



2016 North American Raspberry & Blackberry Conference Sponsor and Exhibitor Opportunities Williamsburg, Virginia – March 1-4, 2016 *a historic location, a national meeting, a growing future*



The North American Raspberry & Blackberry Association (NARBA) is pleased to bring its annual conference to the Colonial Williamsburg Lodge in Williamsburg, Virginia, on March 1-4, 2016.

This national conference will provide many opportunities to build connections among growers, researchers, and industry without the distractions of a larger multi-commodity meeting. We come at the invitation of Virginia State University, which has hosted a Virginia Berry Conference in late winter for a number of years; and our meeting has also been scheduled to follow immediately after the Virginia Strawberry School and Field Walk in Virginia Beach, so both exhibitors and attendees may participate in both. The opportunity to visit Colonial Williamsburg, one of America's leading living history destinations, is already enhancing interest in this meeting. We think this will be a very special conference!



Sponsorships help us bring in good speakers, provide a high-quality participant experience, and keep registration fees down – especially when we obtain sponsorship commitments early in the planning process. They help support our organization and they show your support and commitment to the raspberry and blackberry industry. Attendees pay close attention to exhibitors' products and services – and we make sure that exhibit areas are centrally located and integrated into the overall program.



Please see the details and registration form accompanying this letter. We look forward to hearing back from you.

Sincerely,

Debby Wechsler

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NARBA Executive Secretary

on behalf of the Conference Planning Committee



Sponsoring the Conference

All Sponsors will receive recognition on the NARBA website, in the newsletter and program booklet, and through signage and announcements during the meeting. All sponsors receive membership in NARBA for 2015.

LEVELS

Grand Sponsor	\$10,000
Host	\$5000
Platinum	\$2,500-4,999
Gold	\$1,000-2,499
Silver	\$500-999
Bronze	\$300-499

SPONSORSHIP BENEFITS

Exclusive – one only. 3 complimentary registrations, exhibitor table
Up to 4 host sponsors only. 2 complimentary registrations, exhibitor table
1 complimentary registration, exhibitor table
1 complimentary full registration, half exhibitor table
half exhibitor table or shared display space
shared display space

Note: Sponsors may request to have their sponsorship associated with a specific aspect of the conference (e.g. a break, meal or session). Special sponsorship opportunities include food (e.g. berries), lanyards, bags, water bottles, and more. Contact the NARBA office if you have special circumstances, offers, or requests. Sponsors who choose not to attend may send literature or catalogs; we will make sure your materials are displayed and refreshed.

Exhibiting at the Conference

Companies may choose to exhibit without being sponsors. The exhibitor fee is \$500. This includes a table for March 3-4 and registration for one representative for both days. Exhibitors may also register for the tour on March 2. Note that all sponsors are entitled to some display space (see above), and may also upgrade. The program includes opportunities for exhibitors to talk briefly about new products/technology during a breakout session.

General Information

All registrations include lunch on March 3 and continental breakfast on March 3 and 4. All attendees including exhibitors have the opportunity to purchase a Historic Williamsburg ticket for the full length of your stay for only \$20 (usually \$40/day). Conference general registration will be available starting in late fall for both online and paper registration. Visit www.raspberrylblackberry.com to find the most up-to-date conference information as it is made available.

BASIC CONFERENCE SCHEDULE

Tuesday, March 1	Opening Reception in the evening.
Wednesday, March 2	Full-day bus tour. Visits Virginia State University farm, Agriberry Farm, Relay Foods, and Hardywood Brewing Company. Includes box lunch and dinner/beer tasting.
Thursday, March 3	Educational sessions and trade show , all day. Dinner on your own.
Friday, March 4	Educational sessions and trade show all morning. Optional afternoon tours (TBA).

HOST HOTEL ACCOMMODATIONS

The conference takes place at the Williamsburg Lodge. Special group room rates of \$79 + tax for a "Superior" room (one queen bed), and \$109 + tax for a "Deluxe" room (larger room, 1 king or two queen beds) are guaranteed through February 5, 2016. Call the Reservations Office at 800-261-9530 Monday-Friday, 8:30 am- 5:00 pm (Eastern Time). Please use booking ID code 37853 when calling. You can also make reservations online at <https://resweb.passkey.com/go/37853>



EXHIBITOR LOGISTICS

Exhibit tables are 6 x 3, covered and skirted (no pipe-and-drape), with 1-2 chairs. The hotel has a loading dock. Exhibitors may set up either Wednesday evening or early Thursday morning. Breakdown is Friday, 12:30 pm. All exhibitors will receive Colonial Williamsburg's exhibitor contract to fill out and return; it also contains information on ordering additional services/AV and on shipping, etc. There is free wireless throughout the hotel.

QUESTIONS?

For more information, contact Debby Wechsler, NARBA Executive Secretary, at info@raspberrylblackberry.com or 919-542-4037.



Count us in for the 2016 North American Raspberry & Blackberry Conference!

Sponsor and Exhibitor Registration Form

Company/organization name _____

Contact person _____ Phone _____

Your products/services: _____

Representative(s) attending _____

Will not attend Not sure yet

If not a current NARBA member, or your information has changed, contact info for our membership records/directory:

Name(s) for membership _____

Mail Address _____

City _____ State/Prov _____ Zip/Postal Code _____

Phone #1 _____ Office Cell Toll-free Home

Phone #2 _____ Office Cell Toll-free Home

Email _____ Website _____

Sponsorship \$ _____

- Grand sponsor \$10,000* Host \$5,000* Platinum \$2,500-4,999 Gold \$1,000-2,499
- Silver \$500-999 Bronze \$300-499 **Limited number of sponsorships available at these levels.*

Exhibit space request. Sponsors are entitled to display space if desired (see info page) and may upgrade

- Full table Half table Shared table (catalogs/brochures) No display Not sure yet
- Upgrade to full table & one rep. for Gold, Silver or Bronze sponsorship (\$350) \$ _____

Exhibitor Fees

- Exhibitor only (non-sponsor) \$500 \$ _____
- Additional representative (Thurs/Fri) \$150 \$ _____
- Electricity for exhibit (\$25) \$ _____

Optional Add-ons

- Conference tour, March 2 (includes lunch and dinner) # persons _____ x \$85 \$ _____
- Colonial Williamsburg Historic Area ticket (for length of stay) # persons _____ x \$20 \$ _____

PAYMENT **Total Amount Due** \$ _____

- Check enclosed (to NARBA; US \$ only) Please bill us American Express/Mastercard/Visa/Discover

Account number _____ Exp. date _____

Name on card _____

SPECIAL REQUESTS/CONSIDERATIONS

- Contact us to discuss providing berries, bags, lanyards, or other products for the conference.
- Contact us to discuss sponsorship of a specific event or aspect of the conference.
- No table needed for our booth Equipment to display outdoors Special dietary requests/display requests/ concerns: _____

RETURN FORMS TO: NARBA, 197 Spring Creek Rd., Pittsboro, NC 27312, info@raspberryblackberry.com, fax 866-511-6660