Recognition on social media			✓	✓		✓
Verbal recognition at conference				✓		
One-day recognition on signage at every workshop				✓		
Recognition on signage at Seed Conference					✓	✓
Recognition in Seed Conference section of program					✓	✓

\*A Winter Conference sponsorship (any level) must be purchased in order to purchase a Seed Conference add-on. Seed Conference add-ons include the Winter Conference sponsorship level benefits purchased, in addition to the Seed Conference add-on benefits.

\*\*Advertisement dimensions can be found on the following page.

## TRADE SHOW BOOTHS - \$500

Conference Program Deadline: Friday, December 14, 2018

- Includes one registration plus meals, and recognition in the conference program.
- You can purchase an additional registration plus meals for \$100. Limit one.
- You can purchase electricity for your booth for \$25.



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## CONFERENCE PROGRAM ADVERTISEMENT OPPORTUNITIES

**Conference Program Deadline: Friday, November 30, 2018**

With more than 1,100 participants attending more than 100 workshops and presentations at this three-day event, advertising in our Winter Conference program is a great way to reach organic farmers, gardeners, and food advocates with your message. In addition to being a benefit of Winter Conference sponsorship, advertisements can be purchased à la carte at the rates below.

Ad Size	Width	Height	Black & White Rate	Color Rate
Full Page	7.375"	9.75"	\$500	\$600
1/2 Page	7.375"	4.6875"	\$275	\$330
1/4 Page	3.5"	4.6875"	\$150	\$180
1/8 Page	3.5"	2.1562"	\$100	\$120

Advertisements must be submitted via email. The preferred format is PDF. Other acceptable formats include JPEG and TIFF. Embed all fonts in PDF files. For color ads, convert colors to CMYK. For black and white ads, submit a gray-scale version. Ads must be at least 300 dpi. Ads submitted after the deadline will not be accepted.

## FOOD DONATION OPPORTUNITIES

- Includes recognition in the conference program, and on conference signage.
- 50% of your wholesale food donation can be credited towards registration or sponsorships.
- Donations are tax-deductible.



## YEAR-ROUND WEBSITE ADVERTISING OPPORTUNITIES

- NOFA-NY's website ([www.nofany.org](http://www.nofany.org)) reaches approximately 6,000 people on a monthly basis.
- Website ad space is limited and will be distributed on a first come, first serve basis.



Web Page	Dimensions	Visibility	Deadline	Rate
Winter Conference	250 x 250 pixels	November - January	October 25, 2018	\$300
Food and Farm Guide	250 x 250 pixels	Three month increments	Varies	\$300
Classifieds	250 x 250 pixels	Three month increments	Varies	\$300
On-Farm Field Days	250 x 250 pixels	June - August	May 25, 2019	\$200
Organic Dairy & Field Crop Conference	250 x 250 pixels	January - March	December 18, 2018	\$150

Advertisements must be submitted via email. The preferred format is JPEG or TIFF. Other acceptable formats include PDF. Embed all fonts in PDF files. Ads must be at least 72 dpi. Ads submitted after the deadline will not be accepted.



**To sponsor us, please visit [nofany.org/save](http://nofany.org/save)**

**For more information, email [info@nofany.org](mailto:info@nofany.org) or call (315) 988-4000**