



AN INVITATION TO EXHIBIT & SPONSOR

2022 NC Agritourism Farm Tour & Conference

16th Annual Conference / Dates: February 14-15, 2022

Rocky Mount Event Center, Rocky Mount, NC

We are pleased to invite you to participate in our upcoming 2022 NC Agritourism Networking Association Farm Tour & Conference as a vendor and/or sponsor. Our vendors are always a top priority for us as we create a valuable educational and networking experience for conference attendees. The 2022 Farm Tour and Conference has great networking opportunities as we have an exciting agenda in the works. The conference, with workshops, keynote speakers and presentations will take place at the Rocky Mount Event Center. This beautiful facility is a terrific venue, with the trade show area immediately adjacent to all meeting rooms and registration space. Located in northeastern NC, Rocky Mount is a beautiful town. With so many scenic views and a wide mix of kid-friendly and adult-only activities, there are things to do for everyone.

During the event, we will be hosting farm owners and decision makers across the state in their important work of educating visitors about all that is grown, raised, caught and made on their farms. These farm owners will be looking for added value products to sell at their farm markets, activities for their guests and ways to market their farm. With your partnership we are able to place your business directly in front of North Carolina farmers which can positively affect the bottom line of your business.

All contributions are fully tax deductible and classified as a charitable contribution. The North Carolina Agritourism Networking Association is classified as a 501-C(3) non-profit organization and our Federal Tax ID number is 51-0572131. We hope you will plan to join us there. Please review the rest of the packet for details on this year's conference and how you can take part in it.

Sponsorship, program ads, and auction donations provide opportunities to show your company's support of our agritourism industry and increase your visibility during our conference. These options are also available to companies that choose not to have a booth at the trade show. We can also accommodate vendors who wish to sponsor a particular event such as a meal or the farm tour. Contact Kristy Phillips for more details (kristyncana@gmail.com or 336-215-6271).

Confirmed vendors and sponsors will be listed on the association's website as part of our pre-conference publicity so register soon. Sponsors confirmed before printing will be listed in the conference program booklet. Deadline for vendors and sponsors is January 14, 2022.

Please don't hesitate to contact me if you have sponsorship questions, program ideas, or special exhibit needs. We hope to see you there!

Sincerely,

Kristy Phillips, Executive Secretary
NC Agritourism Networking Association



VENDOR INFORMATION

2022 AGRITOURISM CONFERENCE

TRADE SHOW

Hours: Tuesday, February 15, 2022 from 7:00am-4:00pm

Vendor Area: The trade show will be adjacent to the meeting rooms. All breaks will be held in the exhibit area.
Vendor space includes a 6ft. table with 2 chairs (you will need to provide your own tablecloth)

Vendor Set up: Monday, February 14, 2022 from 2pm-9pm.

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 15th at 4:00pm (end of breakout sessions)

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 and the login code is Go4itnow.

Shipping: Please ship any items to the following address:

The Rocky Mount Event Center
c/o (Vendors name or company)
285 NE Main Street
Rocky Mount, NC 27801

REFERENCE: NC Agritourism Conference (February 14-15, 2022)

ACCOMMODATIONS & TRAVEL

Our host hotel is the Holiday Inn Rocky Mount and we also have a block of rooms at the Country Inn & Suites Rocky Mount.

RESERVATIONS:

❖ Holiday Inn Rocky Mount (200 Enterprise Drive, Rocky Mount, NC 27804)

Group Rate: \$110 + tax (Group Code: NCA)

Reservations: Call (252) 937-7100 or use customized reservation link below for booking online:

[NC Agritourism Networking Association](#)

Cutoff Date: January 24, 2022

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

❖ Country Inn & Suites Rocky Mount (672 English Road, Rocky Mount, NC 27804)

Group Rate: \$89 + tax

Reservations: Call (252)442-0500

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 must be received by January 14, 2022. All sponsors receive a free ad (see details under sponsorship opportunities).



VENDOR & SPONSOR REGISTRATION

2022 Agritourism Farm Tour & Conference ❖ February 14-15, 2022 ❖ Rocky Mount, 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 (\$75/each add'l attendee).

☐ NC-ANA Membership 1 @ \$75 = \$75

☐ Exhibit Space @ \$250 = \$

☐ Electricity for booth @ \$50 = \$

☐ Complimentary WiFi @ \$0 = \$

☐ Add'l attendees (1 incl) @ \$75 = \$

☐ Additional needs and/or dietary restrictions:

Total Exhibit Space Commitment: \$ _____

PROGRAM BOOKLET ADVERTISING

All sponsors receive a free ad. All ads are full color.

Please submit artwork to Kristy Phillips at kristyncana@gmail.com by December 31, 2021.

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 program booklet, on signs and announcements during the conference, as well as various types of conference publicity prior to farm tour & conference.

☐ Host Level - \$10,000

Exhibit Space at conference, Admission for 2 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

☐ Platinum Level - \$5,000

Exhibit Space at conference, Admission for 2 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

☐ Gold Level - \$2,500

Exhibit Space at conference, Admission for 1 representative to attend conference, Breakout session presentation (5 min.), Name recognition on signage, free half-page ad in program booklet

☐ Silver Level - \$1,000

Exhibit Space at conference, Admission for 1 representative to attend conference, Name recognition on signage, free quarter-page ad in program booklet

☐ Bronze Level - \$500

Exhibit Space at Conference, Name recognition on signage, free business card-size ad

Total Sponsorship Commitment: \$ _____

FARM TOUR

Farm tour is Monday, February 14, 2022 (8:00am-6:30pm)

☐ Tour, lunch & dinner @ \$99 = \$ _____

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: January 14, 2022

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