



MID-ATLANTIC FARMERS MARKET CONFERENCE PASSPORT TO SUCCESS: LEVELING UP

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



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



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	✓	✓	✓	✓	✓
Complimentary Program Registrations (with Daily Lunch Included)	2	3	4	5	6
Logo Recognition on VAFMA website	✓	✓	✓	✓	✓
Recognition in Promotional Emails	X	✓	✓	✓	✓
Recognition in Social Media Post	X	✓	✓	✓	✓
Conference Program Listing	✓	✓	✓	✓	✓
Conference Program Advertisement	X	1/8 page	1/4 page	1/2 page	Fullpage
Business Membership (1 year)	X	✓	✓	✓	✓
Workshop Session Acknowledgement	X	✓	✓	✓	✓
Additional Acknowledgment	X	X	Membership Meeting	Lunch	Keynotes
Keynote or Lunch Sponsorship (5 minutes to talk)	X	X	X	✓	✓
Special Event Sponsorship	X	X	X	X	✓



Sponsorship Commitment Form

**Please complete and return by August 1
Deadline for payment is September 1**

For more information:
kim.hutchinson@vafma.org
804.405.3288

- | | |
|--|--|
| <input type="checkbox"/> Partner: \$10,000 | <input type="checkbox"/> Silver: \$2,500 |
| <input type="checkbox"/> Platinum: \$7,500 | <input type="checkbox"/> Bronze: \$1,000 |
| <input type="checkbox"/> Gold: \$5,000 | <input type="checkbox"/> Other: _____ |

First Name : **Last Name :**

**Company/
Organization :**

Address :

City : **State :**

Zip Code : **Phone Number:**

Email :

Signature :

- ☐ **Enclosed is a check made payable to VAFMA**
- ☐ **Please charge my credit card for the amount of : \$**
- Name on card :**
- Card number :**
- Expiration date :** /
- VCode :**
- ☐ **Please send an invoice to :**
- ☐ **I am unable to attend, but please accept my donation in the 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 attached application form along with your payment. If you have additional questions, please contact VAFMA at: info@vafma.org, Subject line: Exhibitor question

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 Trnpg, #153, Midlothian, VA 23113

Exhibition Fee: \$500

Set Up Hours: 8am Wednesday

Take Down Hours: 4-5pm Friday

Exhibits open to attendees
throughout the conference



Exhibitor Agreement

Exhibitor/ Company :

**Contact Name/
Representative :**

**Name of person(s)
attending booth :**

Address :

City :

State :

Zip Code :

Phone Number:

Email :

Website URL :

What is the nature of your business/ organization and how might this benefit/ support a farmers market operation?

I agree to be an Exhibitor at the 2024 Mid-Atlantic Farmers Market Conference in Richmond, VA, which includes all the benefits listed in the Exhibitors Fee Information handout. I agree to abide by the rules established for all exhibitors and further agree to make full payment with submission of this agreement unless other 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.

