

SPONSOR, EXHIBITOR & ADVERTISER OPPORTUNITIES

About the Colorado Agriculture & Farm Labor SUMMIT, December 2 – 5, 2018

At the Colorado Springs, Marriott in Colorado Springs, CO (Hotel), SUMMIT participants and sponsors will connect with 200 leaders, decision-makers, service providers, and rancher/grower employers from rural communities. The SUMMIT is an opportunity to network and increase knowledge about Colorado's agriculture industry and its needs as well as farm labor serving organization services and concerns. SUMMIT participants will learn about agriculture and farm labor in Colorado through a situational analysis, will review and modify as needed the strategies through collective impact work, and will determine and commit to action on those strategies. The SUMMIT is also an opportunity to highlight your product or service. SUMMIT attendees will recognize that your company supports high quality, primary services for new and emerging communities.

Target Audience

The SUMMIT is for:

- Ranchers and growers employing farm labor;
- Representatives of organizations advocating for and serving ranchers, growers and farm labor;
- Representatives of organizations developing policies around issues of ranchers, growers and farm labor and those who serve them;
- Leaders, foundations, churches, mayors and other elected officials with interest in agriculture work and rural communities.

Commitment for this promotional opportunity must be made as soon as possible.

Why Sponsor/Advertise at the SUMMIT?

- Demonstrate your product.
- Create regional awareness of your products and services.
- Expand your market share geographically and demographically.
- Showcase your commitment to rural areas and new emerging communities.

Advertise in the SUMMIT Program

Increase your exposure by advertising in the SUMMIT Program which lists content, events and activities, exhibitors, floor plans and other important SUMMIT information. Distributed to all attendees and utilized well beyond the dates of the SUMMIT, the SUMMIT Program is a highly visible sponsorship and advertising opportunity.

Format: The SUMMIT Program is book style 8.5" X 11" with stock cover.

Ad Criteria: All ads must be camera-ready in sizes listed in the advertising opportunity sections, and emailed in electronic form.

Pricing: Please see page 3, Sponsor, Exhibitor & Advertiser Application.

SUMMIT Program or Packet Insert

An excellent marketing opportunity! A limited number of sponsors/advertisers will have the opportunity to insert literature or other items into the SUMMIT Program book or SUMMIT packet. This is an extremely popular opportunity for literature or advertising specialty items to be given away to market your product/service or company.

Corporate Sponsorship Information

Benefits of All Levels of Sponsorships

GOLD SPONSOR — \$5,000

- Display banner in main meeting area
- Name and logo on all printed and digital materials
- Full page, color ad in SUMMIT Program book
- Complimentary exhibitor package, including table
- Roundtable sponsorship of your choice
- Three full complimentary conference registrations

SILVER SPONSOR — \$2,000

- Name and logo on all SUMMIT materials
- Half page, color ad in SUMMIT Program book
- Complimentary Exhibitor Package, including table
- Two full complimentary SUMMIT registrations

BRONZE SPONSOR — \$1,000

- Recognition in the SUMMIT Program book
- Complimentary exhibitor package, including table
- One full complimentary SUMMIT registration

MAFO RECEPTION — \$3,000

- Oral recognition during SUMMIT plenary sessions, as well as recognition in SUMMIT Program book as a Gold Sponsor
- Complimentary exhibitor package, including table
- Signage with name and logo displayed during event
- One full page, color ad in SUMMIT Program book

TAKE A BREAK — \$ 2,500

- Oral recognition during SUMMIT plenary sessions, as well as recognition in SUMMIT Program book
- Signage with name and logo displayed during event
- Half page, color ad in SUMMIT Program book

Corporate Sponsor, Exhibitor & Advertiser Application

No reservations will be accepted via telephone. Applications will not be processed without payment.
Due to printing deadlines application and materials are due by **October 20, 2018**.

Contact Name: _____
Organization Name: _____
Address: _____
City/State/Zip: _____

Contact Phone: _____
Contact Email: _____
Website Address: _____

SPONSORSHIPS

- GOLD SPONSOR — \$ 5,000
- SILVER SPONSOR — \$ 2,000
- BRONZE SPONSOR — \$ 1,000
- MAFO RECEPTION — \$ 3,000
- TAKE A BREAK — \$ 2,500

EXHIBITORS

- Business — \$ 1,500

BUSINESS ADVERTISING

- Half Page — \$ 850
- Full Page — \$ 1,500
- Full Page Inside Cover — \$ 2,000
- Full Page Back Cover — \$ 3,000
- Program book Inserts — \$ 1,200

Exhibit Booth Reps:

Name & Title

Name & Title

Name & Title

For internet or electrical access, please contact the hotel directly. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities during MAFO conference or the hotel premises and will indemnify, defend and hold harmless MAFO and the hotel, its agents, servants and employees from any and all such losses, damages and claims. MAFO undertakes no duty to exercise care, nor does it assume any responsibility for the safety and protection of exhibitor's property. MAFO reserves the right to prohibit, in whole or in part, any exhibit, advertisement or sponsorship that we deem to be inappropriate. The exhibitor agrees not to display or disseminate any material that in the opinion of MAFO is unsuitable. MAFO reserves the right to refuse any person admission to the event without assigning any reason.

PAYMENT

Full payment must accompany the application for sponsorship, exhibit space, or advertisement. Payment may be made by check, payable to MAFO, Inc., and mailed to MAFO, PO Box 7569, St. Cloud, MN 56302.

TOTAL PAYMENT DUE: \$ _____ (Total charges from selected section(s) above)

By signing below, we agree to abide by the terms and conditions set forth by MAFO, the Colorado Springs Marriott, as well as the terms and conditions of the application and costs associated with items purchased.

Signature: _____ Date: _____

Exhibitor Information & Instructions

Benefits of Exhibiting

Access:

- To rural communities from throughout the region
- To ranchers and growers employing farm labor
- To administrators, state and federal employees and decision makers who purchase products and services
- To directors who manage government-funded programs
- To service providers and regional community residents
- All attendees will be directed to the Exhibit Hall the first day of the SUMMIT, December 3, 2018 at 3:30 p.m.

Exhibitor Package:

- Six-foot skirted table with two chairs
- One free SUMMIT registration
- Listing in SUMMIT Program book with your contact information
- Breaks with exhibitors and all SUMMIT participants

Exhibitor Logistics:

- Setup: **Sunday, December 2, 2018, 1:00 – 5:00 PM**
- Exhibit period: **Monday, December 3, 7:30 AM – Tuesday, December 4, 2018 at 12:00 (noon)**
- Breakdown: **Tuesday, December 4, 2018, 12:00 noon**
- Booth assignments will be made by MAFO in the order that applications are received
- For internet access and electricity, please see hotel staff

SUMMIT Program or Packet Insert

Package insert materials (200 copies plus 1 original) must arrive at MAFO Conference Headquarters at the Marriott Hotel, Colorado Springs, CO no later than **November 20, 2018.**

Cancellation Policy:

Booth space **cancelled prior to November 20, 2018**, will be refunded, less a \$150 service charge. **No refunds** will be issued for cancellations on or **after November 20, 2018.**

All cancellation notifications must be made in writing to Lalo Zavala, CEO, at heladio.zavala@mafofarmworker.org

Shipping & Receiving Instructions and Guidelines

You may ship directly to hotel. Ship all exhibit materials to arrive by **Friday, November 30, 2018.** Items will be charged storage and drayage fees.

Receiving

- Letter Package = no charge
- Boxes = \$5.00 per box.
- Crates (0 – 200 lbs.) = \$20.00 per crate; over 200 lbs. – an additional \$10.00 per 100 lbs.
- Pallets (Not to exceed 500 lbs.) = \$75.00
- Pallets larger than 500 lbs. will not be accepted at the hotel

To ensure you and your guests will receive their packages in a timely manner; here are a few guidelines to follow:

All incoming packages for your convention should be addressed to _____; the name of the person who will claim the package, and the name of the Meeting.

Packages should be addressed as follows:

Name of Person & Company Picking up Package
C/O MAFO Summit

(Box 1 of 2 another Box 2 of 2)

Colorado Agriculture & Farm Labor SUMMIT

Exhibitor Understanding and Agreement

MAFO, Inc. can provide the following:

- Set-up will be done on Sunday, December 2, 2018 from 1:00 PM to 5:00 PM
- Electrical outlets are available.
- Extension cords will need to be brought in by exhibitors.
- One six-foot skirted table and two chairs will be provided.
- The exhibit area will be at the Hotel.
- Make sure that your boxes are labeled properly and include the name of your organization.
- Exhibit take down is on Tuesday, December 4, 2018, 12:00 noon to 2:00 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 Monday, 8:00 AM - 4:00 PM. and Tuesday, 8:00 AM - 12:00 noon
- 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/tear down an exhibit will be passed 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.*

Due to storage space limitations, 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. 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 SUMMIT coffee breaks and refreshments will be located in the exhibit hall.*

IMPORTANT NOTICE: The exhibitor will hold MAFO and the Hotel (Colorado Springs Marriott) 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: _____
Title _____ Date: _____
Signature: _____

OFFICE USE ONLY

Application Revd. : _____ Ck. Revd.: _____ Ck. #: _____ Amt.: _____