



Exhibitor Registration Information



Grow Your Sales!

- **LEARN** how to succeed in growing your business from colleagues and industry leaders at informative and engaging workshops.
- **MEET** trade buyers from Whole Foods Market, SYSCO, US Foods, Goodness Greeness, Lettuce Entertain You, Testa Produce, top Chicago restaurants, major supermarkets, schools, hospitals, and distributors.
- **SELL** products, services, and CSA shares in a big hall packed with the Midwest's most committed local food consumers who are looking to build year-around relationships with quality local food suppliers!
- **EXHIBIT** with over 140 other family farmers, artisan producers, and good food movement organizations.

FamilyFarmed EXPO 2011

March 17-19, 2011
UIC Forum • Chicago



7115 W. North Ave, # 504
Oak Park, IL 60302
708-763-9920



The Midwest's Premier Local Food Event.
Reserve Your Exhibit Now. Space Is Limited.

Thursday, March 17

Financing Farm to Fork Conference

sponsored by the University of Chicago's Booth School of Business

Regional and national leaders present concrete ways to attract investment capital, loans, and grants to finance local and sustainable food businesses, farms, and NGOs

Thursday highlights include:

- ◆ Opening Keynote Speaker
- ◆ Breakout Sessions with Workshop Choices
- ◆ Closing Plenary Speakers
- ◆ Financing Fair and Networking Reception

Friday, March 18

Food Policy Summit and EXPO Trade Day

Programming around Food Policy, Food Access, Technical Assistance for Farmers, and Best Practices in the Trade

Friday highlights include:

- ◆ Opening Keynote Speaker
- ◆ Breakout Sessions with Workshop Choices
- ◆ Chicago Food Policy Council Annual Summit
- ◆ Food Court Featuring Local Farm Fresh Food
- ◆ Trade Floor Exhibit Hall 1:00 pm to 5:00 pm
- ◆ Closing Plenary Speaker
- ◆ Meet the Buyers Networking Event
- ◆ The Localicious Party Featuring Food from Top Chefs, Craft Beer, Local Wine and Fun!

Saturday, March 19

Local Food Festival

Family friendly workshops, cooking demos, and exhibit areas including a Community Supported Agriculture Sign-Up Pavilion, Growing Your Own Food Pavilion, Local Artisan Pavilion, and a Kids Corner

Saturday highlights include:

- ◆ Exhibit Hall Open 10:00 am to 6:00 pm
- ◆ Breakout Sessions with Workshop Choices
- ◆ Celebrity Cooking Demos featuring Chicago's top chefs
- ◆ Food Court Featuring Local Farm Fresh Food

Exhibiting Details

Choose to exhibit Friday or Saturday or both days!

Select Premium corner locations

Each exhibit includes:

- ◆ Same-day admission for up to four representatives from your farm/business/organization
- ◆ Eight-foot table with tablecloth and two chairs
- ◆ Booth ID sign
- ◆ Listing in the FamilyFarmed EXPO Show Directory
- ◆ Friday exhibitors receive two complimentary tickets to the Friday night Meet the Buyers reception and Localicious party
- ◆ Growers and food producers receive a free full-page profile of your farm or food business on the "Find Local Food" section of www.FamilyFarmed.org as well as a listing and link to your website from www.FamilyFarmedEXPO.com



Criteria: All growers must utilize sustainable farming methods such as integrated pest management or organic practices. Meat producers must provide access to pastureland for their animals and cannot use synthetic hormones or subtherapeutic antibiotics.



UIC FORUM
University of Illinois at Chicago
Chicago, Illinois
March 17 - 19, 2011
 (no exhibits Thursday 3/17)

Exhibitor Application for Space

Mail this application with payment to:

FamilyFarmed.org
 171 N. Humphrey
 Oak Park, IL 60302
 fax: 708-763-9925

checks should be payable to FamilyFarmed.org

1) Please indicate the following as you would like it to appear in the Show Directory and on the Website:

Farm/Company Name: _____
 City: _____ State: _____
 Phone Number: _____ WWW: _____

2) Social Networking has become an important part of our marketing efforts. Please help by providing the information below:

Facebook Page: <http://www.facebook.com/> _____ "Favorite" us, <http://www.facebook.com/familyfarmed>
 Twitter handle: @ _____ "Follow" us, @familyfarmed
 Please let us know any other blogs or networking suggestions: _____

3) Please indicate the following if different from above:

Billing Address: _____ City _____ State _____ Zip _____
 Billing Contact Name: _____ Billing Contact Phone: _____
 Billing Contact Email: _____ Fax number: _____

3) The following requests will be considered along with EXPO guidelines to determine your location:

What products or services will you be exhibiting? _____
 Please list all food items, products and brand names you will offer for sale: _____
 Our company is a: Family-owned Farm Food Processor Food Distributor Non-Profit Organization Other: _____
 We prefer TO/NOT TO exhibit near the following companies or products: _____
(circle one)
 Provide the following to help us determine a location in or near one of the following to improve your exhibit's exposure: CSA Pavilion Local Artisans Section Kids Corner Grow Your Own Food Pavilion

4) DETERMINE YOUR EXHIBIT COST

\$770	Base exhibit price	\$770
-220	Discount for farms or non-profits	_____
-150	We won't exhibit Friday (Trade Day)	_____
-150	Early bird discount (before Dec 28th)	_____
+100	Corner location required	_____
+50	Provide 110 power outlet	_____
+50	Hang banner over exhibit	_____
TOTAL:		_____

Checks should be made payable to FamilyFarmed.org
 Name on Credit Card: _____
 Credit card # _____
 Visa or Mastercard Exp date: _____

DO NOT WRITE IN THIS SPACE

Space locations will be assigned by show management starting January 10th. FamilyFarmed.org reserves the right to assign exhibit spaces in the best interests of the EXPO.

Total Cost: _____
 Date Payment Received: _____
 Space # Assigned: _____

Non-profit FamilyFarmed.org is a brand, website and EXPO focused on local and sustainable farmers and food producers. In order to participate in the EXPO, exhibitors must be registered with FamilyFarmed.org.
 FamilyFarmed.org reserves the right to refuse anyone an exhibit space.

Show setup starts at 7 am. All displays must be setup and staffed by 1:00 pm Friday and 10:00 am Saturday. Breakdown begins at 6 pm Saturday March 19th, and all items must be removed from the building that day. Please make sure to staff your exhibit as much as possible. The attendees will want to talk with you!

The Terms and Conditions of the EXPO are binding on FamilyFarmed.org only after the application is executed by FamilyFarmed.org and returned to the Exhibitor. FamilyFarmed.org will not make any assignment of show space until payment has been received in full. FamilyFarmed.org's acceptance of any deposit/payments is not to be construed as acceptance of this application. Once FamilyFarmed.org executes the application, the application becomes a binding Contract between FamilyFarmed.org and the Exhibitor and no refunds will be made. By signing and submitting this form to FamilyFarmed.org, the Exhibitor acknowledges, agrees and consents to all Terms and Conditions of the EXPO and agrees to allow FamilyFarmed.org and any media partners the use of any photographs taken at the EXPO in future publicity.

5) Your Name: _____ **Signature:** _____ **Date:** _____
(please print)

6) QUESTIONS? _____ **Signature for FamilyFarmed.org:** _____ **Date:** _____

Please contact: **Lloyd Yanis**
Lloyd@FamilyFarmed.org
312-925-7996 Fax: 708-763-9925

www.FamilyFarmed.org



The FamilyFarmed EXPO will take place in the UIC Forum – a new state-of-the-art conference center

Why You Should Exhibit at FamilyFarmed EXPO 2011

FamilyFarmed.org invites you to become an exhibitor at the 6th Annual FamilyFarmed EXPO.

- ◆ The premier event of the year for Midwest family farmers, artisanal producers and NGO's working to build sustainable, local food systems.
- ◆ A dynamic marketing, public relations, and outreach team dedicated toward driving extensive awareness and press coverage of the EXPO.
- ◆ Our Expanded event advertising campaign increases exposure and greater attendance.
- ◆ Social Networking for the Event on Facebook, Twitter and other sites really spread the word!
- ◆ Exhibitors receive year-round promotion through the EXPO website and Show Directory.

The EXPO has grown into an exciting three-day event filled with thousands of consumer and trade buyers:

- ◆ Thursday features a full-day Financing Farm to Fork conference and networking session with investors, grant managers, and financiers – learn how to attract the dollars you need to grow your business!
- ◆ No exhibits THURSDAY except Financing Fair Networking Event
- ◆ Friday's schedule is designed for Stakeholders building the local foods movement including two concurrent tracks on Food Policy and For the Trade – Attendees learn from leaders in the field, engaging discussions, informative workshops, and networking sessions. Then they put their knowledge to work in the Exhibit Hall, making connections with you! Finish the day with our annual Meet the Buyers reception, and the famous Localicious Party!
- ◆ Exhibit hours FRIDAY begin at 1:00, so you can benefit from workshop sessions too
- ◆ FRIDAY evening's Meet The Buyers reception gives farmers and producers the opportunity to get valuable face time with the region's most important buyers
- ◆ Saturday you'll be a part of Chicago's Local Food Festival, jam-packed with values-driven consumers who want to meet you and buy locally grown and crafted products. Saturday's breakout sessions and celebrity chefs will be talking about how to make the most of what you're selling!
- ◆ Exhibit tables should be manned on Saturday from 10:00 to 6:00

Choose the schedule that works best for you. Exhibit Friday, Saturday, or both!

About FamilyFarmed.org



FamilyFarmed.org's mission is to expand the production, marketing and distribution of locally grown and responsibly produced food in order to enhance the social, economic and environmental health of our communities. We do this through our website, the FamilyFarmed EXPO, advocacy for family farmers, supporting the growth of infrastructure for local food systems, technical assistance, and farmer training.

Visit www.FamilyFarmed.org for updates

Look at last year's Sponsors!

