



AN INVITATION TO EXHIBIT & SPONSOR

2023 NC Agritourism Farm Tour & Conference

17th Annual Conference / Dates: February 20-21, 2023

Hilton Charlotte University Place, Charlotte, NC

We are pleased to invite you to participate in our upcoming 2023 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 2023 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 Hilton Charlotte University Place. This beautiful hotel is a terrific venue, with the trade show area immediately adjacent to all meeting rooms and registration space. This lakeside hotel is off I-85, next to UNC Charlotte and the Shoppes at University Place. PNC Music Pavilion and the Charlotte Motor Speedway are 10 minutes away. The hotel features patio seating with fire pits, a Starbucks café, and walking trails.

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 6, 2023.

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 21, 2023 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.

Vendor Set up: Monday, February 20, 2023 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 21 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.

Shipping: Please ship any items to the following address:

Hilton Charlotte University Place

c/o (Company Name - Vendor)

8629 J.M. Keynes Drive

Charlotte, NC 28262

REFERENCE: NC Agritourism Conference (February 20-21, 2023)

ACCOMMODATIONS & TRAVEL

Our host hotel is the: **Hilton Charlotte University Place**

8629 J.M. Keynes Drive

Charlotte, NC 28262

Cutoff Date: February 4, 2023

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

RESERVATIONS:

Hilton Charlotte University Place

♦ **Group Rate: \$139 + tax**

♦ **Reservations:** Individual reservations can be made by calling the Hotel directly at **(704) 547-7444**

or use **customized reservation link below** for booking online:

[NC Agritourism Networking Association](#)

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 6, 2023**. All sponsors receive a free ad (see details under sponsorship opportunities).



VENDOR & SPONSOR REGISTRATION

2022 Agritourism Farm Tour & Conference ❖ February 20-21, 2023 ❖ Charlotte, 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 _____ @ \$275 = \$_____

☐ 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, 2022.

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 20, 2023 (8:00am-6:30pm)

☐ Tour, lunch & dinner _____ @ \$139 = \$ _____

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 6, 2023

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