



HONOURING OUR ROOTS SOWING OUR FUTURE



***“EXCELLENT EXPOSURE
TO POTENTIAL
CUSTOMERS”***

- 2013 Trade Show Exhibitor

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INVITATION FROM ACORN'S EXECUTIVE DIRECTOR:

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 15th Annual Conference and Trade Show will be held this year from November 12-14th, 2014, at the Halifax Marriott Harbourfront Hotel in Halifax, NS.

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 we are pleased to be partnered with Food Secure Canada for their 8th National Assembly (November 13-16th, same location)- a national organization that will attract hundreds of participants from across the country for its bi-annual conference and present a great opportunity for community collaboration*. As a result we are preparing to host well over 500 attendees, hailing from Eastern Canada, Quebec, and the Northeastern United States.

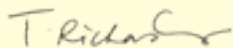
Centrally placed in the Main Foyer and Halifax Ballroom (adjacent to all workshop spaces) the ACORN Trade Show will be the hub of the conference venue. This preferred placement allows trade show exhibitors to attract hundreds of participants from a wide range of food and farming interests, making this 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 2014 ACORN Conference and Trade Show will include dozens of incredible and inspirational speakers, featuring a keynote address by the world-renowned Dr. Vandana Shiva, attracting hundreds of participants and guests. As a trade show exhibitor you will have premiere access to what is sure to be the largest crowd of organic and ecological agriculture and food advocates that we've ever seen!

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 Halifax Marriott (**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 (including features at our upcoming Beginner Farmer Symposium-August 18th!). 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 feel free to give us a call at 1-866-322-2676!



Theresa Richards,
ACORN Executive Director

**If you are interested in joint-sponsorship opportunities for these two exciting events, please inquire.*



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

- 2013 Trade Show Evaluations



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). 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 enables ACORN to showcase your support of the event, placing your company front and centre, and tying its 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 more 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, including entrance to Dr. Vandana Shiva's address on Thursday night. 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 full 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.



“YES, 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



NEW!

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!

✓
(Only 4 rooms available!)

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

✓
(10')

✓
(10')

✓
(8')

Priority placement in Trade Show

✓
(1st pick!)

✓
(2nd pick!)

✓

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

✓
(x 4 passes)

✓
(x 3 passes)

✓
(x2 passes)

*
Banquet Tickets (x2)

*
Banquet Ticket (x1)

One-Year ACORN Membership

✓
\$250 sponsor

✓
\$100 business

✓
\$100 business

Verbal Recognition

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

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

✓
(During every workshop your speaker presents!)

Complementary banner ad in conference program (Rural Delivery)

✓

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

✓

Opportunity to introduce 1 workshop

Prominent signage and powerpoint acknowledging your company's sponsorship level

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

✓
(logo on every slide!)

✓
(2 slides with your logo)

✓
(1 slide)

Complimentary banner ad with link to your website in monthly e-newsletter (3300 subscribers)

✓
(pre and post-Conference e-news)

✓
(post-Conference e-news)

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

✓

✓

✓

Recognition in ACORN quarterly newsletter

✓
(x2 ads either 1/4 page or banner)

✓
(x1 banner ad)

✓
(logo in pre and post- Conference newsletter)

Facebook (2800+ "likes") and Twitter (800+ followers) posts

✓


✓

✓







ADDITIONAL SPONSORSHIP & ADVERTISING OPPORTUNITIES


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



 Special **NEW Grow A Farmer** Options!






	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!	
1-year Rotating Ad on ACORN's website (both conference and organic directory!) (\$300)	✓	✓	✓	✓	✓
Product / literature distribution in Conference welcome package (\$150)	✓	✓	✓		
 SPECIAL OFFER: Sign up for both the ACORN Grow A Farmer Symposium Trade Show and ACORN's organic Conference Trade Show and receive a 10% discount on the trade show rate for the Symposium! ACORN's Beginner Farmer Symposium (August 18, Sackville, NB) is a highly anticipated event drawing over a hundred new and aspiring organic farmers! BOOK NOW! (\$150 or \$135 with 10% discount)	✓	✓			
 **Advertisement in ACORN's (Guide for Beginning Farmers* (\$295)	✓ (1/2 page ad)	✓ (1/2 page ad)	✓ (1/4 page ad)		

 **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, and in particular, 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.

*** ACORN will be printing a 2nd edition of the popular, 122-page Guide for Beginning Farmers and can either reprint/upgrade/enhance/enlarge your current advertisement or include a new ad in the publication. Deadline for ads is October 1st, 2014.*

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		
Logo on ACORN Conference website with direct link	\$100		
 Grow A Farmer Beginner Farmer Symposium Trade Show Booth (VERY limited!) - BOOK ASAP	\$150 or \$135 (10% discount)		
 1/4 page advertisement in ACORN's Guide For Beginner Farmers	\$295		
 Contribution to ACORN's Grow A Farmer Bursary Fund: Sponsor a new farmer to attend and learn from the conference!	\$300		
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 1, 2014. 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)		
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:



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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 NB E4L 1G6

(e) admin@acornorganic.org (f) (506) 536-0221 (t) 1-866-322-2676 or (506) 536-2867

ACORN MEMBERSHIP BENEFITS



	\$30 individual	\$50 farm	\$100 business	\$250 sponsor
Print newsletter	1 copy	1 copy	1 copy	<i>additional copies if desired</i>
Local Organic Guide (print directory)	1 copy	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 farm associates	up to 4 business associates	up to 4 business associates
Conference registration discount	-	up to 2 farm associates	up to 4 business associates	up to 4 business 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 discount on newsletter ads	\$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

Halifax Marriott Harbourfront Hotel, 2nd floor

Set-up Times are:

Wednesday, November 12 from 7:00 AM - 11:30 AM

Trade Show Hours:

Wednesday, November 12 from 12:00 PM to 6:00 PM
& Thursday, November 13 from 9:00 AM to 6:00 PM

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

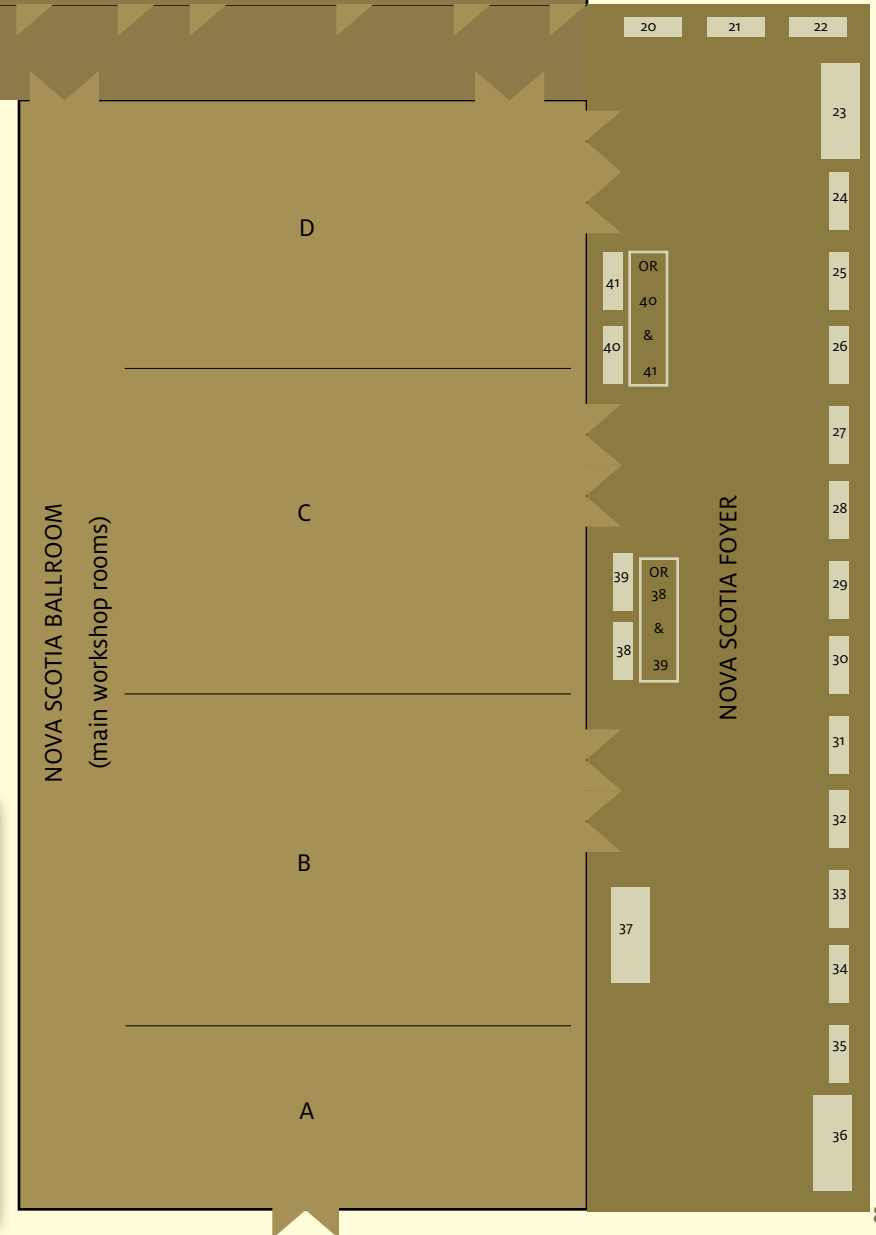
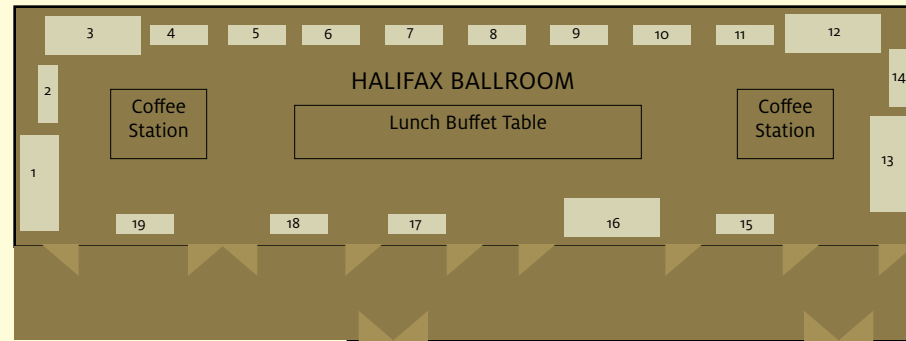
Dynamic Booths: It goes without saying that dynamic booths receive the most attention, i.e. those that have something to offer clients receive more attention. On that note, you are welcome to have a draw, prizes, or handouts at your booths, in fact it's encouraged!

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.

Larger Booth Options: Please note that larger-space booth options are limited and priority will be given to our sponsors. The larger booth locations are indicated by the larger table sizes on the map. Note that booths 38 & 39 as well as 40 & 41 may be combined (**reserved for Platinum/Gold sponsors**) to create a larger booth space.

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

- 2012 Trade Show Exhibitor



ADDITIONAL INFORMATION

HOTEL DETAILS

All conference events are taking place at the beautiful Halifax Marriott Harbourfront Hotel located in the heart of downtown Halifax, Nova Scotia at 1919 Upper Water St, Halifax, NS B3J 3J5. To book your hotel room at ACORN's special rate of \$119/night, call:

(902) 421-1700 or or toll free: 1-800-943-6760 or visit [The Halifax Marriott Harbourfront Hotel 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 highly discounted room rate!

HALIFAX STANFIELD INTERNATIONAL AIRPORT

The Halifax Stanfield International Airport is located at 1 Bell Boulevard in Enfield, Nova Scotia, approximately 30 KM from the hotel site, with an approximate drive of 1/2 hour from the city. The most direct route also involves a toll bridge (via the McDonald Bridge, \$1). If you do not have a vehicle, to get to and from the airport, there are several cost-varying options:

- Metro Transit operates its MetroX service from downtown to Halifax Stanfield International Airport. The #320 bus operates every 30 minutes during peak morning (6 am to 9 am) and afternoon (3 pm to 6 pm) times. The regular schedule departs every 60 minutes. Fares are \$3.50. [Click here for more information.](#)
- A professional shuttle bus service is also available to the down town Halifax area via [Airport Express](#). A one-way ticket is \$22 (round trip \$40). You can find out more online at www.halifaxairportexpress.com
- A taxicab runs typically between \$55-\$60 from the airport to the Halifax Marriott Harbourfront Hotel.

PARKING AT THE MARRIOTT

Please note that the Halifax Marriott Harbourfront Hotel has an underground parking garage with limited availability. When there is space available, the rates will be discounted for hotel guests at \$10/day, but please note that there is a possibility of the space filling up. Back-up parking is available at nearby locations, included in the image shown, all within a few minutes (or less) walk from the hotel. The Marriott also offers a valet parking service for \$27/night.

