Illinois Farm Bureau & Illinois Farmers Market Association

2020 Live Local:
Local Food & Farmers Market Annual Conference

SPONSORSHIP & EXHIBITOR PACKET

March 10, 11, & 12
Embassy Suites | Peoria, IL

www.ilfb.org/livelocal
TOGETHER, we can support the local food system.

Whether you’re a farmer, market manager, retailer, distributor, or simply someone who loves to eat, YOU ARE PART OF THE FOOD SYSTEM. You want your part to grow. Illinois Farm Bureau & Illinois Farmers Market Association wants YOU to not just grow but THRIVE.

Specialty crop, small-scale farmers, small food businesses, and farmer’s markets face unique challenges and markets. Workshops and training opportunities allow them the chance to gain new skills, expand business, and connect with others facing similar challenges. Our Live Local Conference will help food businesses learn how to increase profits, develop a sustainable business, and grow market demand to build long-lasting family farms and businesses.

This means helping find the right markets for the right business and a path to expansion. Join us as we host an engaging three-day conference that will bring local farmers, local organizations, and local businesses together to network and help build the needed infrastructure for a long-lasting marketplace for food businesses in Illinois.

Read more about our conference sponsorship and exhibitor packages. Choose a level that fits your needs. Your involvement will help strengthen the local food system in our communities.

TOGETHER WE CAN GROW into something greater… something more connected… something that benefits you, your community, and Illinois farming.

Help support our local food system.
These sponsorship levels can be done through general sponsorship or combined via a la carte sponsorship. Check out our a la carte options on page 5!

**SEED SOWER: Sponsorship valued at $500**
- Logo listed on sponsor page
- 2 tickets to conference
- Vendor booth

**CULTIVATOR: Sponsorship valued at $750**
- Logo listed on sponsor page
- Logo in program
- 4 tickets to conference
- ½ page ad in program
- Vendor booth
- Logo on sponsor banner
- 1 welcome thank you slide

**HARVESTER: Sponsorship valued at $1,250**
- Listed on sponsor page
- Logo in program
- 4 tickets to conference
- 3 social media mentions
- ½ page ad in program
- Vendor booth
- Logo on sponsor banner
- 1 welcome thank you slide
- 1 keynote slide thank you

**BARNRAISER: Sponsorship valued at $2,500**
- Logo listed on sponsor page
- Logo in program
- 4 tickets to conference
- 1 welcome thank you slide
- Full page ad in program
- Vendor booth
- Logo on sponsor banner
- 2 banquet tickets
- 5 social media mentions
- 2 keynote thank you slides

**RAINMAKER: Sponsorship valued at $5,000**
- Logo listed on sponsor page
- Logo in program
- 4 tickets to conference
- 1 welcome thank you slide
- Full page ad in program
- Vendor booth
- Logo on sponsor banner
- 4 banquet tickets
- 5 social media mentions
- 2 keynote thank you slides
- Logo on all non-exclusive printed materials
- Promotional material included in event bags
Á LA CARTE SPONSORSHIP opportunities

EDUCATIONAL CONTENT
- Pre-conference workshops: $500
- Farm-to-Fork tours: $500
- Breakout sessions: $500
- General sessions: $500 non-exclusive
- Exhibit hall: $2,500 non-exclusive

MEALS AND BREAKS
- Breakfast: $1,500
- Lunch: $2,500
- Dinner: $5,000 exclusive
- Coffee break: $1,500
- Afternoon break: $1,500
- Networking cocktail hour: $5,000 non-exclusive
- Farm-to-Fork Dinner: $5,000 exclusive

ADVERTISING
- Program ¼ page ad: $125
- Program ½ page ad: $250
- Program full page ad: $500
- ½ event banner: $750
- Full event banner: $1,400

Some á la carte options include marketing and promotions geared around that specific program or service.

In-kind donations of time and training can be included in sponsorship value. Other sponsorship opportunities may be available or developed based on individual organizational needs. Please reach out to Raghela Scavuzzo at rscavuzzo@ilfb.org to discuss further.
If you want to have a booth at this year’s conference, here are a few guidelines:

**BOOTH RESERVATIONS AND ASSIGNMENTS**
Booth will be reserved as payments and form are received. Forms and payment are due no later than March 3.

**SPONSORSHIP OPPORTUNITY**
If you wish to consider sponsorship, exhibit booths are included.

**EXHIBITOR HOURS & MOVE-IN INFORMATION**
Due to location and easy access to exhibitor space, we are offering exhibitor hours during the entire conference.

*Vendor Set-up Times:*
March 10: 6:00AM-3:00PM
March 11: 6:00AM-7:30AM

*Designated Vendor Exhibition Times:*
March 10: 7:00AM-9:30AM
March 10: 11:00AM-2:00PM
March 10: 4:00PM-7:00PM
March 11: 7:30AM-8:30AM
March 11: 9:30AM-10:00AM
March 11: 10:45-11:15AM
March 11: 12:15PM-1:15PM
March 11: 3:15PM-3:45PM
March 11: 4:45PM-5:00PM

March 12: 7:30AM-8:30AM
March 12: 9:00AM-9:15AM
March 12: 10:15AM-10:45AM
March 12: 12:00PM-1:00PM

*Vendor Move-out Times:*
March 12: 1:30PM-3:00PM

**BOOTH FEES**
- 6-foot exhibit space: $300
- Government/nonprofit rate: $200

**BOOTH FEE INCLUDES**
- 6-foot table
- Exhibitor badges
- 2 Conference tickets
- 1 skirted table
- 2 chairs
- Attendance roster
- Listing in conference program
- Listing in conference promotion

**SHIPPING & STORAGE OF EXHIBITS**
Exhibit materials must be shipped to Illinois Farm Bureau no later than March 3. It will be delivered to the hotel by Illinois Farm Bureau staff March 9. Shipments should be marked “Exhibit Materials—Live Local Conference” Send to:

Raghela Scavuzzo
Illinois Farm Bureau
Governmental Affairs
1701 Towanda Ave
Bloomington, IL 61702

**CANCELLATION POLICY**
Notice of cancellation must be made by the exhibitor prior to March 3. All cancellations received by this date will receive a full refund minus a $50 processing fee per exhibit. Space canceled after this date will not be refunded. Booth space reserved after March 3 and canceled will not be refunded.

**HOTEL ACCOMMODATIONS**
Lodging is available at the Embassy Suites in Peoria Illinois. Reserve your room for the conference room block rate of $136.00 per night. Government rate available upon request. Breakfast is included with the room block. To reserve your room online, visit www.ilfb.org/LiveLocal and click on “Hotel Reservations”, enter room block code “OOD”. To reserve by phone, call 1-309-694-0200 and mention the “Live Local room block” for special room rate.
EXHIBITOR REGISTRATION form

PLEASE PRINT OR TYPE:

Contact name: ____________________________________________

Company: ________________________________________________

Address: __________________________________________________

City: _______________________________  State:____  Zip: __________

Phone:___________________ E-mail: ____________________________

YES, my company would like to exhibit at the Live Local Conference.
_________ (electricity if needed check here.________)

Staff names that will man the exhibit space:
1. _________________________________________________________
2. _________________________________________________________

Will you donate an item for the attendee’s registration bag or raffle prize?
Yes______  No_____  Type of item donating ________________________

Booth Fees
6 foot exhibit space: $300........................................ $________
Gov./Nonprofit Rate: $200 ........................................ $________

TOTAL..................................$________

Thank you for your support!
Questions: RScauzzo@ilfb.org, 309-557-2155

YES!  I’d love to be a sponsor!

Seed Sower: $500 .......................................................... $______
Cultivator: $750 ............................................................ $______
Harvester: $1,250 ............................................................ $______
Barnraiser: $2,500 ........................................................... $______
Rainmaker: $5,000 ............................................................ $______

A LA CARTE:

Educational Content
Pre-conference Workshops: $500 ........................................ $______
Farm-to-Fork Tours: $500 .................................................. $______
Breakout Sessions: $500 .................................................... $______
General Sessions: $500 non-exclusive ................................ $______
Virtual Conference: $2,500 exclusive ................................ $______
Exhibit Hall: $2,500 non-exclusive .................................... $______

Meals and Breaks
Breakfast: $1,500 ............................................................. $______
Lunch: $2,500 ................................................................. $______
Dinner: $5,000 exclusive................................................... $______
Coffee Break: $1,500 each (3) ........................................... $______
Afternoon Break: $1,500 each (3) ........................................ $______
Networking Cocktail Hour: $5,000 non-exclusive ........ $______

Advertising
Program ¼ page ad: $125 ................................................ $______
Program ½ page ad: $250 ................................................ $______
Program full page ad: $500 .............................................. $______
½ Event Banner: $750 .................................................... $______
Full Event Banner: $1400 ................................................ $______

TOTAL..................................$________

PAYMENT: DUE BY MARCH 3, 2020

MasterCard _____  Visa ____  Discover _____
Cardholder name_________________________  Total Amount of Transaction $________
Address_______________________________  City_________________________
State_______  Zip_________  Signature of cardholder_______________________________
Account number ___________________________ Exp. date__________________

Make check payable to:
Illinois Farm Bureau and send payment to:
Treasury Operations
Illinois Farm Bureau
PO Box 6228
Bloomington, IL  61702
Fax 309-557-2008