22nd Annual VT Grazing & Livestock Conference
January 19 & 20, 2018       Lake Morey Resort, Fairlee

Sponsorship, Marketing and Tradeshow Materials

• Do you want to reach a cross-section of Vermont’s vital livestock industry?
• Do you wish to publicly recognize the importance of grass-based agriculture in the working landscape?
• Do you have products or services to share with attendees from 6 states?

Sponsorship Details Enclosed
Reply by November 10 to maximize benefits!
Conference Sponsorship

Thanks for sharing our excitement about Vermont’s growing ranks of pasture and livestock producers! Let this guide help you determine the most appropriate way to choose your level of support.

All sponsors responding by November 10 receive:

- Listing in the conference registration program (2,000+) and conference proceedings (400+).
- Listing on conference web site (typically 7,000+ visitors from November through the January conference).
- The opportunity for a 501(c)3 donation and to support farmer education.

### Sponsorship Levels & Rewards

<table>
<thead>
<tr>
<th>Sponsorship Levels &amp; Rewards</th>
<th>Top Grazier</th>
<th>Production Booster</th>
<th>Livestock Lifter</th>
<th>Soil Builder</th>
<th>Sponsor</th>
<th>Supporter up to $274</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote Area Banner</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner Screen on Conference Mobile App</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registration/Tradeshow Area Banners</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public recognition prior to keynote address</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor page on conference website (Sched)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference page on conference website (Sched)</td>
<td>10</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Conference registrations (includes lunch)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in conference registration announcement and conference proceedings</td>
<td>Full page inside cover (color)</td>
<td>Full page black &amp; white (b&amp;w)</td>
<td>1/2 page b&amp;w</td>
<td>1/4 page b&amp;w</td>
<td>1/8 page b&amp;w</td>
<td></td>
</tr>
<tr>
<td>8-foot Exhibitors’ table</td>
<td>Full (premium location)</td>
<td>Full</td>
<td>Full</td>
<td>Half</td>
<td>Purchase discount (see next page)</td>
<td></td>
</tr>
<tr>
<td>One year VGFA membership</td>
<td>Business level</td>
<td>Business level</td>
<td>Individual level</td>
<td>Individual level</td>
<td>Individual level</td>
<td>Individual level</td>
</tr>
<tr>
<td>Recognition in conference brochure, website and social media</td>
<td>Premium logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Text</td>
<td>Text</td>
<td>Text</td>
</tr>
<tr>
<td>Recognition in conference program and conference proceedings</td>
<td>Premium logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Text</td>
<td>Text</td>
<td>Text</td>
</tr>
</tbody>
</table>

### Frequently Asked Questions:

- **What if I miss the deadline?** You will miss the registration program, but can still take advantage of most other sponsorship benefits.
- **What’s a Sched site?** Sched is an online workshop & event site where attendees can view in-depth session descriptions, learn more about speakers, set up their schedule plans and more. They can even manage their attendance schedule via a mobile app. Event sponsors at certain levels will be given their own information pages, and the Top Grazier will have their logo on the loading page all mobile app users see. [www.sched.org](http://www.sched.org)
- **How do I donate food to highlight at conference activities?** Contact the conference coordinator.
- **How do I display literature or unattended materials?** Contact the conference coordinator.

*When in doubt, contact Conference Coordinator Jenn Colby at jcolby@uvm.edu or (802) 535-7606.*
The 22nd Annual VT Grazing & Livestock Conference is the premier event in New England for livestock farmers of all management types, animal species and farm sizes. Typically drawing 350+ farmers and livestock service providers from six Northeastern states, this event is an excellent place for your message to go further.

Whether you want to strengthen the longevity of Vermont’s dairy industry, invest in the growing markets for local beef and pork, or better understand production of sheep, goats and poultry...there’s something here for everyone dedicated to open, working spaces and vibrant livestock agriculture.

Highlights for 2018

Sponsor benefits, such as on-site banners and exclusive web site presence

Higher visibility for vendors & exhibitors with Friday tabling and pre-dinner refreshment times

Sponsor and member pricing benefits

Sponsor “Pay It Forward” Opportunity: Scholarship matching service to support farmer attendance (if some or all registrations are unused by the sponsor).

Thanks for Your Support!
Advertising

Do you want to reach new audiences for your livestock products or services? Are you building your production supply? Do you have information to share or gather?

Purchasing ad space is a great way to get your message out to farmers throughout the Northeast raising many types of livestock on differently sized farms with a range of management styles. For one price, your ad will be included in both the conference registration announcement (2,000 copies) and the conference proceedings (400 copies).

Ad space is available on a first come, first served basis. Sponsors will receive priority placement.

Artwork is due by November 17 for inclusion in the conference registration mailing.

Ads must be black and white. Files received in PDF, TIFF or JPEG acceptable, as long as the resolution settings are high.

Pricing (for non sponsors):
- Half page: $175
- Quarter page: $100
- Eight page: $75

Tabling Displays & Exhibition Space

All display space comes with:
- 8-foot, draped table
- Free electricity
- 2 chairs
- Free wi-fi access
- Lunch (with early opportunity to eat)

Sponsors will receive priority placement. Space is limited.

Direct table purchases (non sponsor) will include lunch and registration for two (full table) or one (half table) on Saturday. Additional registrations may be purchased.

Targeted exhibition area events:
- Friday evening refreshments
- Saturday morning & afternoon refreshments
- Saturday ice cream social

Exhibition opportunities:
- Friday 4:00 - 6:00 pm (optional)
- Pre-dinner mingling (with light refreshments) in exhibitors’ area Friday 6:00 - 7:00 pm
- Main conference Saturday 8 am to 5 pm

<table>
<thead>
<tr>
<th>Tabling Options</th>
<th>Non member</th>
<th>VGFA or VBPA Member</th>
<th>Sponsor level</th>
<th>Soil Builder upgrade half to full</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full (8 ft.)</td>
<td>$250</td>
<td>$200</td>
<td>$175</td>
<td>$75</td>
</tr>
<tr>
<td>Half (4 ft.)</td>
<td>$175</td>
<td>$150</td>
<td>$125</td>
<td></td>
</tr>
</tbody>
</table>
22nd Annual VT Grazing & Livestock Conference
Sponsorship, Advertising and Display Form
Return form by November 10 to be included in program mailing

Business/Organization:  
Contact Person:  
Address:  
Email:  
Phone:  
City/State/Zip:  
Website:  
Conference attendee(s) if known:  

---

Sponsorship Packages

- **Top Grazier** ($5,000) Keynote banner, mobile app, full page color ad
- **Production Booster** ($2,500) Prominent banner, 6 registrations, full page ad
- **Livestock Lifter** ($1,250) Website page, 2 registrations, 1/2 page ad
- **Soil Builder** ($550) 2 registrations, 1/4 page ad, 4 ft. display table
  - Upgrade to full table $50
- **Sponsor** ($275) 1 registration, 1/8 page ad, table discount
  - Full table $175  
  - Half table $125
- **Supporter** (up to $274) Choice of membership, program recognition

---

Advertising (non-sponsor)

Yes, please reserve advertising space. We understand that **artwork must be received by Nov. 17** to be included in both the registration program and the conference proceedings.

- 1/2 page $175  
- 1/4 page $100  
- 1/8 page $75

---

Display (non-sponsor)

<table>
<thead>
<tr>
<th>Tabling Options</th>
<th>Non Member</th>
<th>VGFA or VBPA Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full (8 ft.)</td>
<td>$250</td>
<td>$200</td>
</tr>
<tr>
<td>Half (4 ft.)</td>
<td>$175</td>
<td>$150</td>
</tr>
</tbody>
</table>

---

Payment Information

Two ways to pay!

- Pay by check (enclosed)  
- Pay by credit card using Paypal

Make checks payable to the VT Grass Farmers Association and mail to:
VT Grazing & Livestock Conference
P.O. Box 142 Randolph Center, VT 05061

If paying by credit card, contact event organizers for banking information.

---

Sponsorship ____________
Advertising ____________
Display space ____________
Total ____________

Questions? Contact Conference Coordinator Jenn Colby at jcolby@uvm.edu, (802) 535-7606 or the UVM Center for Sustainable Agriculture at sustainable.agriculture@uvm.edu, (802) 656-5459.