

FOUR WAYS TO GET NOTICED!

NOFA 34th Annual Summer Conference
August 8-10, 2008
University of Massachusetts, Amherst, MA

–Reach an informed, active group of **1,500+** farmers, consumers, gardeners, educators, and activists with your product or service.

–Exhibit **Friday noon through Sun. 3 pm.** Exhibit tent is open to the general public on Saturday afternoon during the **Old-Time Country Fair**. See the Conference Registration Form or www.nofamass.org for more info on Conference events!

1) Exhibit or Sell at the Conference!

Exhibitors are in the middle of the action for the duration of the conference. Animal exhibits can be accommodated all weekend. Exhibit Friday noon through Sunday 3 pm. Set up in the Exhibit tent or outside. Attend conference events at a discounted rate, or not. (One person per table--additional persons pay the full rate). Non-profits get a discount. If you can't attend, send us literature to display for a small fee. See below for rates.

All exhibitors Must register for the conference. See the Conference Registration Form.

2) Advertise in the Program Book!

An ad in the program book gets your message out! Program books are kept for valuable reference throughout the next year. Full, half, or quarter-page (wide or tall) available. Enclose correctly sized, clean, camera-ready ad with your payment, or email ad to donpersons@yahoo.com. Ad must be in .pdf (preferred), .tif or .jpg. **Please double-check for sizing.** You may send an ad in another format or needing layout for an additional fee, limit 1 edit. See below for ad dimensions and rates. Ads should be in black & white.

Note: If you advertise in The Natural Farmer you are eligible for a discount on your program book ad. Contact Don Persons for more information.

3) Support the Conference Financially!

Supporters, Benefactors and Sponsors receive special thanks and/or conference benefits. See below for details. See the Conference Registration Form for details on how to contribute to the Farming Education Fund!

4) Display and Sell Your Homemade Products at the Saturday Fair!

See the Conference Registration Form or www.nofamass.org for details.

Please Enter Contact Information As You Would Like It To Appear In The Program Book

Name/ Business Name	
Address/Phone	
Email/Website	
Item	Amount
Exhibitors --Full table (2.5' x 8') in tent, table provided. \$250/table with events (1 person), \$150 without	
--Half Table in tent, table provided. \$205/table with events (1 person), \$100 per table without	
--200 sq. ft. outside tent, you provide table, \$250/space with events (1 person), \$150 without	
--Non-profit organization -- 20% discount (for full table only)	
--Literature Display Only--ship to Don Persons at below address by July 26--\$15	
Advertisers --Full Page -- 4 5/8" wide x 7 1/2" tall -- \$200	
--Half Page -- 4 5/8" wide x 3 5/8" tall -- \$100	
--Quarter Page -- 2 1/8" wide x 3 5/8" tall OR 4 5/8" wide x 1 3/4" tall -- \$60	
--Discount for <i>The Natural Farmer</i> advertisers--contact Don Persons for more info	
--Additional layout for ads not camera ready or not in .pdf, .tif or .jpg--limit 1 edit--\$25	
Sponsors -- Supporter -- \$1 to \$250--receive special thanks in our program book	
--Benefactor--\$251 to \$499--receive extra special thanks in our program book!	
--Silver Sponsor--\$500-\$999--full page ad, name/logo on conference signage, program cover & website	
--Gold Sponsor--\$1,000 or more--receive above plus exhibit space with events	

Make check payable to **NOFA Summer Conference** and mail payment with this form to:

Don Persons, 271 Northampton Rd, Amherst MA 01002

(413) 253-0181 donpersons@yahoo.com

www.nofamass.org

Total Amount Enclosed	
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