

# SPONSORS, EXHIBITORS & ADVERTISER OPPORTUNITIES

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## About the National Farmworker Conference

Sponsors and Conference participants will connect with 600 Latino leaders and decision-makers from rural Hispanic and non-profit communities, receive enhanced visibility, and contribute to MAFO's ability to improve lives and strengthen rural communities. The conference will highlight 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 rural Hispanic community leaders; for Hispanics both rural and non-rural; for agricultural workers; for federal, state and other public agency staff in the areas of health, housing, workforce and economic development; for the staff of non-profit organizations including those serving farmworkers; policy-makers; foundation staff; church members and staff; mayors and other elected officials; and other individuals and representatives of companies impacted by rural and Hispanic communities.

## Why Sponsor/Advertise at the National Farmworker Conference?

- To highlight your product or service to rural communities not easily accessible.
- To showcase your company to new markets and decision-makers.
- To expand your market share geographically and create regional awareness of your products and services.
- To demonstrate your product and commitment to rural areas and new emerging communities.

## Advertise in Conference Program

Reach your target audience at the Conference and well beyond the Conference. The Conference book will contain the agenda, workshop descriptions, speaker information, bios on award recipients and other pertinent Conference information making it widely read by all. The program book 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 and in electronic form to be emailed, corresponding to sizes listed on the advertising opportunity sections.

**Pricing:** Please see Sponsor, Exhibitor & Advertiser Application.

## Conference Program or Packet Inserts

A limited number of companies will have the opportunity to insert their literature in the Conference program books or Conference packets. This has been an extremely popular opportunity for marketing materials or advertising specialty items to be given away to promote your product or service.

*Commitment for this promotional opportunity must be done as soon as possible.*

MAFO is a national partnership of farmworker and rural organizations.