

local  
organic  
delicious



# Grow Your Market

at the FamilyFarmed EXPO



March 17-19, 2011  
UIC Forum • Chicago



## Sponsorship Package



## 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
- ◆ Two Breakout Sessions with Six 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
- ◆ Three Breakout Sessions with Nine Workshop Choices
- ◆ Celebrity Cooking Demos featuring Chicago's top chefs
- ◆ Food Court Featuring Local Farm Fresh Food

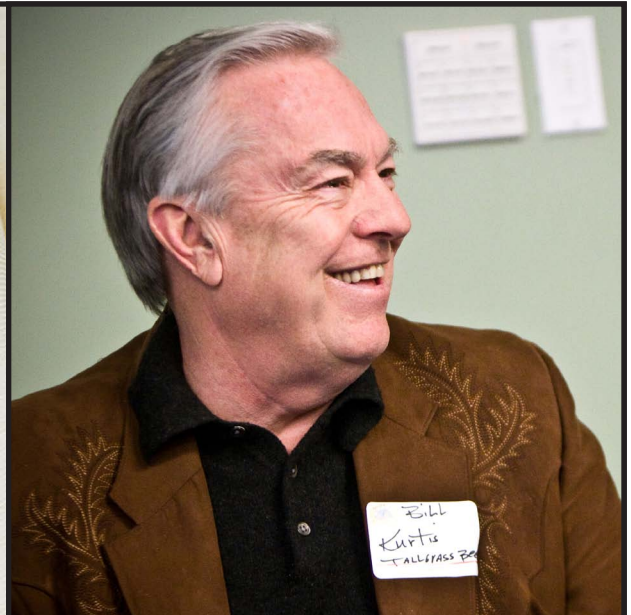
## About the Family Farmed EXPO

FamilyFarmed EXPO is the annual gathering of industry leaders who are passionate about the benefits of a local, sustainable food system.

The Friday trade show component and opening symposium are expected to once again attract well over 500 industry leaders who represent these values.

Saturday EXPO attendees are value-based consumers interested in organic food, artisanal food, health issues, family issues, supporting local businesses, fair trade, nature, environmental issues, and alternative health.

- More than 140 exhibits • Family farmers • Artisanal producers • Informative workshops • Celebrity chef demonstrations • Networking





# 2011 EXPO Sponsorship Levels & Benefits

## \$25,000 – Premier Sponsor\*

- Category exclusivity
- Category exclusive opportunity to cross-promote with FamilyFarmed.org
- Public acknowledgement as a Presenting Sponsor
- Prominent mention in all press releases
- Prominent signage at event entrance
- Premium exhibit space
- First tier logo listing in all printed event materials
- Full-page ad in Show Directory (3,000 printed)
- Prominent logo on the sponsor recognition page of Show Directory
- First tier logo on FamilyFarmed.org website with hyperlink to your website
- Listed as event sponsor in email broadcasts to more than 100,000 recipients
- 250 Saturday EXPO tickets
- 25 3-day full conference passes including Friday's Localicious party

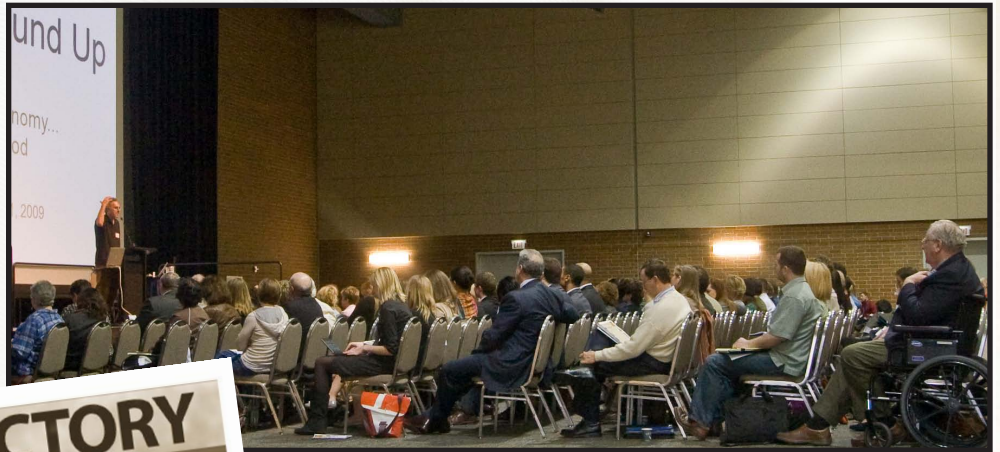
*\*Customized benefits are available to suit your needs.*

## \$10,000 – Major Sponsor

- Logo listing as Major Sponsor in all printed event materials
- Premium exhibit space
- Full-page ad in Show Directory (3,000 printed)
- Prominent logo on the sponsor recognition page of Show Directory
- Prominent logo on FamilyFarmed.org website with hyperlink to your website
- Listed as event sponsor in email broadcasts to more than 100,000 recipients
- 100 Saturday EXPO tickets
- 10 3-day full conference passes including Friday's Localicious party

## \$5,000 – Official Sponsor

- Logo listing as Official Sponsor in all printed event materials
- Half-page ad in Show Directory (3,000 printed)
- Logo on the sponsor recognition page of Show Directory
- Logo on FamilyFarmed.org website with hyperlink to your website
- Standard exhibit space
- 50 Saturday EXPO tickets
- 5 3-day full conference passes including Friday's Localicious party



## SHOW DIRECTORY



**The Midwest's  
Premier  
Local Food Event**

March 11-13, 2010 • UIC Forum

## Exclusive Offer for Expo Sponsors Only

Your sponsorship of the FamilyFarmed EXPO keeps delivering all year long within the keepsake Show Directory. Filled with useful information about exhibitors, biographies of speakers, and much more, these Show Directories are kept on desks for reference long after the EXPO ends. Since it has become such a popular resource item, we print enough directories to satisfy both attendees and requests that keep coming in all year long. Get on-board the FamilyFarmed EXPO early enough to reserve your advertising space.

Formats accepted for original  
design files:

Adobe In Design, Adobe Photoshop, Adobe Illustrator,  
Quark Express 4.0

Final Art Deadline: February 15, 2011





*FamilyFarm.org President Jim Slama, Slow Money author Woody Tasch, Deputy Secretary of the USDA Kathleen Merrigan and Illinois Agriculture Director Tom Jennings at the 2010 FamilyFarmed EXPO.*

## About FamilyFarmed.org

Your tax-deductible sponsorship benefits 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. Our values:

- ◆ Build public and private partnerships that support the growth of regional food systems benefitting farmers, consumers, and businesses,
- ◆ Increase local, sustainable, and organic food sales in the region to create new jobs, sustainable economic development, and rural revitalization,
- ◆ Preserve farmland through the development of high value markets that give regional producers a fair price for their crops and encourages them to stay on their land,
- ◆ Advocate for access of healthy and affordable food for all people and communities, and
- ◆ Encourage transparency in the food production and distribution process.



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