



E-mail: cathy@whiteloafridge.com or call 413-529-0386
Fax: 413-529-9101 www.nafdma.com
62 White Loaf Road, Southampton, MA 01073

Dear Trade Show Exhibitor,

THANK YOU FOR YOUR PATIENCE!!! The much anticipated information for the 2009 North American Farmers' Direct Marketing Association Convention is now available. We are accepting trade show booth registrations effective immediately!

NAFDMA has spent the past 2 years RECALCULATING. In fact, that's the theme of this year's convention which will take place in Historic Savannah, Georgia when we bring our annual conference and trade show to the Savannah Marriott Riverfront. We have listened intently to our exhibitors over the past several years. As you look at the changes we've made, we think you'll agree that most of your recommendations have been incorporated into our new convention flow. It has taken some time to put this new recipe together, but we think we've got it right!

The trade show opens on the very first day of our convention. Once people register on their arrival day, the trade show is the exclusive convention activity from 3:00 p.m. – 8:00 p.m. on that day, Sunday, February 1.

Monday, February 2, is our newly branded INNOVATION DAY. Activities include the Trade Show, Celebrate Excellence Contest judging, informal round table discussions and buffet lunch. We've also designed a new opportunity for you; Exhibitor Demos and Presentations. Again, all these activities are held exclusively in the trade show area from the opening bell to exhibitor tear down at 5:00 p.m. Our workshops and educational sessions don't take place until the next day.

Our unique trade show is your best place to reach the most progressive and advanced farm direct marketers and agritourism operators from all across the United States and Canada. Attendees at our conference are in a direct marketing and agritourism frame of mind. Each year, the convention moves to a different part of North America, and each year the show attracts 800 to 1,000 (or more!) farmers and allied industry personnel.

Bring our members your most INNOVATIVE products and services! Send in your booth application today. Booths will be reserved on a **first-paid, first-served basis** as payments with applications are received.

We look forward to working together this year.

Sincerely,
Cathy McKay, your Trade Show Coordinator
Charlie Touchette, your Association Executive Director
Brent Warner, your On Site Manager



North American Farmers' Direct Marketing Conference & Trade Show February 1-7, 2009

Exhibitor Schedule

Jan. 31

Recommended Exhibitor Arrival date, Guest Rooms available at the Savannah Marriot Riverfront. Pipes and drapes will be set-up in the evening

Feb. 1

**8 a.m. - 2 p.m. Exhibitor Setup
3 p.m. - 8:00 p.m. Trade Show Open**

Feb. 2

**9 a.m. – 5 p.m. Trade Show Open
Per scheduling Exhibitor Demos and Presentations Stage
5 p.m. Immediate breakdown of booths**

Convention Participant's Schedule

Feb. 1 – Arrival and Trade Show Preview

Feb. 2 – Innovation Day - Trade Show, Demo and Exhibitor Presentation Stage

Feb. 3 – Education Day - Workshops

Feb. 4 – Participation Day - Keynote Presentation and Conference Sessions

Feb. 5,6,7 - Three Day Bus Tour

Conference and Trade Show Location

Savannah Marriott Riverfront

100 General McIntosh Blvd.

Savannah, GA 31401

Reservations: 912-233-7722

Web site: www.marriott.com

Room Rate

\$125.00 plus tax per night

Rates guaranteed until January 8, or NAFDMA room block is sold out whichever comes first.

Booth Rental Costs

Each standard booth space is \$795 U.S.

Each Premium booth space is \$895 U.S.

All booth spaces will be charged a **\$100** late charge if registering after January 1, 2009

Make checks payable to: **NAFDMA-Trade Show** or pay with your credit card.

Your Booth Rental Includes

- ✓ Two (2) exhibitor registrations** for February 1 and February 2
- ✓ Breakfast and lunch on Monday for each of two exhibitors
- ✓ Booth space 8' D X 10' W (unless otherwise arranged and paid per additional sq. foot)
- ✓ Booth drapery: 8' back wall & 3' side rails
- ✓ One 6-foot table and two folding chairs
- ✓ One wastebasket
- ✓ Standard listing in Conference Digest & Membership Handbook (if registered by January 1, 2009)
- ✓ Listing on the NAFDMA Web site and a link to your Web site
- ✓ NAFDMA membership for the current year

*** Additional exhibitors may be added for a registration fee of \$75 per exhibitor—no exceptions. Includes breakfast and lunch on Monday, February 2.*

Note: power, drayage, and other booth display options are available for a fee and will be coordinated by the decorating company after booth reservation.

Booth Allocation

Booth space will be assigned in the order that **applications with payments** are received. To check booth availability, visit www.nafdma.com/Georgia/GA_TradeShow/GA_exhib Please list your 1st, 2nd & 3rd choices. If booths specified are not available, show management will determine the booth location. Show Management reserves the right to adjust overall floor design.

Considerations for booth selection this year

1. Look at the trade show map and included in this packet to understand the layout.
2. Booths marked with "P" are noted as Premium Booths and are priced accordingly. These have been deemed Premium Booths by Convention Management based on our assessment of most likely traffic flow on February 1 and 2. The only entry point into the trade show area is by way of Conference Registration from the main hotel registration lobby. Make your own judgment on Premium Booth designations when choosing your booth selection.
3. Booths numbered 1 – 75 are located in the Grand Ballroom. The Ballroom is locked and secured each night by Hotel Staff.
4. Booths numbered 76 – 92 are located in ballroom prefunction area. Prefunction doors are closed at night, but can not be locked.
5. Booths numbered 93 – 100 are located in the conference foyer. The foyer does NOT lock down at night, and there will be no special night security other than that provided by the hotel. (You may of course bring materials from your booth to your guest room each night.)

Choose what's best for you!!! And remember we can only guarantee your space on a first paid, first served basis.

Questions on booth sales and allocation?

Call Cathy McKay at the NAFDMA office at 413-529-0386.

Cancellation Policy

Cancellation in writing must be received on or before the dates indicated below to receive the specified refund amount. Trade Show management reserves the right to resell any cancelled space or use unoccupied space for any purpose. Cancellations before December 31, 2008 will receive a 50% refund on exhibit fees. No refunds will be granted after December 31, 2008.

Security

Exhibitors are solely responsible for the security of their materials and merchandise. Booths numbered 1 – 75 are located in the ballroom which will be locked at night. Hotel staffing is always on duty. However, there will be no additional security hired for this convention.

Loading area

The loading dock will be coordinated by BlueChip Expo Inc. There are specific limitations at this Marriott Hotel facility. Detailed specifications and move-in location and times will be in your Exhibitor Service Packet provided by BlueChip Expo Inc.

Liability & Insurance

Upon application, each exhibitor must provide a valid, certificate of insurance showing at least \$1,000,000 in General Liability coverage. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitors' activities at the NAFDMA convention and on the Hotel premises, and will indemnify, defend, and hold harmless NAFDMA, the Hotel, and their officers, agents, servants, and employees from any and all such losses, damages and claims.

Exhibitors must adhere to the rules and regulations of Show Management, the Decorator and the Conference Hotel and comply with applicable federal, state, and local laws, or otherwise risk forfeiture of their space with no refund.

Show management reserves the right to accept or reject any application for exhibit. NAFDMA shall not be responsible for any damage to the exhibitor, for failure to provide space for the exhibit, for the removal of the same, or for failure to hold meeting as scheduled.

Decorator, Electrical Service, Shipping & Handling

Blue Chip Expo Inc. is the official provider of drayage and decorator services and will coordinate electrical services with the Conference Hotel. Blue Chip Expo will mail exhibitor service packets to each registered exhibitor 45 to 60 days in advance of the conference. Please contact Blue Chip directly with any questions or requests regarding decorator services, shipping and handling.

Service address

Blue Chip Expo inc.

118B Matthews Drive

Hilton Head Island, SC 29926

phone: (843)681-4545 fax: (843)689-5959

e-mail: bluechipexpo@aol.com

website: www.bluechipexpo@aol.net

!!!New!!!

Exhibitors' Demos and Presentations Stage

New this year, NAFDMA is combining your booth participation at our trade show with an opportunity for you to take the stage during an exclusive presentation timeslot and pitch your products and services to our membership in the form of demonstrations and presentations. This offer is only open to trade show exhibitors.

NAFDMA is scheduling twelve, 30-minute timeslots on our Innovation Day Stage on Monday, February 2, 2009. The stage is set up in a section of the main ballroom, the same area used for the trade show. We will advertise all sessions in our Conference Digest & Membership Handbook. Attendees will be invited to attend your exclusive session on a voluntary basis. Call it an infomercial, call it an educational program, call it a new product unveiling, call it whatever you'd like. Here's a unique opportunity for you to put your best foot forward in front of a wider audience than your booth alone provides. Contact Charlie Touchette by e-mail Charlie@WhiteLoafRidge.com for more details and to reserve your timeslot.

NAFDMA will:

Provide a stage area with podium, table, LCD projector, screen, and micro-phone.
Provide a 30-minute time slot for you inclusive of set-up and exit time.
Publish all session (that are scheduled before January 1, 2009) in our Convention Digest.
Provide the Innovation Day Demos and Presentations schedule signage on the day of the event.

You will:

Pre-schedule your timeslot with Charlie Touchette.
Pay a support fee of \$125.00
Provide a 75 word (maximum) Presentation Title and Description
Show up on the day of the event and give your presentation.

Timeslots available:

10:00a.m., 10:30a.m., 11:00a.m., 11:30a.m., 12:00 p.m., 12:30p.m., 1:00p.m., 1:30p.m., 2:00p.m., 2:30 p.m., 3:00 p.m. 3:30 p.m., 4:00 p.m.; slots will be filled first paid first served.

Additional Advertising and Sponsorship Opportunities

Whether you take a tradeshow booth this year or not, we have other advertising and sponsorship opportunities to offer. Contact Charlie Touchette by e-mail Charlie@WhiteLoafRidge.com for more details.

Conference Digest & Membership Handbook Presence

Put yourself in front of our attendees and membership throughout the year? Take out a full-page advertisement in the NAFDMA 2009 Yearbook. This publication is used as a reference guide for years to come by every attendee as well as NAFDMA members who do not attend.

Inside front cover \$900

Inside back cover \$700

Section break insert \$500

Sponsorships

We are working with our supporters to supply appropriate products for snacks and breakfast items during the **three-day bus tour** following the conference. All sponsors receive recognition. Please contact us if you wish to participate in this program.

Application for Exhibit Space
NAFDMA
Conference and Trade Show
Marriott Riverfront
Savannah, GA
February 1-4, 2009



Contact Name: _____
 Company Name: _____
 Address: _____
 City: _____ State/Prov. _____ ZIP/Postal Code: _____
 Telephone: _____ Fax: _____
 Email: _____ Web site: _____
 Please briefly describe the products/service you will be exhibiting: _____

Please list first 3 booth choices:

#1 _____ #2 _____ #3 _____ *Booth space reserved only after receipt of payment.*

Each **Standard** booth space is **\$795 U.S.**

Each **Premium** booth space is **\$895 U.S.**

Add **late charge** if registering after December 31, 2008 per booth **\$100 U.S.**

Innovation Day **Demo and Presentation Timeslot** support fee **\$125 U.S.**

Do you have an interest in providing products as a **sponsorship**? YES NO

Do you have an interest in **advertising** in the Convention Digest? YES NO

Badge names: Limit two Exhibitors per booth for name tag *(please print clearly)*

(1) _____

(2) _____

Additional Exhibitors: \$75 each *(includes breakfast and lunch)*

(3) _____ **\$75 U.S.**

(4) _____ **\$75 U.S.**

Total Charges: _____

I have read and fully understand the exhibitor information:

Signature _____

Please be sure to enclose your payment. Cancellation policy: Cancellations before December 31, 2008 will receive a 50% refund on exhibit fees. No refunds will be granted after December 31, 2008.

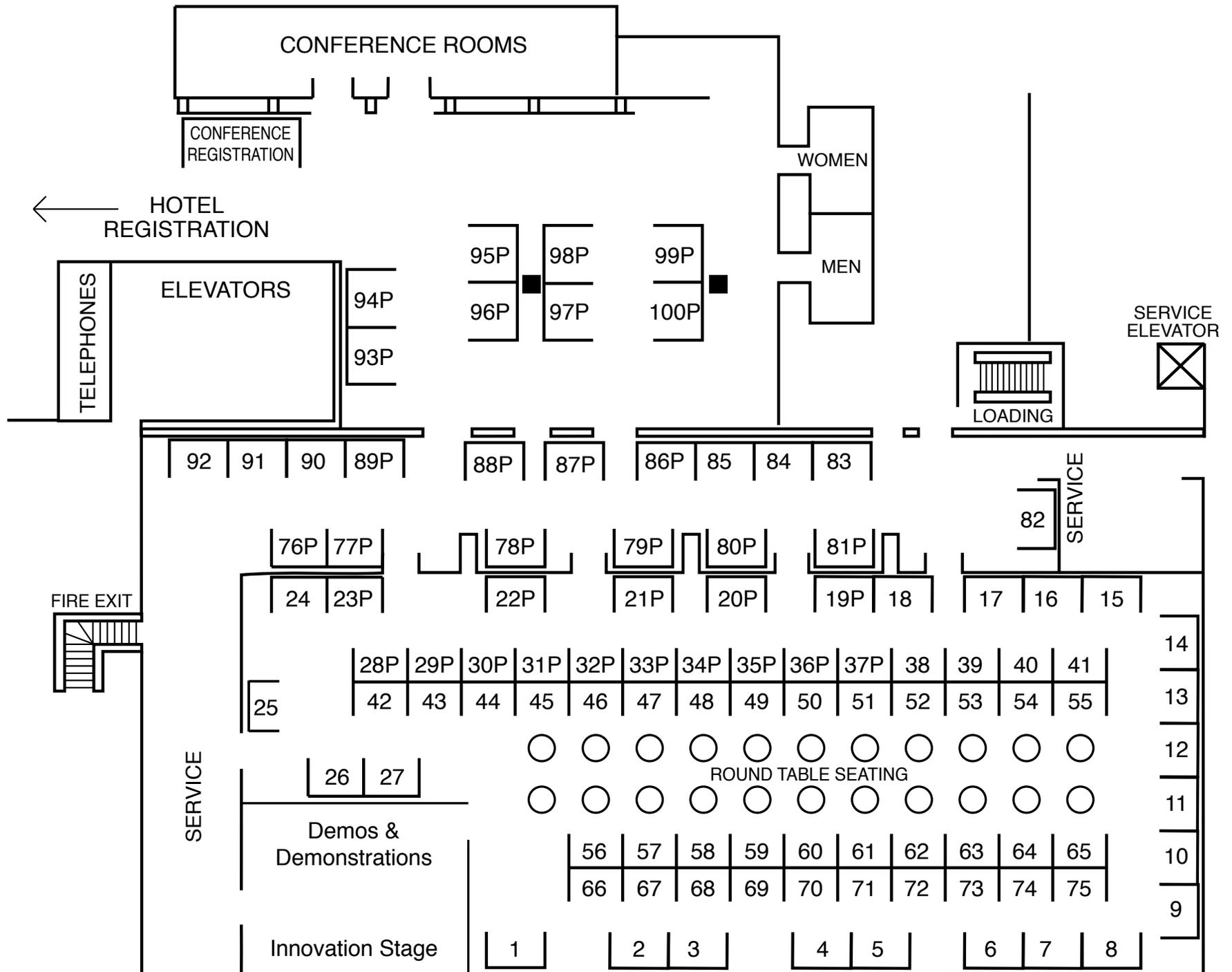
Make checks payable to: NAFDMA-Trade Show, 62 White Loaf Road, Southampton, MA 01073

Credit Card – mail to address above or **fax to: 413-529-9101**

Credit Card Account # _____ Exp. date _____/_____/_____

Card Member Name: _____

OFFICE USE ONLY: Date Rec'd: _____ Amount Rec'd: _____ Check/Auth. Number: _____



Savannah Marriott Riverfront