



## 2016 NORTH AMERICAN BERRY CONFERENCE Sponsorship and Exhibitor Opportunities

On December 4-6, 2016, the North American Raspberry & Blackberry Association (NARBA) and the North American Strawberry Growers Association (NASGA) join forces to hold a combined conference in Grand Rapids, Michigan, in association with the Great Lakes Fruit, Vegetable & Farm Market Expo, a major regional meeting and trade show that brings in over 4000 participants each year.

***We invite you to become a sponsor or exhibitor at this North American Berry Conference!***

### CONFERENCE SCHEDULE

**Sunday, December 4** - Opening Reception and exhibits, Amway Grand Plaza Hotel.

**Monday, December 5** - A full day of educational sessions, exhibits, and NARBA/NASGA Annual Meetings, Amway Grand Plaza Hotel. Tracks of both caneberry and strawberry topics, with a special third track focusing on protected culture. Registration includes continental breakfast, lunch, and refreshment breaks.

**Tuesday, December 6** - Three tracks of Berry Conference educational sessions as part of the Great Lakes Expo at the De Vos Place Convention Center. Berry Conference participants can also attend other sessions and the trade show.

**Wednesday & Thursday, December 7 & 8** - The Great Lakes Expo continues. Berry Conference registrants can attend these days as well at no additional cost.

### SPONSORSHIP OPPORTUNITIES

Sponsorships are crucial for keeping registrant fees low, and help to support both NARBA and NASGA. *This is a great opportunity to showcase your company or organization and to help make this conference a success.*

#### Recognition & Benefits for All Sponsors:

- Company/organization name, logo, and sponsorship level posted on NARBA & NASGA websites as soon as we receive your Sponsorship Agreement.
- Company/organization name, logo, and contact information included in the Berry Conference Program, given to each registrant.
- Opportunity to distribute your company literature or materials at our event.
- Sponsorship of specific events (Reception, Annual Meeting Lunch, Breaks, etc.) may be requested.
- Complimentary membership in NARBA/NASGA.

### SPONSORSHIP LEVELS AND SPECIAL BENEFITS

Sponsorship level	Amount	Exhibit space*	Complimentary registrations
Grand Sponsor (one only)	\$10,000	Full exhibit table	Up to three representatives
Host Sponsor (up to four only)	\$5,000	Full exhibit table	Up to two representatives
Platinum	\$2,500	Full exhibit table	One representative
Gold	\$1,000	Shared exhibit table	One representative
Silver	\$500	Shared exhibit table	None
Bronze	\$300	Shared exhibit table	None

*\* If desired. Sponsors can choose not to exhibit or to only bring brochures or business cards. Please note that the Berry Conference exhibit area is Dec 4-5. Exhibiting at the Great Lakes Expo on Dec. 6-8 must be arranged separately. See [www.glexpo.com/trade-show/information-for-exhibitors](http://www.glexpo.com/trade-show/information-for-exhibitors)*

***See exhibitor information and additional details on the next page.***



## 2016 NORTH AMERICAN BERRY CONFERENCE AMWAY GRAND PLAZA, GRAND RAPIDS, MICHIGAN

### EXHIBITOR OPPORTUNITIES

Companies or organizations which do not wish to become sponsors may choose to be Exhibitors at the North American Berry Conference. It offers a targeted audience and more personal experience than a large trade show. Exhibitors at the Great Lakes Expo will have time to move their materials after 5:00 pm on Dec. 5. *Exhibiting at the Great Lakes Expo on Dec. 6-8 must be arranged separately. See [www.glexpo.com/trade-show/information-for-exhibitors](http://www.glexpo.com/trade-show/information-for-exhibitors)*

**Exhibitor fee:** Single space: \$300. Double space: \$500. Includes the reception Dec. 4 and continental breakfast and lunch on Dec. 5 for one representative. Additional representatives should register via the regular registration process.

**Exhibit space:** approximately 8 x 8 ft, with a 6 x 2.5 ft. or 8 x 2.5 ft covered and skirted table (no pipe and drape). Electricity for your display is \$35.

### ACCOMMODATIONS

*We recommend booking your room as early as possible – the most convenient host hotels fill up quickly.*

Mention “Great Lakes Expo” for conference rates. For more information, additional host hotels, and links to online registration, visit [www.glexpo.com/attend-register/location-lodging](http://www.glexpo.com/attend-register/location-lodging)

**Amway Grand Plaza** (connects to DeVos Place Convention Center through an enclosed walkway). 187 Monroe Avenue NW Grand Rapids 49503; 800-253-3590, 616-774-2000; \$118/night for up to four persons. FREE SELF-PARKING if your room is reserved at the convention rate.

**Courtyard by Marriott Downtown** (connects to DeVos Place Convention Center through an enclosed walkway); 11 Monroe Avenue NW, Grand Rapids 49503; 877-901-6632, 616-242-6000; \$122/night for up to four persons. \$10/day self-parking.

**JW Marriott** (connects to DeVos Place Convention Center through an enclosed walkway); 235 Louis Street NW, Grand Rapids 49503; 877-901-6632, 616-242-1500; \$168/night for up to four persons. \$10 / day self-parking.

### TRAVEL

**Gerald R. Ford International Airport**, located about 20 minutes southeast of downtown, serves Grand Rapids. None of the downtown hotels operate airport shuttles. Metro Cab (616-827-6500) offers curbside service available outside Door 4 at the airport. The fare to downtown Grand Rapids is approximately \$35 one-way. See more at [www.glexpo.com/attend-register/driving-parking-flying](http://www.glexpo.com/attend-register/driving-parking-flying)

### REGISTRATION PROCESS

Please fill out the form on the next page and send it to either NASGA or NARBA. The sooner we receive your confirmation, the sooner we can begin to publicize your support. Do not hesitate to contact us with questions.

### FOR MORE INFORMATION

Kevin Schooley, NASGA Executive Director  
[info@nasga.org](mailto:info@nasga.org) – 613-258-4587

Debby Wechsler, NARBA Executive Secretary  
[info@raspberrblackberry.com](mailto:info@raspberrblackberry.com) – 919-542-4037



# 2016 NORTH AMERICAN BERRY CONFERENCE SPONSORSHIP/ EXHIBITOR AGREEMENT

**COMPANY/ORGANIZATION** \_\_\_\_\_

**WE WANT TO BE A SPONSOR**

- Grand Sponsor - \$10,000
- Gold Sponsor - \$1,000
- Host Sponsor - \$5,000
- Silver Sponsor - \$500
- Platinum Sponsor - \$2,500
- Bronze Sponsor - \$300

Booth space:  Full table  Shared table  Electricity for booth \$35  No exhibit/materials

Contact us about:  providing berries/products for conference meals  specific sponsorship areas

**WE WANT TO BE AN EXHIBITOR**

- Single booth \$300
- Double booth \$500
- Electricity for booth \$35

Representative(s) attending \_\_\_\_\_

Authorizing Name and Title \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

Daytime phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**FOR CONFERENCE PROGRAM LISTING**

Contact person (if different from rep. attending) \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Toll-free \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Briefly describe your products/services \_\_\_\_\_

**TOTAL DUE** \_\_\_\_\_

- Check enclosed (U.S. funds only please)
- Charge our credit/debit card

Account number \_\_\_\_\_ Exp. date \_\_\_\_\_

Please bill us. Mailing address for invoice if different from above \_\_\_\_\_

**PLEASE RETURN FORM TO** (either)

NASGA, 30 Harmony Way Kemptville, Ont. K0G 1J0, Canada, fax 613-258-9129, info@nasga.org.

NARBA, 197 Spring Creek Rd., Pittsboro, NC 27312, fax 866-511-6660, info@raspberrylblackberry.com

**QUESTIONS?** Call 613-258-4587 (NASGA) or 919-542-4037 (NARBA).