Organic Growers School SPRING CONFERENCE
Practical, Affordable, Accessible

Friday–Sunday, March 6-8, 2020
MARS HILL UNIVERSITY, MARS HILL, NC

The Spring Conference is a one-of-a-kind event that offers regionally specific workshops on organic growing and sustainable living. Our mission is to provide down-to-earth, practical advice while remaining affordable and accessible.

OrganicGrowersSchool.org/Conferences/Spring
Leaders in the food and farming community have called the Organic Growers School Spring Conference, “One of the most valuable assets the South can claim.”

Organic Growers School, a regional leader in sustainable agriculture, has been inspiring, educating, and supporting people to live, farm, and garden organically since 1993.

More than 2,500 farmers, gardeners, educators, students, consumers, and chefs gather every year at our Spring Conference from 17 states and Canada, making it the largest locally run event of its type in the southeastern United States.

BY THE NUMBERS

- The Spring Conference brochure will be distributed to 50,000 people across the Southeast.
- The Spring Conference Event Program will be viewed by 2,500+ attendees, and more than 500 national supporters.
- 2,500+ attendees will visit the Spring Conference Exhibit Tent over the course of the event weekend.
- Our e-newsletter is sent to more than 9,100 subscribers monthly.
- Our website averages 22,000 pageviews per month, peaking between December and March during conference registration.

OrganicGrowersSchool.org/Conferences/Spring
SPONSORSHIP OPPORTUNITIES

Expose your business to a primed and eager audience; promote your business on-site, online, and in print; connect with like-minded entrepreneurs; and support our joint mission to promote organics.  
*For exhibit-only application, please see page 7.*

### ANCHOR SPONSOR  
$5,000

- Full-page ad in the Event Program
- Business booth (8’ x 6’ footprint) in exhibit area
- Banner ad on OGS website and e-newsletter
- Logo on OGS website
- Podium recognition in ALL classes
- 4 admission tickets

### KEYNOTE SPONSOR  
$2,500

- 1/2-page ad in Event Program
- Business booth (8’ x 6’ footprint) in exhibit area
- Sidebar ad on OGS website and e-newsletter
- Logo on OGS website
- Podium recognition in ALL classes
- 3 admission tickets

### SUSTAINING SPONSOR  
$1,000

- 1/4-page ad in Event Program
- Business booth (8’ x 6’ footprint) in exhibit area
- Biz card ad on OGS website and e-newsletter
- Logo on OGS website
- Podium recognition in 5 tracks
- 2 admission tickets

### TRACK SPONSOR  
$500

- 1/8-page ad in Event Program
- Logo on OGS website
- Podium recognition in 1 track
- 2 admission tickets

### GROWER SPONSOR  
$250

- Logo in Event Program, and OGS website
- 1 admission ticket

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**In-Kind Donations**  
Valued at $0.50 per $1.00 to determine benefits package
ADVERTISING FOR SPRING CONFERENCE

Place your message in front of 2,500+ attendees and more than 500 national supporters by securing ad space in the Event Program. If you have any questions please email our Communications and Marketing Director:
communications@organicgrowersschool.org

Event Program Ad Rates*

- $2,000 Back Cover (7.5"W x 9.5"H)
- $1,500 Inside Front Cover (7.5"W x 9.5"H)
- $1,500 Inside Back Cover (7.5"W x 9.5"H)
- $1,200 Full Page (7.5"W x 9.5"H)
- $800 1/2-Page Vertical (3.75"W x 9.5"H)
- $800 1/2-Page Horizontal (7.5"W x 4.75"H)
- $500 1/4-Page Vertical (3.75"W x 4.75"H)
- $500 1/4-Page Horizontal (7.5"W x 2.375"H)
- $300 1/8-Page Horizontal Only (3.75"W x 2.375"H)

*Ad specifications on next page

Conference Schedule

FRIDAY, MARCH 6, 2020
Pre-Conference Workshops ............... 9:00am–5:00pm
Exhibitor Set-Up .................................. TBD

SATURDAY, MARCH 7, 2020
Exhibitor Set-Up .................................. TBD
Registration Opens ............................ 7:30am
Exhibit Hall Opens ............................... 8:00am
Class Sessions ........................................ 9:00–10:30am
Morning Break ....................................... 10:30–11:00am
Class Sessions ........................................ 11:00am–12:30pm
Lunch Break .......................................... 12:30–2:00pm
Class Sessions ........................................ 2:00–3:30pm
Afternoon Break ................................. 3:30–4:00pm
Class Sessions ........................................ 4:00–5:30pm
Evening Break ...................................... 5:30–6:00pm
Reception ............................................. 6:30–7:30pm
End of Day .......................................... 7:30pm

SUNDAY, MARCH 8, 2020
Registration Opens ............................ 7:30am
Exhibit Hall Opens ............................... 8:00am
Class Sessions ........................................ 9:00–10:30am
Morning Break ....................................... 10:30–11:00am
Class Sessions ........................................ 11:00am–12:30pm
Lunch Break .......................................... 12:30–1:30pm
Class Sessions ........................................ 1:30–3:30pm
Afternoon Break ................................. 3:30–4:00pm
Class Sessions ........................................ 4:00–5:30pm
End of Day .......................................... 5:30pm

OrganicGrowersSchool.org/Conferences/Spring
AD SPECS (all dimensions are in inches)

- **FULL PAGE**
  - 7.5W x 9.5H

- **1/4-PAGE horizontal**
  - 7.5W x 2.375H

- **1/4-PAGE vertical**
  - 3.75W x 4.75H

- **1/2-PAGE horizontal**
  - 7.5W x 4.75H

- **1/2-PAGE vertical**
  - 3.75W x 9.5H

- **1/8-PAGE**
  - horizontal only
  - 3.75W x 2.375H
You may apply online—https://organicgrowersschool.org/conferences/spring/sponsor-application—or send this form with your check to Organic Growers School, P.O. Box 17804, Asheville, NC 28816. Questions? Please contact our Conference Coordinator: conference@organicgrowersschool.org. Thank you for your support.

Business Name: ____________________________________________________________
Contact Person: __________________________________________________________
Phone: ___________________________________________________________________
Address: __________________________________________________________________
City: __________________________ State: __________ Zip: _______________________
Email: ____________________________________________________________________
NC Sales Tax ID Number: __________________________________________________

Your NC Sales Tax ID Number is required if you are selling goods at your booth.

STEP 1: PLEASE SELECT SPONSORSHIP LEVEL
☐ Anchor Sponsor—$5,000
☐ Keynote Sponsor—$2,500
☐ Sustaining Sponsor—$1,000
☐ Track Sponsor—$500
☐ Grower Sponsor—$250

STEP 2: PLEASE INDICATE YOUR PARTICIPATION (you may select more than one):
☐ I will be taking advantage of my exhibitor booth (for Anchor, Keynote, Sustaining Sponsors):
  a. What is the height of your display? _______________________________________
  b. Do you require drive-up load in? ☐ YES ☐ NO
  c. Do you need electricity? (please bring your own drop cord) ☐ YES ☐ NO
  d. Names of exhibit staff: ___________________________________________________
  e. Other considerations: ___________________________________________________
☐ I will be taking advantage of my admission tickets. Please include the names of your attendees:
________________________________________________________________________

☐ I am not attending. Please donate my tickets to the scholarship pool.

STEP 3: INDICATE YOUR PAYMENT PREFERENCE Checks payable to Organic Growers School
☐ I have enclosed a payment totaling $ _______________________________________
☐ Please send me an invoice.

STEP 4: SUPPLY YOUR LOGO AND/OR AD
• Please send a high-resolution (300ppi) PDF, EPS, JPG, or PNG file of your logo and/or ad in full color to our Communications and Marketing Director: communications@organicgrowersschool.org
EXHIBIT-ONLY APPLICATION

You may apply and pay online—https://organicgrowersschool.org/conferences/spring/exhibitor-application—or send this form with your check to Organic Growers School, P.O. Box 17804, Asheville, NC 28816. Questions? Please contact our Conference Coordinator: exhibitors@organicgrowersschool.org. Thank you for your support.

Business Name:_____________________________________________________________

Contact Person:____________________________________________________________

Phone:_________________________________________ Are you a nonprofit? ☐ YES ☐ NO

Address:________________________________________________________________

City: ______________________________ State: ______ Zip: ______________

Email: ________________________________________________________________

Name of 2nd Exhibit Staff: _______________________________________________

NC Sales Tax ID Number: ________________________________________________

Your NC Sales Tax ID Number is required if you are selling goods at your booth.

STEP 1: PLEASE SELECT YOUR BOOTH SIZE

☐ Business Booth (8' x 6' footprint)—$250

☐ Nonprofit Booth (8' x 6' footprint)—$200 nonprofit rate

STEP 2: OTHER QUESTIONS:

a. What is the height of your display? _______________________________________

b. Do you require drive-up load in? ☐ YES ☐ NO

c. Do you need electricity? ☐ YES ☐ NO *** availability of electricity will depend on final exhibitor location. If you indicate 'Yes' here, we will confirm details with you when our exhibit hall layout is finalized.

d. Other considerations (please note that we might not be able to accommodate all requests):

_____________________________________________________________________

_____________________________________________________________________

STEP 3: INDICATE YOUR PAYMENT PREFERENCE Checks payable to Organic Growers School

☐ I have enclosed a payment totaling $ ________________________________

☐ Please send me an invoice.

NOTE: Upon receipt of your registration and payment, we will send you an email receipt to the address listed above. We will provide booth location, load-in instructions, and other weekend details 10 days before the event.