

October 1, 2011

Dear Friend,

For years, the Organic Growers School has hosted an array of learning and networking opportunities for organic growers of all levels. Through an impressive array of classes (over 120 in 2011), hands-on workshops, a kids program, and both commercial and informational exhibits, our Spring Conference reaches a rapidly growing number of participants, from home gardeners to professional farmers.

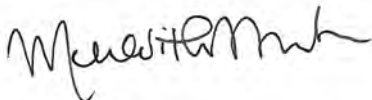
Last March 1700 people from over 18 different states and Canada attended the OGS Spring Conference. For our 19th Annual event, scheduled for March 3 & 4, 2012, the Organic Growers School Spring Conference will again be held at the University of North Carolina-Asheville, right in the heart of town. A much-anticipated event, our Spring Conference has been described by attendees as “the peeling off of winter,” and “an inspiration for the new growing season, as well as the growing organic food movement.”

The Organic Growers School Spring Conference is a one-of-a-kind convergence that brings food producers and consumers together to celebrate food and community, to teach, and to learn. Time and again, our event attracts more people than any other conference in our region. You are receiving this letter because your business or organization already demonstrates a commitment to organic and sustainable agriculture. You know that the food revolution is multi-tiered. It is taking place in farm fields, backyards, community gardens, and shopping carts. Everyone is a stakeholder. The Organic Growers School is unique because our educational delivery features something for everyone. We invite you to bring your perspective in 2012, and reach some of the most energetic players in the campaign for real food.

By joining us as a 2012 sponsor and/or silent auction donor, you will receive exposure to the large and diverse audience our conference attracts. Sponsors also receive excellent exposure in our promotional materials, including our website, poster, and registration packet—mailed to over 3500 recipients! We are also proud to offer sponsors complimentary exhibitor booth and/ or admission tickets. As an exhibiting sponsor, you may want to explore the option of giving a vendor talk or vendor tour, allowing you to present yourself in detail to a perfect audience of farmers, gardeners, and consumers. Finally, your contribution would find you amongst a core of proud folks who already back this important event.

We hope you'll join us in 2012. Please take the time to look over the attached sponsorship and exhibitor information and make your contribution by December 1st, 2011. This timing will ensure that you reserve your place in all of our Spring Conference promotions.

With many thanks for your consideration,



Meredith McKissick
Director, Organic Growers School



19th ANNUAL

**Organic
Growers
School**
spring conference



March 3 & 4, 2012
Asheville, NC
UNC-Asheville Campus

SPONSOR BENEFITS

Sponsorships for the Spring Conference are appreciated at any time, but for optimum exposure, sign up by
December 1st!

BOUNTIFUL (\$1000+) Sponsor receives:

- 1/4 page advertisement in OGS program (full color, received by 1700+ participants)
- Top Tier Logo placement in OGS Registration form (3500+ recipients and public placement throughout region)
- Logo placement in OGS poster (placement throughout region)
- Logo placement on OGS website (ongoing)
- Mention in all OGS press releases
- 2-day Exhibitor Booth (6' x 3' standard booth)
- 2 admissions (including lunch) to the conference (\$180 value)
- Option of giving vendor talk

HARVEST (\$500+) Sponsor Receives:

- Medium formatted ad in OGS program (full color, received by 1700+ participants)
- Logo placement in OGS Registration form (3500+ recipients and public placement throughout the region)
- Logo placement on OGS Website (ongoing)
- Mention in all OGS press releases
- 2-day Exhibitor booth (6'x3' standard booth)
- 2 admissions (including lunch) to the conference (\$180 value)
- Option to give vendor talk

SOILBUILDER (\$250+) Sponsor Receives:

- Small formatted ad in OGS Program (black and white, received by 1700+ participants)
- Logo placement in OGS Registration form (3500+ recipients and public placement throughout region)
- Logo placement on OGS Website (ongoing)
- Mention in major OGS press releases
- **CHOICE** between **EITHER** 2-day exhibitor booth (6'x3' standard booth) **OR** 2 admissions (including lunch)

FRIEND (\$100+) Sponsor Receives:

- Name listed in Friends roster in OGS Program (1700+ participants)
- Name listed in OGS Registration Form (3500+ recipients and public placement throughout region)
- Name listed on OGS Website (ongoing)
- One-day conference admission (including lunch) (\$50 value)

SILENT AUCTION DONOR Receives:

- Name listed in OGS Program (1700+ participants)
- Discounted ad rates for OGS Program

Please note that in-kind contributions (including media sponsorships) are valued at \$0.50/\$1.00

QUESTIONS? Contact Meredith McKissick at 828.582.5039 or meredith@organicgrowersschool.org



MARCH 3 & 4, 2012 • UNC-Asheville

SPONSOR REGISTRATION

Date to Remember: **December 1, 2011.**

For optimum exposure, sign up by this deadline! **If you are sponsoring at the \$250 level or above please email us a black and white AND a color copy of your logo no later than December 1st.**

Business Name: _____

Contact Person: _____ **Contact Phone #:** _____

Contact Email: _____ **Website:** _____

Mailing Address: _____

City: _____ **ST:** _____ **Zip:** _____ **Are you a non profit?** _____

Step 1: PLEASE SELECT A SPONSORSHIP LEVEL

- A. Bountiful Sponsor (\$1000+) _____
- B. Harvest Sponsor (\$500+) _____
- C. Soilbuilder Sponsor (\$250+) _____
- D. Friend Sponsor (\$100+) _____

Step 2: PLEASE INDICATE YOUR PARTICIPATION*

*Please note that **SOILBUILDER** Sponsors must choose either option A or C.

- A. I will be taking advantage of my exhibitor booth _____ **(fill out exhibitor reg.)**
- B. I would like to upgrade my booth to a corner booth \$50 _____ large booth \$100 _____
- C. I will be taking advantage of my admission(s) _____
- D. I would like to offer a vendor talk. Please call me to discuss _____
- E. I would like to donate to the silent auction. Please call me to discuss _____
- F. Not attending. Please donate my event benefits to the scholarship fund _____

Step 3: PLEASE INDICATE YOUR PAYMENT PREFERENCE

- A. I have enclosed payment in the amount of \$ _____
- B. I would like OGS to mail me an invoice _____

Step 4: SUPPLY YOUR LOGO

If you are sponsoring at the \$250+ Soilbuilder level or above, please be sure to email us a black and white AND a color copy of your logo by December 1st. Email to meredith@organicgrowerschool.org

Step 5: SUBMIT THIS FORM

Mail to: Organic Growers School • 788 Mt. Hebron Rd. • Old Fort, NC • 28762
 Email to : meredith@organicgrowersschool.org

THANK YOU FOR YOUR CONTRIBUTION!

**MARCH 3 & 4, 2012
UNC-Asheville**

**INFO for
EXHIBITORS**



1. In order to ensure equitable placement, and an appropriate use of exhibitor hall space, **there are four booth options, differentiated by size and price.** Please note the sizes and details below. Select your preferred booth size according to how much merchandise you plan to display. Note that the staff in charge of the exhibitor hall reserves the right to ask you to remove merchandise that extends beyond your designated booth space.
OPTION A: **Standard Booth** (6' x 3') includes one six foot table and two chairs. (\$125 full weekend, \$100 one-day)
OPTION B: **Corner Booth** (6' x 9') includes two six foot tables and two chairs (\$175 full weekend, \$125 one-day)
OPTION C: **Large Booth** (10' x 10') includes two six foot tables and two chairs (\$200 full weekend, \$150 one-day)
OPTION D: **Outdoor Showcase** (10' x 12') with extended display area. Includes easy up tent shelter, two six foot tables, and two chairs. Located outside of the exhibit hall building, directly adjacent to the main building entrance. (\$250 full weekend, \$150 one day)
2. Once you have chosen your booth option and paid your exhibitor fee, your booth will be assigned by OGS staff based on several factors, including your display height, type of merchandise, and order of registration. Note that there are more standard booths available than any other option. If you are interested in a corner or large booth, early registration will lead to better placement within the hall.
3. We will not allow displays that are larger than your assigned booth space. No exceptions.
4. Wireless internet will be available to all vendors at no extra cost. We will not know the access information until the weekend of the event, so please simply request the password from the exhibit hall staff upon arrival.
5. The exhibitor hall will be open from 8:00 am until 4:00 pm, both Saturday March 3 and Sunday March 4. Please do not leave early.

6. Load in times are between 5-9 pm on Friday March 2, and between 7-8 am on Saturday and Sunday mornings. There will be no late set ups. Access to a loading dock is available for all vendors, but exhibit hall staff will regulate traffic in the space to ensure that all vendors have access to the loading dock. Please be respectful of other vendors. *If you have a huge amount of merchandise to unload, please bring your own hand truck or rolling cart*, to ensure equitable use of our shared cart. We are exploring a separate load-in time for vendors with complicated set-ups who may need more time in the loading dock. If you feel that your booth falls within this area of need, please let us know. If we have enough requests from larger vendors for a separate load-in, we will establish a time for this.
7. All exhibitors will be located in the Alumni Hall room in the Highsmith Union Building at UNC-Asheville, with the exception of three outdoor showcase booths, which will be located next to the main entrance on the first floor of the Highsmith Union Building.
8. There will be no coffee or snack booths within the exhibitor hall this year. There will be coffee and food for sale in the grotto (adjacent to the exhibitor hall) throughout the day. Bring your own mug and enjoy a discount. You may eat and drink at your booth.
9. Lunch is not provided for exhibitors. Note that lunch is for sale in the grotto starting at 12:00 pm. Exhibitors have a chance to purchase early. General attendees do not gain access to lunch until 12:30. Please take advantage of the extra time you have been granted. If you are a sponsor at the \$500 level or higher, you will be provided with a lunch voucher which you can present to food vendors starting at 12:00 pm.
10. If you are an exhibiting sponsor at the \$250 level or higher, you are entitled to a 6' x 3' standard booth that comes as a sponsor benefit. If you are interested in upgrading to a larger booth, you will be charged the difference. (Example: an exhibiting sponsor wishing to upgrade to a corner booth will be charged \$50)
11. If your business is a non-profit, you will be charged the one-day price for the full weekend for a standard booth. However, if you require a corner booth or a large booth, regular rates will apply.
12. If you contact us after the exhibit hall is full and you would like to be a vendor at the conference, we will maintain a waiting list, and are exploring overflow space within the Highsmith Union Building.
13. If you have questions about exhibitor arrangements, please contact:

Meredith McKissick
828.582.5039 or meredith@organicgrowersschool.org



March 3 & 4, 2012 • UNC-Asheville

**EXHIBITOR
REGISTRATION**

***Please note that exhibitor space is available on a first-come, first-served basis. Please read the attached letter to exhibitors very carefully to learn of changes to our exhibitor arrangements.

Questions? Contact 828.582.5039

Business/Organization Name: _____

Contact Name: _____ **Contact Phone #:** _____

Contact Email: _____ **Website:** _____

Mailing Address: _____

City: _____ **ST:** _____ **Zip:** _____ **Are you a non-profit?** _____

STEP 1: PLEASE CHECK YOUR PREFERENCE:

A. Standard Booth (6' x 3')

Full Weekend \$125 _____ **or One Day (Circle) SAT/SUN \$100** _____

B. Corner Booth (6' x 9')

Full Weekend \$175 _____ **or One Day (Circle) SAT/SUN \$125** _____

C. Large Booth (10' x 10')

Full Weekend \$200 _____ **or One Day (Circle) SAT/SUN \$125** _____

D. Outdoor Showcase (10' x 12'+)

Full Weekend \$250 _____ **or One Day (Circle) SAT/SUN \$125** _____

*****Note: Non profits get the one-day fee all weekend for standard booths*****

STEP 2: PLEASE ANSWER ALL OF THE FOLLOWING QUESTIONS:

1. What is the height of your display? (Yes, please measure it.)
2. Will you be selling large items that require access to the loading dock?
3. Do you require electricity?
4. Other considerations for your booth (these may not be granted):

STEP 3: ENCLOSE YOUR PAYMENT ALONG WITH THIS FORM. Your exhibitor registration will not be processed without payment. Our receipt of this form without payment does not hold your spot. Area will fill on a first-come, first-served basis. Booth location will be assigned by OGS staff.

Total Payment Enclosed: \$ _____

STEP 4: SEND FORM:

788 Mt Hebron Rd. ♦ Old Fort NC 28762 or meredith@organicgrowersschool.org