

ACORN Organic Conference & Trade Show:

November 11-13, 2011

Halifax Harbourview Inn in Dartmouth, NS

www.acornorganic.org



August 3, 2011

It's time to book your space for the November 2011 ACORN Trade Show!

For the first time in ACORN's history, we are holding our much-anticipated conference in the Fall. As you know, we have always had a date in late February or early March; however, our members are becoming increasingly busy in March with greenhouses and livestock demands. November is a time when most harvesting is done and there aren't too many other conflicting events.

We are very optimistic that the Remembrance Day long weekend will boost attendance to well over 500 people. Already, our members have expressed their support for the planned program and Halifax location. Furthermore, the Organic Value Chain Roundtable will also be holding their semi-annual meetings at this time in the same hotel, bringing in organic leaders from across the country.

The conference will start on November 11th at 1pm, with more than 40 workshops over three days. The trade show will take place on the Saturday and Sunday (the 12th and 13th), in a prime location on the main convention floor.

"The ACORN trade show reminds you it's not just all business, organics is everything—it's family farms, it's local and it's sustainable. More and more potential customers come through the doors at every conference. We wouldn't miss it!"

-Shonda Babineau,
Co-op Atlantic

ACORN is the largest organic conference in Atlantic Canada, but more than that, it is known across Canada for its high quality workshops and learning opportunities. Participants look forward to the trade show to source supplies and expertise, which are critical to organic production. As **admission is free**, many more people from across the province will attend just to walk the trade show.

Space is very limited, so please book now. We accept only 35 exhibitors and always sell out.

We also ask you to strongly consider becoming a sponsor of the ACORN Conference. Every year, our funding sources are reduced and we must get very creative with hosting the event. ACORN strives to keep registration costs down for participants and we can only do that with your help. If you don't see a package that meets your needs, or have any questions about the trade show and conference, please give Beth a call at 1-866-322-2676.

Many thanks for your support of organics in Atlantic Canada,

A handwritten signature in black ink that reads "Beth McMahon".

Beth McMahon,
Executive Director



PS - Don't forget about the silent auction—it is a highlight for many conference-goers, and proceeds help ACORN with our work to support beginning farmers.

Sponsorship



ACORN Organic Conference: *Farms & Communities: Growing together*

November 11-13, 2011

Halifax/Dartmouth, NS



Organic Hero – \$2850

This package offers the ultimate in visibility and recognition! The 12th annual conference and trade show is located in Dartmouth, strategically located at the base of the bridge to downtown Halifax. This well-known location is anticipated to draw more than 500 trade show visitors, all interested in organic food, gardening and farming. Sign up today to be an “organic hero” to demonstrate your proud support of organics and maximize your business’s impact!

Organic Hero recognition benefits includes:

- 🌱 Extra-wide trade show table with strategic placement and visibility
- 🌱 4 full passes for the Conference (includes Saturday lunch, banquet, and Sunday lunch)
- 🌱 Verbal recognition during conference banquet and award ceremony
- 🌱 Recognition in all press releases
- 🌱 An opportunity to deliver a personalized message of support at a major function
- 🌱 5” X 5” ad in the ACORN *Organic Resource & Directory* (see below for details)
- 🌱 Maximum exposure–ACORN will include your logo and materials in all of our outreach and advertising including:
 - ▶ Prominent signage acknowledging top level sponsorship during entire event
 - ▶ ACORN website (with direct link to your homepage)
 - ▶ All ACORN print conference advertising
 - ▶ 2 complimentary ads (1/4 page or banner) in ACORN quarterly newsletters
 - ▶ Product/literature distribution in conference welcome package
 - ▶ Prominent logo and link to your website in our special direct e-mailing promotions

Champion – \$1470

The organic sector continue to experience strong growth–sales have now topped \$2 billion in Canada, but we still face local supply shortages. Become a “champion” of organic agriculture and help support farmers learn new technical skills and profitability strategies from expert speakers. In doing so, you’ll also enhance your company’s exposure at the ACORN Conference:

- 🌱 Trade show table with priority placement
- 🌱 2 full conference passes (includes Saturday and Sunday lunch, and Saturday night banquet and awards)
- 🌱 Logo in pre- and post-conference newsletter and on ACORN website (direct link to your homepage)
- 🌱 Literature distribution in conference welcome package
- 🌱 Prominent event signage and recognition
- 🌱 2.25” X 5” ad in the *Organic Resource & Directory*

Benefactor – \$775

The ACORN conference is one of the most celebrated organic conferences in Canada, drawing in hundreds of people from across the nation. This November, we will bring in dozens of speakers to provide a stellar line-up, but we can’t do this without sponsor support. Become a “benefactor” and help the ACORN conference remain one of the top organic events in Canada:

- 🌱 4 tickets to the all-organic, local organic banquet and keynote
- 🌱 Logo/ad on ACORN website (with a direct link to your homepage)
- 🌱 Prominent event signage and recognition
- 🌱 Logo in pre- and post-conference newsletter
- 🌱 2.25” X 5” ad in the *Organic Resource & Directory*

Organic Resource & Directory – \$295

Don’t miss out on this opportunity to have your 2.25” X 5” ad featured in our new publication, the *Organic Resource & Directory*. With a circulation duration of two years, this advertising opportunity offers excellent exposure and value. This guide will be distributed to every conference delegate, ACORN member and at events across Atlantic Canada. This guide is highly anticipated and used frequently by gardeners, farmers and industry professionals.

For more information,
call ACORN:
Beth McMahon,
Executive Director
1-866-32-ACORN (22676)
admin@acornorganic.org
www.acornorganic.org

Not a member? JOIN ACORN TODAY!

Business Members enjoy many perks, including:

- Discounts on trade show registration
- Free webinars
- Support from Organic Transition Specialist
- Discounts on newsletter print ads
- Highlighted listings in Organic Resource Directory
- and more!!



Our members are "hog wild" about the ACORN Organic Conference & Trade Show!

Additional Opportunities:

Literature distribution \$125

Your one-page flyer, product sample, coupon—any item of your choice—will be received by each conference attendee. If you would like to distribute catalogues or larger items, these will be placed in strategic locations in the conference venue.

Newsletter ad \$60

The pre-conference edition of the ACORN newsletter is the most widely read issue (late September), as it features the full conference program and registration package. Alternatively, the January edition is the perfect time to remind people of your services/product! Send us your business card sized pdf and make sure to get noticed.

Webpage ad \$60

The ACORN website soars just before our annual conference. Send us your 72 DPI logo or ad and see direct results! We'll post it as soon as we receive it, so get it in sooner than later and reap the benefits.

Program guide

Rural Delivery will be putting together another amazing program guide for the 2011 conference. To advertise, or for more information, email sales@atlanticfarmer.com

Product donations

If you would like to donate organic food or beverage product for use during the conference, please contact us immediately. ACORN will work with you to find the best way to use the product and acknowledge your contributions.

ACORN uses only certified organic food and beverages at all conference meals and refreshments breaks, with a majority sourced locally!

We're doing our part to reduce our event footprint!

This event is

bullfrogpowered
with 100% green electricity

Silent Auction

Donations welcome!

It's an annual tradition that is widely anticipated by conference-goers: where else can they find the perfect book, heirloom seed collection, or discount off organic certification?!

Funds raised by the silent auction will be used to help fund ACORN's "Grow a Farmer" program and educational programs. This program helps support beginning farmers with skills development, including agronomy and business planning.

Your generous contributions will help raise your business profile, as well as help build the organic agriculture movement!

SILENT AUCTION FUN!



ACORN membership is available and encouraged to all interested individuals and businesses who support our mandate to grow the organic sector in Atlantic Canada.

ACORN started in 2000 and now has over 350 members and 2200 information members across Canada!

www.acornorganic.org