



AN INVITATION TO EXHIBIT & SPONSOR

2026 NC Agritourism Farm Tour & Conference

22nd Annual Conference / Dates: February 22-24, 2026

Tryon International Equestrian Center & Resort - Mill Spring, NC

You're Invited: Become a Vendor or Sponsor at the 22nd Annual NC-ANA Farm Tour & Conference

We are excited to invite you to participate as a vendor and/or sponsor at the upcoming **22nd Annual North Carolina Agritourism Networking Association (NC-ANA) Farm Tour & Conference**, taking place in 2026.

This annual event brings together farm owners and decision-makers from across the state who are passionate about educating visitors on what is grown, raised, caught, and made on their farms. As one of our valued vendors or sponsors, you'll have the unique opportunity to connect directly with agritourism leaders who are actively seeking value-added products, engaging guest experiences, and innovative marketing solutions to support and grow their operations.

Conference Details:

Date: February 22-24, 2026

Location: Tryon International Equestrian Center & Resort, Mill Spring, NC

Tryon International is a premier lifestyle destination nestled in the beautiful foothills of North Carolina's Blue Ridge Mountains. With world-class facilities, onsite dining options, and the recently opened **Overmountain Lodge** (our host hotel offering a group room block), it provides an ideal setting for networking, learning, and showcasing your business.

Why Participate?

- **High Visibility:** Engage directly with a targeted audience of agritourism professionals.
- **Brand Exposure:** All confirmed vendors and sponsors will be featured on our website and, if confirmed before print deadlines, in our official conference program.
- **Tax Deductible:** All contributions are fully tax deductible. NC-ANA is a registered 501(c)(3) nonprofit. (Tax ID: 51-0572131).
- **Sponsorship Opportunities:** In addition to vendor booths, we offer options to sponsor meals, sessions, the farm tour, or donate items to our auction. These options are also open to companies not exhibiting on-site.

Please refer to the enclosed packet for full details on sponsorship levels, vendor registration, advertising opportunities, and conference logistics. The **registration deadline** for vendors and sponsors is **December 5, 2025**.

If you have any questions, please feel free to contact me directly. We'd love to explore ways to maximize your exposure and engagement at the conference. Let's work together to make this a memorable and impactful event for North Carolina's agritourism community!

Sincerely,

Kristy Phillips, Executive Secretary
NC Agritourism Networking Association



VENDOR INFORMATION

2025 AGRITOURISM CONFERENCE

TRADE SHOW

Hours: **Monday, February 23, 2026** from **5:30 PM - 7:30 PM** and **Tuesday, February 24, 2025** from **7:00 AM - 3:00 PM**

Vendor Area: The trade show will be adjacent to the meeting rooms. Welcome Reception (Monday evening) and Breakfast and all breaks (Tuesday) will be held in the exhibit area. Vendor space includes a 6ft. table draped with 2 chairs.

Vendor Set up: **Sunday, February 22, 2026** from **6:00 PM - 9:00 PM**

Monday, February 23, 2026 from **1:30 PM - 5:00 PM** (*Vendors must be set up by 5:00PM for Welcome Reception*)

No special security is provided and NC-ANA assumes no liability for loss or damage to your display or equipment.

Breakdown: Please break down booths on **Tuesday, February 24** at **3:00pm** (*end the afternoon break ends*)

Electricity/Internet: Electricity cost is a \$50 one-time fee for standard electrical hookup and you may reserve your hookup by checking the box on your registration sheet. Wireless internet is complimentary.

Shipping: Please ship any items to the following address:

Tryon International Equestrian Center & Resort

c/o (Company Name - Vendor)

25 International Blvd.

Mill Spring, NC 28756

REFERENCE: NC Agritourism Conference (February 22-24, 2026)

ACCOMMODATIONS & TRAVEL

Our host hotel is the: **Overmountain Lodge (at Tryon Equestrian Resort)**

25 International Blvd.

Mill Spring, NC 28756

Cutoff Date: February 2, 2026

**Final deadline to make your
hotel reservation at the
discounted group rate**

RESERVATIONS:

Overmountain Lodge (at Tryon Equestrian Resort)

♦ **Group Rate: \$149.00 + tax** (includes breakfast & wifi)

♦ **Reservations:** Call **Tryon** directly at **(828) 863-1015** to book your hotel room at **Overmountain Lodge**.

PLEASE NOTE:

- Please let reservations know you are with the **NC Agritourism Networking Association (NC-ANA)**.
- Group rate is available 3 days pre/post meeting dates should you decide to arrive a day early or stay an extra night.

SPECIAL OPPORTUNITIES

Our Silent Auction raises funds for the NC-ANA Scholarship Program. All donors will be fully acknowledged. Donations can be pies, products, tools, supplies, services, excursions, etc. Please note on the registration form if you plan to bring an item for the auction.

PROGRAM BOOKLET ADS

Increase your impact with a program booklet ad! Participants often keep booklets for year-round reference. All ads are full color and artwork must be submitted to **Kristy Phillips** at kristyncana@gmail.com by **December 5, 2025**. All sponsors receive a free ad (see details under sponsorship opportunities).



VENDOR & SPONSOR REGISTRATION

2026 Agritourism Farm Tour & Conference ❖ February 23-24, 2026 ❖ Mill Spring, NC

CONTACT INFORMATION

Company/Organization: _____

Address: _____

Website: _____

Work Phone: _____

Cell Phone: _____

Email Address: _____

Representative Attending:

FREE ☐ _____

EXHIBIT SPACE

Vendor space includes 6' table with 2 chairs & admission for (1) representative to attend conference (\$95/each add'l attendee).

*Membership is required for vendors to attend.

☐ *NC-ANA Membership 1 @ \$75 = \$ 75

☐ Exhibit Booth _____ @ \$395 = \$ _____

☐ Electricity for booth _____ @ \$50 = \$ _____

☐ Complimentary WiFi _____ @ \$0 = \$ _____

☐ Add'l attendees (1 incl) _____ @ \$95 = \$ _____

☐ Additional needs and/or any dietary restrictions: _____

Total Exhibit Space Commitment: \$ _____

PROGRAM BOOKLET ADVERTISING

All sponsors receive a free full-color ad.

Please submit artwork to Kristy Phillips at

kristyncana@gmail.com by December 5, 2025.

Ads are also available for purchase as follows:

☐ Business Card (2" x 3.5") - \$45

☐ 1/4 Page (3.5" x 4.5") - \$75

☐ 1/2 Page (5.5" x 7.5") - \$135

☐ Full page (8.5" x 11") - \$250

Total for Booklet Advertising: \$ _____

SPONSORSHIP OPPORTUNITIES

We rely on our sponsors to help keep this highly educational event affordable for our members! All sponsors benefit from prominent recognition in our our program booklet, on signs and announcements during the conference, as well as various types of conference publicity prior to farm tour & conference.

☐ Host Level - \$5,000

Exhibit Booth at conference, Admission for 4 representatives to attend conference, Monday Farm Tour presentation (10-min. Dinner), Tuesday lunch presentation (5 min.), Breakout session presentation (5 min.), Name recognition on signage, free center spread ad in program booklet, Premier naming rights of the conference & logo branding in the program booklet + 2 hour welcome reception on Monday evening (5:30 PM - 7:30 PM)

☐ Platinum Level - \$3,500

Exhibit Booth at conference, Admission for 3 representatives to attend conference, Monday Farm Tour presentation (10 min. Dinner) or Tuesday lunch presentation (5 min.), Name recognition on signage, free full page ad in program booklet + 2 hour welcome reception on Monday evening (5:30 PM - 7:30 PM)

☐ Gold Level - \$2,000

Exhibit Booth at conference, Admission for 2 representatives to attend conference, Breakout session presentation (5 min.), Name recognition on signage, free half-page ad in program booklet + 2-hour welcome reception on Monday evening (5:30 PM - 7:30 PM)

☐ Silver Level - \$1,000

Exhibit Booth at conference, Admission for 2 representatives to attend conference, Name recognition on signage, free quarter-page ad in program booklet + 2-hour welcome reception on Monday evening

☐ Bronze Level - \$500

Exhibit Booth at conference Admission for 1 representative to attend conference, Name recognition on signage, free business card-size ad + 2-hour welcome reception

Total Sponsorship Commitment: \$ _____

FARM TOUR

Farm tour is Monday, February 23, 2026 (8:00am-5:30pm)

☐ Bus tour, lunch & welcome reception _____ @ \$159 = \$ _____

Total for Farm Tour: \$ _____

Total amount enclosed and/or to be run on credit card

SUBTOTAL (all **RED** boxes) = \$ _____

3.5% credit card convenience fee = \$ _____

TOTAL \$ _____

☐ Check (payable to NC-ANA) ☐ Visa ☐ MasterCard ☐ Discover

Name on Card: _____

Card #: _____ Exp: _____ CVV: _____

If you pay by credit card, a 3.5% convenience fee will be applied.

❖ QUESTIONS CALL (336)215-6271

❖ REGISTRATION DEADLINE: December 5, 2025

❖ MAIL TO: NC-ANA, 407 Wade Paschal Rd., Siler City, NC 27344 ❖ EMAIL TO: kristyncana@gmail.com