CRISIS & RESILIENCE: FARMERS BUILDING A NEW FOOD FUTURE

Join us for the Chesapeake region’s largest gathering of farmers, foodies, agricultural service providers, and ag-tivists at our first ever virtual conference!

FUTURE HARVEST	Chesapeake Alliance for Sustainable Agriculture
WWW.FUTUREHARVESTCASA.ORG

Photos by Edwin Romsberg
From the Executive Director

Unprecedented times call for an unprecedented conference. For the first time in Future Harvest’s history, our conference goes virtual. It took a while for us to get used to the idea, but now that we’ve learned more about how such a conference operates, we’re excited! Going virtual provides all manner of new opportunities, not the least of which is more direct connection between exhibitors and sponsors and conference attendees. Sponsor logos will be ever present on the screen; exhibitor “booths”, too.

Just a click takes attendees to more information and a one-on-one with a representative from your organization. From scheduling meetings to chat rooms, to networking and sharing videos and other organizational information, our sponsors and exhibitors will have increased opportunities to engage with all conference participants.

Sometimes it takes a jolt to change the way we do things, to force us to look at a tried and true from another perspective. And while we’d, of course, like to see our community in person, we think that our virtual conference will provide a renewed sense of community and a forum for learning, connecting and sharing!

Sincerely,

Dena Leibman
Executive Director, Future Harvest

About the conference

Future Harvest’s annual conference is the Chesapeake region’s premier three-day event of workshops, inspiring speakers, and farmer and foodpreneur learning and networking! Last year’s conference was our largest to date with more than 700 attendees! Whether you are a beginner or seasoned farmer, an agricultural service provider or an ag-tivist, a sponsor or exhibitor, or someone concerned about the environment, or a foodpreneur, this conference offers you something special.

Who attends?

- Average of 700 attendees
- 63% of attendees are farmers/producers
- 62% are vegetable farmers
- More than 22% are raising livestock
- 61% farmed fewer than 10 years

About Future Harvest

Future Harvest’s mission is to advance agriculture that sustains farmers, communities, and the environment. We provide education, networking, advocacy, and research to help build a sustainable Chesapeake foodshed, where food flows from farm and fishery to table in ways that strengthen farming and the regional food economy; protect our land, water, and air; and provide healthy, nutritious food that sustains the region’s communities.
Sponsorship Opportunities

Why become a sponsor or exhibitor?
This year’s virtual conference connects sponsors directly to attendees, through an immersive experience of video chat, typed chat, resource sharing, and networking functionality. Sponsors can promote their organization throughout the event with their logos placed in our various online track, session and workshop meetings. Through the virtual exhibitor hall, sponsors also have the opportunity to host video sessions, online chats, and share digital marketing materials and presentations. We will work with your organization to optimize your exposure by providing walk-thrus and assistance with profile set-up.

With four standard levels of sponsorship, unique interactive opportunities, exhibitor space, and program advertisements, you can choose the level of engagement that connects you to our attendees best!

Platinum Sponsor - $7,500-$10,000
- Premium visibility and recognition as a Platinum Sponsor with logo prominently positioned on virtual conference website homepage
- Recognition as a Platinum Sponsor with logo on all conference marketing and materials: eblasts, direct mail, online marketing, press releases, digital program book, General Session opening slides, and website
- Complimentary full-page ad in digital program book
- Logo on opening slide for all General Sessions
- Video recorded remarks during one of our main Keynote Sessions or Opening Remarks
- Complimentary prime location in Virtual Exhibit Hall with fully customizable landing page to include logo, website link, social media, and digital collateral such as brochures and video clips
- Four complimentary conference registrations
- Premium logo recognition on Future Harvest website November 2020 - January 2021
- Individualized sponsor shout-out on social media
- Post-conference recognition with logo on follow-up marketing materials and re-posted session recordings

Gold Sponsor - $5,000-$7,500
- High visibility and recognition as a Gold Sponsor with logo on virtual conference website
- Recognition as a Gold Sponsor with logo on marketing and conference materials: online marketing, press releases, digital program book, General Session opening slides, and website
- Sponsor one conference track: Beginning Farming; Business of Farming; Environment, Community, and Policy; Grassfed Meat and Dairy; Regenerative Ag; Crop Production; Made Local
- Logo on opening slides of sponsored Track sessions
- Complimentary half-page ad in digital program book
- Option for video recorded remarks during sponsored Track sessions
- Complimentary high visibility booth in Virtual Exhibit Hall with customizable landing page to include logo, website link, social media, and digital collateral such as brochures and video clips

Silver Sponsor - $2,500-$5,000
- Recognition as a Silver Sponsor with logo on virtual conference website
- Recognition as a Silver Sponsor with logo on marketing and conference materials online, digital program book, and website
- Sponsor of one Pre-Conference workshop
- Logo on opening slides of Pre-Conference workshop
- Complimentary booth in Virtual Exhibit Hall with customizable landing page to include logo, website link, social media, and digital collateral such as brochures and order forms
- Two complimentary conference registrations
- Logo recognition on Future Harvest website November 2020 - January 2021
- Inclusion in Silver Sponsor shout-out on social media
- Post-conference recognition with logo on follow-up marketing materials and re-posted session recordings

Bronze Sponsor - $1,000-$2,500
- Recognition as a Bronze sponsor with name on conference website
- Recognition as a conference Bronze sponsor logo on all marketing and conference materials (eblast, direct mail, online marketing and press releases, conference program and website)
- Visibility in Virtual Exhibit Hall with custom landing pages, including profile and logo & inclusion of digital collateral
- Name recognition on FH website for three months
- One complimentary conference registration
- Inclusion in Bronze Sponsor shout-out on social media
- Recognition as a conference Bronze sponsor with logo on post-conference marketing materials

Interested sponsors and exhibitors, please contact Carole Bernard at carole@futureharvestcasa.org.
All other conference related inquiries, please contact Gail Taylor at gail@futureharvestcasa.org.
Other Custom Sponsor Opportunities

Technology Sponsor - $10,000

- Premium visibility and recognition as a Technology Sponsor with logo prominently positioned on virtual conference website homepage
- Recognition as a Technology Sponsor with logo on all conference marketing and materials: eblasts, direct mail, online marketing, press releases, digital program book, General Session opening slides, and website
- Logo on opening slide for all General Sessions
- Video recorded remarks during one of our main Keynote Sessions or Opening Remarks
- Complimentary prime location in Virtual Exhibit Hall with fully customizable landing page to include logo, website link, social media, and digital collateral such as brochures and video clips
- Four complimentary conference registrations
- Premium logo recognition on Future Harvest website November 2020 - January 2021
- Individualized sponsor shout-out on social media
- Post-conference recognition with logo on follow-up marketing materials and re-posted session recordings
- Opportunity to have company-branded swag sent to conference attendees

Interactive Dinner Sponsor - $7,000

- Recognition as an Interactive Dinner Sponsor with name and logo on virtual conference website homepage
- Recognition as an Interactive Dinner Sponsor with logo on all conference marketing and materials: eblasts, direct mail, online marketing, press releases, conference program, and website
- Video recorded remarks
- Logo on downloadable instructions and menu for interactive dinner
- Complimentary booth in Virtual Exhibit Hall with customizable landing page to include logo, website link, social media, and digital collateral
- Three complimentary conference registrations
- Logo recognition on the Future Harvest website November 2020 - January 2021
- Individualized sponsor shout-out on social media
- Post-conference recognition with logo on follow-up marketing materials and re-posted session recordings

Digital Program Book Advertisements

- Program Ad: Inside Front Cover, Full Page $350
- Program Ad: Inside, Full Page $300
- Program Ad: Inside, Half Page $200
- Program Ad: Inside, Quarter Page $125
- Program Ad: Inside, Eighth Page $75

Please contact us for custom Media Partnership Packages

Promotional benefits of a Media Partner:

- Opportunity to expose your media organization to the sustainable, small-scale agricultural community in the Chesapeake foodshed.
- Listing as Media Partner on marketing collaterals related to the conference.
- Complimentary program ad in digital program book, quarter page (valued at $125.)

Role of the Media Partner:

- Promote the 22nd Annual Future Harvest conference in the related media outlets.
- Promote and cover the 2021 Future Harvest Conference.
- List the conference, pre- and post- event on all social media networks.
- Interview event organizers and various speakers and insert the content into outlets’ regular programming.

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Exhibitor Opportunities

**Featured Exhibitor - $250**
- High-profile visibility in the virtual tradeshow with large logo placement (50% off our normal price)
- Includes one attendee registration

**Exhibitor - $100**
- Visibility in the virtual tradeshow with logo placement (Non-Profit Rate - $50)

All exhibitors gain:
- Custom landing pages, including profile and logo & inclusion of digital collateral
- Listed in exhibitor directory & booth numbers on conference website
- Searchable directory of conference attendees, vendors and other constituents, so you can quickly find the right people and companies to connect with.
- Attendees can easily “request information” from exhibiting organizations, sharing their contact information similar to having their badge scanned at a live event.
- Networking opportunities through scheduling virtual live chats, meet-ups and chats, and text chatting features

**Virtual exhibitor booth benefits:**
- **Share Customizable Information About Your Organization:** Attendees can view exhibitors' custom landing page, which includes information about services offered, type of business, the organization's logo and website link, and inclusion of digital collateral.
- **Showcase Downloadable Digital Collateral:** You can present brochures, catalogues, and flyers, which can also be downloaded by attendees
- **Play Videos:** You can share videos introducing your organization to attendees and highlighting products/services. Product presentation videos and advertisements are publicly available for viewing in the virtual exhibit hall
- **Access Attendees for Networking Opportunities:** You will have access to a searchable directory of conference attendees, vendors, and other constituents for targeting networking. Attendees can engage with you in a virtual environment through scheduled live chats, meet-ups, and text chatting features, and easily request information and share contact information
- **Get listed in Conference Directory:** You will be listed in the Exhibitor Directory with booth numbers on the conference website

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