

TRADE SHOW ANNOUNCEMENT



Southern Sustainable Agriculture Working Group Practical Tools and Solutions for Sustaining Family Farms Conference and Trade Show

Come participate in the 27th Annual Southern SAWG Conference and Trade Show this January! Approximately 1,200 of the most innovative farmers, ranchers, researchers, and food advocates attend this popular annual event, and our participants are eagerly looking for information and products to enhance their businesses and organizations. If you have products or services for family farmers and those advocating for local food systems, you don't want to miss the biggest event for sustainable farmers in the South!

AUDIENCE DEMOGRAPHICS

- 68% are Farmers, 36% are Ag Professionals
- Farmers are primarily family farmers using sustainable and organic practices to produce vegetables, livestock, and other specialty crops.



This year's conference will be held at the Chattanooga Convention Center in downtown Chattanooga, Tennessee. Vendor spaces will be set up in the large exhibit hall closest to the conference meeting rooms, to ensure plenty of trade show traffic. **The registration fee includes a professional trade show setup including pipe and drape backdrops, booth dividers, and tables with linens.** The convention center offers an accessible, spacious, energy efficient convention facility, convenient loading docks and onsite parking. Chattanooga, as one of a handful of "gig cities", will provide vendors with internet speeds up to 1 gigabit per second – *that's the fastest internet in the western hemisphere.* Showcase your promo videos or online presentations and accept credit cards: Faster internet speeds mean greater productivity and more sales.

We offer a variety of affordable exhibit options, as well as advertisement opportunities in our widely distributed conference brochure and conference

program. **To become a sponsor, please email tradeshow@ssawg.org**

**EARLY-BIRD
DEADLINE
OCTOBER
14, 2017**

Trade Show Set Up:

Thursday January 18 3:00pm-6:00 pm

Trade Show Exhibit hours:

Friday January 19 7:30am-6:00 pm

Saturday January 20 7:30am-5:00 pm

Trade Show Breakdown:

Saturday January 20 5:00pm-6:30 pm

Register online

<http://ssawgconference.org/tradeshow>

For lodging information, please visit
www.ssawg.org/lodging

**Reserve your Exhibit and
Advertisement spaces
while they last!**

EXHIBIT AND ADVERTISEMENT REGISTRATION INFORMATION

Register for exhibits and advertisements online

<http://ssawgconference.org/tradeshow>

(To register online be prepared to provide all of the information requested on the forms below)

Once you have entered your registration online, payment may be made with a credit card online or by mailing in a check.

If online registration is not an option for you, please complete and mail the following forms with a check (made payable to Southern SAWG) or credit card information to:
Southern SAWG Trade Show, PO Box 1552, Fayetteville, AR 72702

For additional information or assistance, please contact Trade Show Coordinator Carolyn Gahn at tradeshow@ssawg.org or 859-925-3307.

CONTACT INFORMATION

Company/Organization _____

Address _____ City _____

State _____ Zip _____ Email _____ Phone _____

Contact person _____

Products/Services to be exhibited _____

Name(s) for vendor name badge(s) _____

_____ I have read and agree to the Vendor Policy (see below)

_____ We agree to participate through the completion of the trade show and recognize that a departure earlier than 5:00 pm on January 20, 2018 will incur a penalty.

Please note: There will be a 10% charge for refunds before December 20. No refunds will be issued after December 20.

Company Representative Signature _____

ADVERTISEMENT OPPORTUNITIES

The conference brochure and program will be printed IN COLOR again this year, which offers your ad great eye appeal and attracts lots of attention. You may choose to advertise in only one of the publications, or **take advantage of a great discount when you place an ad in both!**

Register and submit your ads online <http://ssawgconference.org/tradeshow>

Specifications for ad copy: Camera-ready, CMYK color (or black and white), with a minimum resolution of 300 dpi, electronic .pdf format, in one of the sizes listed below. Ads that need to be modified, due to incorrect size or format, will be charged a **\$25 layout fee**.

Advertisement Options

- 1. Conference Brochure Advertisement**—*Over 10,000 sustainable agriculture enthusiasts will receive our full-color conference brochure this fall in their mailboxes. Let them know about your products or services by placing an ad in this highly visible publication! Your brochure ad and payment must be received by October 14, 2017*

_____ \$300.00 ½ page ad (3 ¾" by 10" for vertical ad or 7 ½" by 4 7/8" for horizontal ad)

_____ \$200.00 ¼ page ad (3 ¾" by 4 7/8" for vertical ad)

_____ \$25.00 layout fee (only if modifications needed to meet above specifications)

SAVE when you place your ad in both the conference brochure and conference program! See option #3.

- 2. Conference Program Advertisement**—*Reach 1,400 or more conference participants with your message and/or drive them to your trade show exhibit with an ad in the color program!*

Your conference program ad and payment **must be received by December 5, 2017**. Ads may be submitted after this date if space is available; however, a **\$10 late fee** will be charged.

_____ \$225.00 ½ page ad (3 ¾" by 10" for vertical ad or 7 ½" by 4 7/8" for horizontal ad)

_____ \$120.00 ¼ page ad (3 ¾" by 4 7/8" for vertical ad)

_____ \$95.00 1/8 page ad (3 ¾" by 2 3/8" for horizontal ad)

_____ \$10.00 late fee (after December 5, 2017 - if space is available)

_____ \$25.00 layout fee (only if modifications needed to meet specifications above)

SAVE when you place your ad in both the conference brochure and conference program! See option #3.

- 3. 2 for 1 deal**--*SAVE when you place your ad in both the conference brochure and the conference program!*

Your ad copy **and** full payment **must be received by October 14, 2017** to receive this discount.

_____ \$450.00 (save \$75!) ½ page ad (3 ¾" by 10" for vertical ad or 7 ½" by 4 7/8" for horizontal ad)

_____ \$275.00 (save \$45!) ¼ page ad (3 ¾" by 4 7/8" for vertical ad)

_____ \$50.00 layout fee (only if modifications needed to meet specifications above)

EXHIBIT OPTIONS

Register for exhibits online <http://ssawgconference.org/tradeshow>

Please select the option below that is appropriate for your display. Display materials must fit into the space allotted. For assistance with your selection, please contact Trade Show Coordinator Carolyn Gahn at tradeshow@ssawg.org.

Exhibits are a great value with pipe and drape, booth dividers, and wireless internet access included in prices!

Please note: Exhibit registration does not include conference registration. Each person who wishes to participate in conference sessions must register for that in addition to exhibit registration. Please see conference registration options on the next page.

- 1. Exhibit space 5' x 10'**—Includes 8' skirted table, 2 chairs, 8' high pipe and drape backdrop, 3' high dividers between booths, and wireless internet access.

_____ \$299.00 paid in full through October 14, 2017 **Early Bird Pricing!**

_____ \$315.00 paid in full through December 5, 2017

_____ \$350.00 paid in full through January 3, 2018 (last day to be included in the conference program)

_____ \$390.00 late registration after January 3, 2018

- 2. Exhibit space 10' x 10'**—Twice the floor space! Includes 8' skirted table, 2 chairs, 8' tall pipe and drape backdrop, 3' high dividers between booths, signage printed with the name of your company or organization, and wireless internet access.

_____ \$490.00 paid in full through October 14, 2017 **Early Bird Pricing!**

_____ \$505.00 paid in full through December 5, 2017

_____ \$540.00 paid in full through January 3, 2018 (last day to be included in the conference program)

_____ \$590.00 late registration after January 3, 2018

- 3. Literature display table**—Includes 4' of unstaffed, skirted table for placing literature or display materials. These can be mailed ahead to the site, and conference staff will set up the display. Leftover materials will be disposed at the conclusion of the trade show.

_____ \$135.00 paid in full through October 14, 2017 **Early Bird Pricing!**

_____ \$145.00 paid in full through December 5, 2017

_____ \$155.00 paid in full through January 3, 2018

_____ \$165.00 late registration after January 3, 2018

Extras

Electrical hookup, dedicated internet line, fork lift, shipping, receiving, and other extras are available. Please use this link to order – <http://chattanoogaconventioncenter.org/> and contact Madison Weisenseel at mweisenseel@chattconvention.org with questions regarding extras.

CONFERENCE REGISTRATION OPTIONS

Exhibit registration does not include conference registration. Each person who wishes to participate in conference sessions must register for that in addition to exhibit registration. (Note, there will not be a Saturday evening dinner this year).

_____ \$175.00 General Conference Registration (no Saturday evening banquet this year),
paid in full **through December 20, 2017**

_____ \$205.00 General Conference Registration (no Saturday evening banquet this year),
paid in full **through January 3, 2018**

Name(s) of conference participants for conference name badge(s).

One badge per conference registration will be provided.

1. _____ 2. _____ 3. _____

PAYMENT INFORMATION

Register online at <http://ssawgconference.org/tradeshow> .

Once you have entered your registration online, payment may be made with a credit card online or by mailing in a check (instructions are given online).

If online registration is not an option for you, send your completed forms and payment information requested below and mail to:

Southern SAWG Trade Show, PO Box 1552, Fayetteville, AR 72702

\$_____ **TOTAL AMOUNT DUE** (advertisements, exhibits, electricity, phone, conference registration, Saturday evening dinner tickets)

_____ Enclosed is my check for \$_____, made **payable to Southern SAWG.**

_____ Please bill my credit card for \$_____

___ Visa ___ Master Card ___ AmEx ___ Discover

Credit Card # _____ CSV number from back of card _____

Expiration date _____ Name as it appears on card _____

Credit Card Billing

Address: _____

City: _____ State: _____ Zip: _____

Signature _____

For your security, please do not email this form with your credit card information filled in. Please register through our secure online system, *or* mail the form with the credit card info to our PO Box, *or* email the form without credit card info and call 479-251-8310 to provide credit card info.

We cannot accept purchase orders or vouchers. Personal or institutional checks or credit card information must accompany your registration form.

For additional information, contact Trade Show Coordinator Carolyn Gahn at tradeshow@ssawg.org or 859-925-3307.

VENDOR POLICY

Southern SAWG's Mission is: To empower and inspire farmers, individuals, and communities in the South to create an agricultural system that is ecologically sound, economically viable, socially just, and humane. Because sustainable solutions depend on the involvement of the entire community, Southern SAWG is committed to including all persons of the South without bias.

Southern SAWG endeavors to provide a unique and beneficial opportunity to vendors seeking to educate, engage with, and market to attendees of our 27th Annual Practical Tools and Solutions for Sustaining Family Farms Conference in January 2018. Conference participants are farmers, educators, researchers, activists, and policy advocates from across the South and beyond. We are honored and proud to have participants who are broadly diverse in their farming systems, their ethnicity, and their means. In keeping with our mission, we actively conduct outreach and provide assistance to low-resource individuals who would otherwise not be able to attend.

In an effort to ensure that all participants feel welcome and appreciated, we have established the following guidelines for our trade show vendors.

Vendors agree to refrain from:

- Displaying, distributing, or selling any items or products that would discriminate against or diminish any culture, ethnic group, or religion.
- Making statements to tradeshow visitors that would discriminate against or diminish any culture, ethnic group, or religion.
- Displaying any materials or selling any products that promote inhibiting or preventing farmers' choice in and freedom to breed their own seeds.
- Displaying or selling any products or promoting any agreements that limit farmers' opportunities to freely market their crops and/or products or to seek damages from unfair impacts of contract agreements.

By confirming your participation as a vendor in our Trade Show and paying the trade show fee, you are agreeing to comply with this important policy. We thank you for your interest in being a part of our Trade Show and look forward to seeing you in Chattanooga, Tennessee on January 18-20, 2018.

With Kind Regards,

Steve Muntz,
Executive Director