

## **NOVEMBER 13-15, 2024**

Brought to you by Virginia State University Cooperative Extension and the Virginia Farmers Market Association

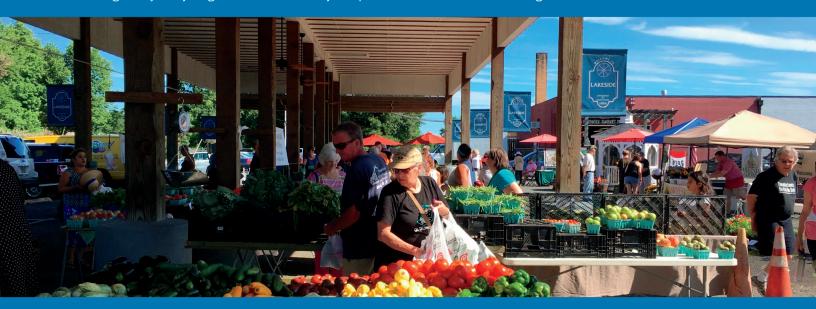
Doubletree by Hilton Richmond-Midlothian 1021 Koger Center Drive Richmond, VA 23235







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### **Mid-Atlantic Farmers Market Conference**



### Passport to Success: Leveling Up

This 3-day annual event brings together farmers, market managers, agriculture policymakers, and community partners to share their passion for farms, food access, small business, healthy communities and farmers markets. There will be targeted workshops and training opportunities, dynamic speakers, fun-filled social networking events, and the Virginia Farmers Market Association's annual member meeting.

Conference sessions will also cover topics **tailored to the needs** of market managers and vendors including:

- Food Safety
- Racial Equity
- Leadership
- Fundraising
- Food Access
- Marketing & Promotions
- Farmers Market Data
- Programming
- Special Events
- Consumer Education

There will be 3 tracks: **entry-level** market managers, **experienced** market managers, and **producers/vendors**. We will also have a pre-conference session which will include **ServSafe** food protection manager certification and a **First Aid/CPR** certification.

# Become a Sponsor

	Bronze	Silver	Gold	Platinum	Partner
Contribution (\$\$)	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000
Exhibitor Booth	✓	✓	1	✓	✓
Complimentary Program Registrations (with Daily Lunch Included)	2	3	4	5	6
Logo Recognition on VAFMA website	✓	✓	✓	✓	✓
Recognition in Promotional Emails	х	✓	1	✓	✓
Recognition in Social Media Post	×	✓	✓	✓	✓
Conference Program Listing	✓	✓	✓	✓	✓
Conference Program Advertisement	×	1/8 page	1/4 page	1/2 page	Fullpage
Business Membership (1 year)	x	✓	✓	✓	✓
Workshop Session Acknowledgement	x	✓	✓	✓	✓
Additional Acknowledgment	×	х	Membership Meeting	Lunch	Keynotes
Keynote or Lunch Sponsorship (5 minutes to talk)	×	х	х	✓	✓
Special Event Sponsorship	Х	×	x	×	<b>✓</b>





# **Sponsorship Commitment Form**

_	e and return by August 1 Partner: \$10 Partner: \$10	0,000	Silver: \$2,500
For more informat kim.hutchinson@v 804.405.3288	ation: Platinum: 9		Bronze: \$1,000 Other:
First Name :	Last Name :		
Company/ Organization :			
Address:			
City:	State:		
Zip Code :	Phone Number:		
Email:			
Signature :			
Enclose	ed is a check made payable to VAFMA		
Please	charge my credit card for the amount of: \$		
Name o	on card :		
Card nu	umber:		
Expirati	tion date: /		
VCode:	:		
Please s	send an invoice to :		
I am un	nable to attend, but please accept my donation in the a	amount of	: \$

### **Farmers Market Conference Exhibitors**

### November 13-15, 2024

#### **Doubletree by Hilton**

Richmond-Midlothian 1021 Koger Center Drive, Richmond, VA 23235

#### **EXHIBITION FEE INCLUDES:**

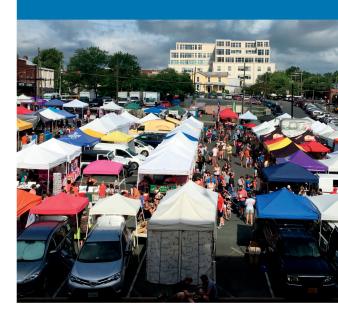
- 8' x 6' space
- 8' table with linen
- 2 chairs
- Free wi-fi in exhibit area
- 2 complimentary tickets to the Annual Farmers
   Market Conference (Covers all sessions/workshops,
   scheduled meals/snacks, and refreshment
   functions; additional tickets may be purchased via a
   promo special
- Logo & website linked to VAFMA.org with a short profile on exhibitor page
- Logo on conference materials

If interested in exhibiting, please complete the attatched application form along with your payment. If you have additional questions, please contact VAFMA at: info@vafma.org, Subject line: Exhibitor question

### **Exhibition Fee: \$500**

Set Up Hours: 8am Wednesday Take Down Hours: 4-5pm Friday

Exhibits open to attendees throughout the conference



#### **EXHIBITOR CHECKLIST**

All information on the application is complete, signed and dated
Logo image file provided or emailed to info@vafma.org, subject line: logo image Image must be one of the following formats: .jpg, .tiff, .gif, .png
Check, money order or credit card payment in full amount made payable to VAFMA Mail to: Virginia Farmers Market Association
c/o Kim Hutchinson, VAFMA, 14241 Midlothian Trnpk, #153, Midlothian, VA 23113

# **Exhibitor Agreement**

Exhibitor/ Company :	
Contact Name/ Representative :	
Name of person(s) attending booth :	
Address:	
City:	State:
Zip Code:	Phone Number:
Email :	
Website URL :	
That is the hard of your business, organization	n and how might this benefit/ support a farmers market operation?
	rs Market Conference in Richmond, VA, which includes all the benefits to abide by the rules established for all exhibitors and further agree to make her arrangements are made in writing.
Authorized by (Print) :	
Signature :	
Title:	Date: / / / / / / / / / / / / / / / / / / /

## **Speaker Session Proposal Application**

Submit proposal to: kim.hutchinson@vafma.org in Word format, attached to an e-mail with the subject line "Mid-Atlantic Conference 2024 Session Proposal"

All Speaker Session Proposals Due by 4pm August 1st.
DATE OF REGISTRATION
ATTENDEE INFORMATION ——
First Name : Last Name : Company/
Organization:
VAFMA Member? Yes No
Occupation:         Policymaker         Market Manager         Community Partner         Farmer
Email:
Phone Number:

The Conference Committee will contact you by the end of August to notify you whether or not your proposal has been selected. Please note that the conference committee may request a session proposal be modified, renamed, or reconfigured.

