



SOIL MATTERS: ORGANIC FROM THE GROUND UP 15TH ANNIVERSARY CELEBRATORY CONFERENCE & TRADE SHOW



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***"EXCELLENT OPPORTUNITY
FOR RAISING PROFILE OF
THE COMPANY."***

- 2014 Trade Show Exhibitor

ACORN
Atlantic Canadian Organic Regional Network

INVITATION FROM ACORN:



The Atlantic Canadian Organic Regional Network (ACORN) is a dedicated and growing organization working together with farmers, consumers and business owners, to bring the whole system of organic agriculture together. We are pleased to inform you that ACORN's 16th Annual Conference and Trade Show will be held this year from November 23-25th, 2015, at the Delta Prince Edward in Charlottetown, PEI, and it marks ACORN's 15th year as an organization!

The ACORN conference is the largest of its kind in Atlantic Canada, and is known across the country for its high quality workshops and networking opportunities. This year, ACORN is preparing to host over 500 attendees, hailing from Eastern Canada, Ontario, Québec, and the Northeastern United States.

Centrally placed in the Workshop Foyer (adjacent to all workshop spaces) the ACORN Trade Show will be the hub of the conference venue. This preferred placement allows trade show exhibitors to attract hundreds of participants from a wide range of food and farming interests, making this one of the most cost-effective means of making contacts and connections with the ecological and organic agricultural industry.

We encourage you to consider the diverse sponsorship opportunities we have outlined in this information package, from our **Platinum Seed** level (which allows you to brand a workshop room in your company's name) to our most accessible and grassroots **Sponsor a Speaker** level. We are pleased to offer opportunities for every business to increase their presence at the conference this year (**page 3**)! Each sponsorship level presents unique opportunities for you to showcase your company and show your support of organics in Atlantic Canada - and beyond!

The 2015 ACORN Conference and Trade Show will include dozens of incredible and inspirational speakers, and this year will feature a Soil Symposium on the first day of the conference featuring Jeff Moyer, of the acclaimed Rodale Institute. As a trade show exhibitor you will have prime access to what is sure to be the largest crowd of organic and ecological agriculture and food advocates in 2015!

Space is very limited. We encourage you to book ASAP (**preferably before August 1st**). We accept only 40 exhibitors and always sell out. In addition to booking your trade show table, you will want to make your hotel reservation at the Delta Prince Edward (**page 9**), specifying that you're with ACORN in order to benefit from our special ACORN rate.

You will find all registration and trade show details enclosed, including detailed information about sponsorship opportunities. As always, if you do not see a package that meets your needs, or if you have any questions about the Trade Show and Conference, please do not hesitate to give us a call at the office at 1-866-322-2676.

Tara Scott

ACORN 2015 Conference & Trade Show Coordinator



SPONSORSHIP OPPORTUNITIES

Show your support for a growing industry by getting excellent exposure at the sector's most prominent organic event in the East!

PLATINUM SEED - Sponsor a Room (\$5000)

This is your opportunity for ultimate exposure! All of our workshops take place in numbered conference rooms (capacity 100 - 250 people), and we invite you - as a Platinum Sponsor - to brand a room in your company's image! In addition to all the Golden Sun benefits, the Platinum room option places your company front and centre, tying your name to important conference events and workshops. On-site visual branding includes signage throughout the hotel, and the conference room, as well as on every slide of the sponsorship presentations featured during breaks, plenaries and the evening banquet. You will also benefit from listings in the official program, and ongoing references by participants to your company throughout conference events. This is a unique sponsorship opportunity and we only have four rooms to work with so BOOK SOON! The Sponsor A Room option comes with a host of other benefits as well, see the following page for full details.

GOLDEN SUN - Trade Show Finest (\$3000)

This sponsorship package is for the business or organization looking for excellent exposure at the trade show! In addition to priority placement in the exhibit area, your company will enjoy the largest booth space, with an extended-space package of up to 10'! You can also bring up to 3 delegates on full conference passes. ACORN will give verbal recognition at all major conference functions and your logo will be featured on every slide of the sponsorship presentation, featured during breaks, plenaries and the evening banquet. See the chart on the following page for more details.

SILVER WATER - Trade Show PLUS! (\$2000)

Everything you wanted as a part of your trade show package along with additional benefits to bump your company's profile, with a personal touch! In addition to literature distribution, and visual recognition on the sponsorship presentation featured during breaks, plenaries and the evening banquet, you'll have a special opportunity to introduce one workshop of your choice (including a chance to introduce your company and invite people to visit you in the trade show).

BRONZE SOIL - Sponsor a Speaker: (\$1000 full or co-sponsor \$500)

ACORN's annual conference is widely recognized for the high quality education it delivers, and it is our speakers who make this possible. The Sponsor A Speaker option is your opportunity to directly impact the quality and delivery of the conference by making an affordable, but critically important investment in our presenters. The Sponsor A Speaker option comes with a host of other benefits as well, see the following page for more details. For the full speaker list, see the conference program online: www.acornconference.org.



“VERY WELL ORGANIZED, VERY WELL ATTENDED. WE MET MANY EXISTING CUSTOMERS AS WELL AS MANY PROSPECTIVE NEW CUSTOMERS!”

-2013 Trade Show Exhibitor

SPONSORSHIP CONT'D

PLATINUM SEED/SPONSOR A ROOM



Brand your company name as one of four workshop rooms! LIMITED!

GOLDEN SUN



Nothing's as bright as the sun!

SILVER WATER



So excited we wet our plants.

BRONZE SOIL



Bronze Soil Sponsor a Speaker!

The chance to brand your company name as one of the workshop rooms during the entire ACORN Conference!

Extra wide Trade Show space (regular table = 6' table)

Priority placement in Trade Show

Full Conference Pass (includes 100% organic, locally-sourced banquet)

One-Year ACORN Membership

Verbal Recognition

Complimentary banner ad in conference program

Opportunity to deliver a personalized message of support at a major function such as the Kick-Off or Banquet

Prominent presence on powerpoint acknowledging your company's sponsorship level

Complimentary banner ad with link to your website in monthly e-newsletter (4100 subscribers!)

Logo in print Conference advertising (posters, handbills, large ads, etc)

Recognition in ACORN quarterly newsletter

Facebook (3500+ "likes") & Twitter (1500+ followers) posts

✓
(Only 4 workshop rooms available!)

✓
(10')

✓
(1st pick!)

✓
(x 4 passes)

✓
\$250 sponsor

✓
(Kick-off & Banquet, plenaries, and every time your room is mentioned!)

✓

✓

✓
(1 full slide and logo on every slide!)

✓
(pre and post-Conference e-news)

✓

✓
(x2 ads either 1/4 page or banner)

✓

✓
(10')

✓
(2nd pick!)

✓
(x 3 passes)

✓
\$100 business

✓
(Kick-off & Banquet and all plenary sessions)

✓

✓
(logo on every slide!)

✓
(post-Conference e-news)

✓

✓
(x1 banner ad)

✓

✓
(8')

✓

✓
(x2 passes)

✓
\$100 business

Opportunity to introduce 1 workshop

✓
(2 slides with your logo)

Full

Co-Sponsor

*
Banquet Tickets (x2)

*
Banquet Ticket (x1)





✓
(During every workshop your speaker presents!)

✓
(1 slide)

✓

ADDITIONAL SPONSORSHIP & ADVERTISING OPPORTUNITIES

(The items listed below can be purchased separately from the Sponsorship options):

	PLATINUM SEED/SPONSOR A ROOM  <i>Brand your company name as one of four workshop rooms! LIMITED!</i>	GOLDEN SUN  Nothing's as bright as the sun!	SILVER WATER  So excited we wet our plants.	BRONZE SOIL  Bronze Soil <i>Sponsor a Speaker!</i>	
1-year Rotating Ad on ACORN's website (\$300)	✓	✓	✓	✓	✓
Product / literature distribution in Conference welcome package (Distributed to 500+ Conference goers) (\$150)	✓	✓	✓		



Special **Grow A Farmer** Options! **Contribute to ACORN's Grow A Farmer Bursary Fund: Sponsor the attendance of a new (under five years of farming) or aspiring farmer (under three seasons of agricultural experience) to participate in the full-three day Conference to gain plenty of information that will benefit the future of their farming careers! (\$300)**



In-kind contributions also have an important role to play in reducing costs and adding value to the Conference experience, for example, ACORN loves to feature 100% organic items on our menu or to supplement our breaks. In-kind sponsorship will be negotiated on a case-by-case basis. Generally speaking, in order to receive sponsor benefits, an in-kind gift must either directly offset a cost that would otherwise be incurred in organizing this event or greatly enhance participant experience. Please inquire for more details.



“GREAT OPPORTUNITY TO MEET TONS OF CONTACTS AND SEE WHAT'S HAPPENING WITH FARMING IN THE MARITIMES!”

- 2012 Trade Show Exhibitor

REGISTRATION FORM

Trade Show Packages and Sponsorship Options	PRICE	✓	TOTAL
Platinum Seed/Sponsor A Room (see previous page for details)	\$5000+		
Golden Sun (see previous page for details)	\$3,000+		
Silver Water (see previous page for details)	\$2,000		
Bronze Soil (see previous page for details)	\$1000 or \$500		
Trade Show* 6' space for table top exhibits (6' table, tablecloth & chairs) and 1 full pass (meals included).	\$795 sponsor \$850 business \$895 non		
Trade Show Extended Space package* (6' table, tablecloth & chairs) with 1 full pass (meals included). Ideal for those with stand-alone exhibits (pop-up booths) up to 8' wide. For booths wider than 8', please contact ACORN (or see sponsorship opportunities).	\$895 sponsor \$950 business \$995 non		
Non-profit / Community Group table 6' table and two chairs. Tables are limited and intended for non-profit / community groups that have annual budgets below \$30K, so please book as early as possible. Workshop passes and meals are not included.	\$200		
ADD-ONS: These options can be purchased separately or in addition to the sponsorship benefits!			
1-Year Rotating Ad on ACORN website & conference website	\$300		
Literature Distribution	\$150		
Contribute to ACORN's Grow A Farmer Bursary Fund	\$300		
Logo on ACORN Conference website with direct link	\$100		
1-Year ACORN Sponsor Membership (member discount applies immediately!)*	\$250		
1-Year ACORN Business Membership (member discount applies immediately!)*	\$100		
Additional Workshop Pass(es) This is a limited offer for trade show delegates only . Prices will increase after offer expires on August 15, 2015. Includes full conference pass with meals.	\$175 sponsor \$200 business \$225 non		
* If passes / meals are not desired as part of your trade show package, please deduct \$100	(-\$100)		
In-Kind Contribution			
TOTAL (please add up your total amount)			

Type of Business / Organization:

- Producer
- Processor
- Retailer/Restaurant/Food Business
- Certifying Body
- Professional Services
- Academic / Institution
- Inputs / Supplies
- Seed Supplier
- Other:



Business / Organization	_____		
Contact	_____		
Name(s) to appear on Badge(s)	_____		
Mailing Address & Postal Code	_____		
Phone Number(s)	_____		
Email	_____		
Website	_____		
Preferred Booth #	# 1st Choice:	#2nd:	#3rd:

Payment Options

- Credit Card (Visa / MC)
- Cheque (to ACORN)
(Cheques must be received by **August 1** to secure your registration)

*Please take note that our Trade Show sells out every year with waiting lists, so don't delay—book today! (50% deposit or full payment is required to secure your registration.) Please note that ACORN charges a 10% administrative fee to process any refunds. **No refunds will be issued after November 1st.***

Credit Card Type	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard
Card #	_____
Expiry Date	_____

Please scan & e-mail, mail, or fax this form to:
ACORN P.O. Box 6343, Sackville, N.B., E4L 1G6
(e) transition@acornorganic.org
(phone) 1-866-322-2676 or (506) 536-2867 (fax) (506) 536-0221

ACORN MEMBERSHIP BENEFITS



Quarterly Print newsletter

Local Organic Guide (print directory)

Free access to webinars

Free access to Grow A Farmer mentor

Workshop discounts (where applicable)

Conference registration discount

Free classifieds

Organic promotional materials (such as weather proof signage)

Member certificate

Full promotion at AGM

Website advertisement

Print advertising opportunities

Trade show discount

Organic branding

	\$50 individual	\$100 farm/business	\$250 sponsor
Quarterly Print newsletter	1 copy	1 copy	<i>additional copies if desired</i>
Local Organic Guide (print directory)	1 copy	1 copy	up to 3 copies if desired
Free access to webinars	✓	✓	✓
Free access to Grow A Farmer mentor	✓	✓	✓
Workshop discounts (where applicable)	✓	up to 2 associates	up to 4 associates
Conference registration discount	✓	up to 2 associates	up to 4 associates
Free classifieds	✓	✓	✓
Organic promotional materials (such as weather proof signage)	if certified organic	if certified organic and/or for any distribution materials (e.g. brochures)	if certified organic and/or for any distribution materials (e.g. brochures)
Member certificate	-	-	✓
Full promotion at AGM	-	-	opportunity for logos, banners, info-table
Website advertisement	-	-	one ad (can change up to 4 times/year)
Print advertising opportunities	-	\$10 newsletter ad discount	\$10 newsletter ad discount and up to a 10% discount on all other advertising opportunities in ACORN's print publications
Trade show discount	-	up to \$50 off	up to \$200 off!
Organic branding	-	-	✓

TRADE SHOW FLOOR PLAN

Delta Prince Edward, Charlottetown, PEI

100% OF TRADE SHOW EXHIBITORS SAID THE ACORN SHOW IS GOOD VALUE FOR THEIR BUSINESS

- 2013 Trade Show Evaluations

“MY SECOND ACORN CONFERENCE. WELL DONE! WILL LOOK FORWARD TO ATTENDING PEI/2015.”

- 2014 Trade Show Exhibitor

Trade Show Notes:

Electrical: There are electrical outlets throughout the entire Trade Show space. If you require electrical, please bring extension cords.

Security: Please note that ACORN is not responsible for any lost or stolen items. The location of the trade show space is publicly accessible, therefore any valuable items must be stowed and/or secured at the end of the trade show hours.

Staffing Booths: Although we understand that delegates cannot be at their booths 100% of the time, ACORN strongly prefers that you have consistent representation at your trade show booth to make the show and space as dynamic as possible, and to provide opportunities for guests to learn more about your services

Dynamic Booths: It goes without saying that dynamic booths receive the most attention, i.e. those that have something to offer clients receive more attention. On that note, you are welcome to have a draw, prizes, or handouts at your booths, in fact it's encouraged!

Chairs & Tablecloth: Each booth will come with two chairs and a plain tablecloth. You are responsible for bringing anything else you might need (drapery, etc). Please note that regular trade show tables are all 6' tables with 2' of space between you and the next table. If you require a larger booth space, please indicate this in the sign-up options on page 6.

Booth Options: Please note that larger-space booth options are limited and priority will be given to our sponsors. Booths 1, 8, 9, 14, 20, 21, 27, 31, 36 & 41 are all extended tables. These larger booth locations (reserved for Platinum/Gold sponsors) are indicated by the blue (or darker) tables on the map.

Set-up Times are:

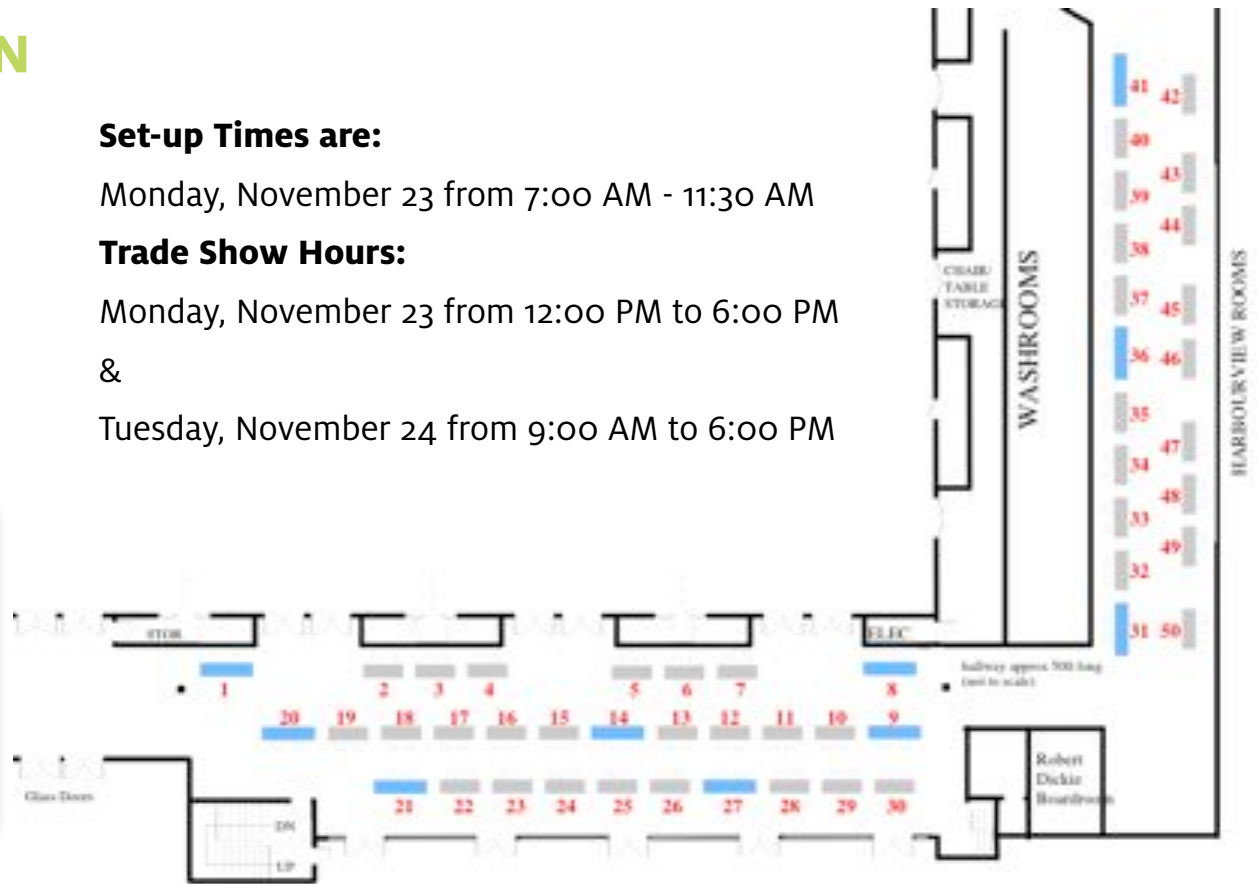
Monday, November 23 from 7:00 AM - 11:30 AM

Trade Show Hours:

Monday, November 23 from 12:00 PM to 6:00 PM

&

Tuesday, November 24 from 9:00 AM to 6:00 PM



ADDITIONAL INFORMATION

HOTEL DETAILS

All conference events are taking place at the beautiful Delta Prince Edward located on Charlottetown's waterfront at 18 Queen Street, Charlottetown, PEI C1A 4A1. To book your hotel room at ACORN's special rate of \$125/night, call: 1-877-450-7752, or visit [The Delta Prince Edward's website](#), with a special link to ACORN's discounted rate hyperlinked in this document to make a reservation online.

Don't forget to mention that you are booking under ACORN's special and/or give them code ACORN1117. **Reserve by Friday, October 23, 2015** to qualify for this highly discounted room rate!

CHARLOTTETOWN INTERNATIONAL AIRPORT

The Charlottetown Airport is located at 1250 Maple Hills Ave, Charlottetown, PE C1C 1N2, about 8 KM from the hotel site, less than a 15 minute drive from the hotel.

If you do not have a vehicle, to get to and from the airport, though there is no public transit direct from the Airport, there are several cost-varying options:

- [Yellow Cab PEI](#) will take you from the airport to any location within Charlottetown for a \$10- \$12 fare.

- [Car Rentals](#) can be made at the airport with various companies, including Budget and Enterprise. For full details, visit the Airport's website: www.flypei.com/car_rentals

Please note flying into Greater Moncton International Airport is another option. The Moncton Airport, located at 777 Aviation Ave, Dieppe, NB E1A 7Z5, is 161 km from the hotel, about a two hour drive, and includes a bridge toll of \$45.50 for a standard 2 axle vehicle on the Confederation Bridge.

PARKING AT THE DELTA

Please note that the Delta Prince Edward has an underground parking garage for hotel guests. The rates will be discounted for hotel guests at \$10/day. The Delta also offers a valet parking service for \$18.25/day (plus taxes).

For additional parking requirements, there are several parkades in Charlottetown, the closest of which to the hotel is the [Pownal Parkade located on 100 Pownal Street, Charlottetown, PE C1A 3W5](#). The cost of parking at the Pownal Parkade is \$6.65 plus HST (daily max).

