

# SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

## 21st NATIONAL FARMWORKER CONFERENCE *'Building Stronger Rural Communities'*

**March 21– 24, 2010**

Conference Location and Hotel Accommodations:  
Hyatt Regency San Antonio  
San Antonio, Texas

### *PATHWAYS TO A NEW WORLD OF WORK*



**MAFO, Inc.**

*A National Partnership of  
Farmworker and Rural Organizations*

# General Information

## About the 2010 National Farmworker Conference

Sponsors and conference participants will connect with 600 rural Latino leaders and decision-makers from the rural Hispanic and non-profit community, receive enhanced visibility, and contribute to the MAFO ability to improve lives and strengthen rural communities. It will expose your product or service to professional leaders able to make purchasing decisions for their agencies. Conference attendees will recognize that your company supports high quality primary services for new and emerging communities.

## Target Audience

The conference is the premier meeting ground for leaders from rural Hispanic communities. Hispanics both rural and non-rural, agricultural workers, federal and state agencies, staff of non-profit organizations, including farmworker organizations, public agencies from health, housing and workforce, policy makers, foundations, churches, mayors, elected officials and anyone who is impacted by rural Hispanics.

## Why Sponsor/Exhibit/Advertise at the 2010 National Farmworker Conference

- Expose your product or service to rural communities not easily accessible.
- New markets with professionals able to make purchasing decisions for their organizations.
- Identify new markets in the changing rural areas.
- Expand your market share geographically and create regional awareness of your product and service.
- Demonstrate your product and commitment to rural areas and new emerging community.

## Past Conference Sponsors and Exhibitors

The Coca Cola Company  
O'Reilly Auto Parts  
Miller Light  
National Council of La Raza  
United Farm Workers of America  
League of United Latin American Citizens  
William C. Velasquez Institute  
American for Secure Retirement  
The California Endowment  
United States Department of Labor – Dallas Region  
United States Department of Agriculture, Farm Service Agency  
United States Department of Agriculture, National Agriculture Statistics Service  
United States Equal Employment Opportunity Commission  
Texas Workforce Commission  
Michigan Department of Labor & Economic Growth  
Housing Assistance Council  
United Farm Workers of America  
National Educational Systems  
Workforce Solutions – Cameron Works  
Worksource of the South Plains  
East Coast Migrant Head Start Project  
UMOS  
HELP – New Mexico  
Harvest American Corporation  
NAF Multicultural Human Development Corporation  
Coalition of Florida Farmworkers Organizations  
Community Council of Idaho  
Illinois Migrant Council  
La Causa  
Farmworker Health Services, Inc.  
Redlands Christian Migrant Association  
PathStone  
AFOP  
And many more...

# Sponsorship Information

## Benefits of All Levels of Sponsorships

- Sponsor's name and logo will appear in the conference program
- Sponsor's name and hyperlink will appear on MAFO Website
- Sponsor's name will be listed in MAFO electronic E-network after the conference.

## Sponsorship Categories

### **PRESENTING SPONSOR — \$20,000**

- Opportunity to introduce conference at opening plenary session
- Display banner in main auditorium (provided by sponsor)
- Name and logo on all physical and digital materials
- Two full page ad in conference program
- Complimentary Exhibitor Package, Including table
- Roundtable sponsorship of your choice
- Ten full complimentary conference registrations
- Prime table at MAFO Banquet and Gala
- Opportunity for company pens on all sessions tables (supplied by sponsor)

### **PLATINUM SPONSOR — \$10,000**

- Display banner in main auditorium (provided by sponsor)
- Name and logo on all physical and digital materials
- One full page ad in conference program
- Complimentary Exhibitor Package, Including table
- Roundtable sponsorship of your choice
- Five full complimentary conference registrations
- Prime Table at MAFO Banquet and Gala

### **GOLD SPONSOR — \$5,000**

- Display banner in main auditorium
- Name and logo on all physical
- One full page ad in conference program
- Complimentary Exhibitor Package, Including table
- Roundtable sponsorship of your choice
- Three full complimentary conference registrations
- Prime Table at MAFO Banquet and Gala

### **SILVER SPONSOR — \$2,000**

- Name and logo on all physical
- One full page ad in conference program
- Complimentary Exhibitor Package, Including table
- Two full complimentary conference registrations

### **BRONZE SPONSOR — \$1,000**

- Full recognition in the Official Conference Program
- Complimentary Exhibitor Package, Including table
- One full complimentary conference registration

## Service or Event Sponsorship

### **WELCOME RECEPTION — \$5,000**

- Monday, March 22, 2010, 6:00 – 12:00 pm
- Recognition verbally and in Conference program as Gold Sponsor
- Complimentary Exhibitor Package, Including table
- Signage with name and logo displayed during event
- One full page ad in conference program

### **BREAK FOR A DAY — \$1,500**

- Recognition verbally and in Conference program
- Signage with name and logo displayed during event
- Half page ad in conference program

# Advertising Information

## Shipping Instructions

### Access:

- Message will be taken back to rural communities
- Rural leadership from throughout the country
- To directors who manage government-funded programs
- Practitioners who work directly with community will be present

## Advertisement in Conference Program

Increase your exposure by advertising in the conference program, which includes a listing of events, program and agenda content, exhibitors, floor plans and other important conference information. Distributed to all attendees and utilized well beyond the conference, this is a highly visible sponsorship and advertising opportunity.

**Format:** The conference program is 8.5" X 11", book style, with stock cover.

**Ad Criteria:** All ads must be camera-ready, black and white; corresponding to sizes listed on the advertising opportunity sections.

Business Card:	\$ 100
Quarter Page:	\$ 300
Half Page:	\$ 600
Full Page:	\$1,000

## Conference Program or Packet Insert

An excellent marketing opportunity – a limited number of companies will be allowed to insert literature or other items in the conference program or packet. This has been an extremely popular method or opportunity for literature or goodies to be given away and market your product/service or company.

Commit for this promotional opportunity must be done as soon as possible.

Insert materials (400 copies plus 1 original) must arrive at MAFO Conference Headquarters no later than Saturday, March 20, 2010. Please ship to the attention of:

Heladio F. Zavala  
MAFO Conference  
Hyatt Regency San Antonio  
123 Losoya Street  
San Antonio, Texas 78205-2607

**All Sponsors: Please send your company logo in high resolution, print-ready format to [rod.ritcherson@umos.org](mailto:rod.ritcherson@umos.org)**

# Exhibitor Information

## Benefits of Exhibiting

### Access:

- To rural community from throughout the country
- To administrators, state and federal employees and decision makers who purchase products and services
- To directors who manage government-funded programs

## Exhibitor Package

- Six foot skirted table with two chairs
- One free conference registration
- Listing in conference program with your contact information
- Coffee and Dessert Breaks with Exhibitors for all conference participants

## Exhibitor Logistics

- Setup: Sunday, March 21, 2010, 1:00 – 5:00 PM
- Exhibit period: Monday, March 22, 7:30 AM – Tuesday, March 23, 4:00 PM
- Breakdown: Tuesday, March 23, 4:00 PM
- Booth assignments will be made by MAFO in the order that applications are received
- For internet access and electricity, please

## Cancellation Policy

Booth space cancelled prior to February 28 will be refunded, less a \$100 service charge. No refunds will be issued for cancellations on or after February 28. All cancellation notification must be made in writing to Lalo Zavala, CEO at [lalo.zavala@umos.org](mailto:lalo.zavala@umos.org).

## Hotel Accommodations

Hyatt Regency San Antonio  
123 Losoya Street  
San Antonio, Texas 78205-2607  
Phone: 210.222.1234  
Fax: 210.227.4928  
<http://www.sanantonioregency.hyatt.com>  
Conference Code: MAFO Conference

## Shipping Instructions

Ship all exhibit materials to arrive between March 18 and 21. Items will be charged storage charges.

Ship exhibit materials to:

**YOUR NAME AND COMPANY** **Box 1 of 2 another box Box 2 of 2**  
C/O MAFO Conference  
Hyatt Regency San Antonio  
123 Losoya Street  
San Antonio, Texas 78205-2607



# **MAFO: National Farmworker Conference**

## **Exhibitor Understanding and Agreement**

MAFO, Inc. can provide the following:

- Set-up will be done on Sunday, **March 21, 2010**, from 1:00 PM to 6:00 PM
- Electrical outlets are available.
- Extension cords will need to be brought in by exhibitors.
- One eight-foot table and two chairs will be provided.
- The exhibit area will be at the **Hyatt Regency Foyer** at the **Hyatt Regency San Antonio**.
- Make sure that your boxes are labeled properly and include the name of your organization.
- Exhibit take down is on Tuesday, **March 23, 2010**, 1:00 PM to 4:00 PM.
- Drayage will be made available to exhibitors and for exhibitor's use upon request from the hotel.
- Exhibitors need to be present at their booths from at least 8:00 AM to at least 4:00 PM.
- Exhibit shipping and packing is the responsibility of exhibitor.
- Exhibitor, immediately upon closing of exhibit, is responsible for own shipping arrangements.
- Any extra costs incurred by MAFO to set up an exhibit will pass on to the Exhibitor.

The agreement does not include the following:

- Placement of display equipment.
- Decoration and related services.
- Guard Services.
- Labor: carpenters, electricians, and drapes.
- Storage of any exhibit-related materials after the event.
- Gas and water supply.
- Phone lines
- Electrical power lines, etc.

**\*\* Note: Any of the above items should be obtained directly from the hotel itself.**

Due to storage space limitation, the shipping of display materials must be pre-arranged with the hotel convention services and there may be an additional charge for labor and/or storage. Any materials arriving at the hotel prior to the day of exhibit setup will be forwarded to the official drayage company of booth decorator's choice. MAFO and the hotel will not be liable for additional freight or storage charges. Package room and storage will be charges at applicable rates.

**\*\*Note: All conference coffee breaks and refreshments will be located at the exhibit hall.**

**IMPORTANT NOTICE:** The exhibitor will hold MAFO and the Hotel HARMLESS OF ANY DAMAGES and any LOSSES INCURRED. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities and will indemnify, defend and hold harmless MAFO and the hotel, its agents, servants, and employees from any and all such losses, damage and claim.

The undersigned hereby agrees to the above mentioned terms and conditions.

Organization: \_\_\_\_\_

Agency Representative: \_\_\_\_\_

Date: \_\_\_\_\_

Title \_\_\_\_\_

Signature: \_\_\_\_\_

