



# 2018 Conference & Trade Show Forest Pines Hotel, Lincolnshire 25-27 February 2018

## Trade Stand and Sponsorship Pack

A wooden board with a chalkboard and fresh produce. The board is divided into three sections. The left section has a white border and contains the text "2018 ANNUAL CONFERENCE" in a bold, sans-serif font, with "SUNDAY 25TH - TUESDAY 27TH FEBRUARY" and "FOREST PINES HOTEL, NORTH LINCOLNSHIRE" below it. The middle section is a chalkboard with white text: "THE INDUSTRY EVENT FOR FARM RETAILERS, FARMERS' MARKETS AND PYD OPERATORS.", "Hear from leading industry speakers", "Meet key suppliers in the Trade Show", "Exclusive hosted visits to farm shops", "Networking events and more", and "GET YOUR TICKETS NOW" in a stylized font. The right section has the FARMA logo and text: "THE UK'S ONLY TRADE SHOW AND CONFERENCE DEDICATED TO FARM RETAILERS", "WWW.FARMA.ORG.UK", and "T. 03456 319 6740". Fresh produce like carrots, tomatoes, and broccoli is visible at the bottom.

**The 2018 FARMA Conference is the industry-leading conference dedicated to direct-selling farmers. Over the three days, attendees will experience study trips, key note speakers, nights packed with entertainment, trade stands and competitions, all designed to give the attendees inspiration and support for the year ahead.**

## Meet the farm shop owners and senior managers

The FARMA conference attracts owners and senior managers from many of the country's biggest and best farm shops, plus major farmers' market representatives and other forms of farm retailers. Businesses attending will range in size from start-up enterprises to some of the UK's leading retail businesses generating seven figure turnovers.

This conference will be promoted extensively to the FARMA membership via a range of communications channels.

As well as an extensive communication program with the members of FARMA, we will also be promoting the event beyond our membership. Tools we will use to achieve this include:

- Online communication programme, including use of Twitter, Facebook, e-newsletters, website and e-mails.
- Targeted promotion to known farm retail businesses.
- PR with national, local and trade press. This includes press briefings, press releases and working directly with journalists.
- Co-promoting with partner organisations in the food and farming world.

## Key Information

**When:** 25-27 February 2018

**Where:** Forest Pines Hotel & Golf Resort, North Lincolnshire

**Draft Programme:**

- **Sunday 25 February, Networking dinner.** Join the delegates for a lively informal networking dinner, a great way to catch up with existing contacts and meet potential new customers in a relaxed setting.
- **Monday 26 February, Farm Retail Tours.** Four tours will head off after breakfast to visit inspiring farm retail businesses. The coaches will each have dedicated facilitators who will ensure that all attendees have a fun and informative day on the road.
- **Monday 26 February, FARMA Celebration Night.** An evening of fun and music, a delicious three course banquet followed by music and entertainment to the small hours.
- **Tuesday 27 February, Conference and Trade Event.** To include:
  - A full-day conference with a range of informative and inspirational speakers
  - Butchery Competition
  - Merchandising photo competition
  - Farmers' Market workshop
  - Trade event for up to 25 leading partner organisations

As an industry partner to FARMA, we would like to invite you to get involved in this amazing event.

## Sponsorship

The FARMA Conference is a great platform to raise the profile of your brand, products or services to a key audience. Sponsor benefits include pre-promotional branding for your company as well as a presence at the event, meaning your brand is exposed not only to those attending the conference but to the whole FARMA membership and beyond.. Listed below are the sponsorship opportunities we have available for this year's event, but we are always happy to discuss your objectives.

**Conference Day Main Sponsor £2,000 to include:**

- Listed as the Conference main sponsor
- Your logo included on all literature promoting this event, including the website, brochure and social media activity.
- Three attendee places.
- Five-minute opportunity to speak at the conference
- Inclusion of marketing document or similar in the delegate bag
- One free stand for the trade event
- Opportunity to put two Popup banners by the stage in the main conference room
- Your logo on holding screens as main sponsor during the conference
- During the build-up to the show FARMA will issue five tweets about your business.
- Public thank you from the Chairman

**Conference Day Sponsor £500 to include:**

- Listed as a Conference day sponsor
- Your logo included on all literature promoting this event, including the website, brochure and social media activity.
- One place at the FARMA Conference
- Inclusion of marketing document or similar in the delegate bag
- Opportunity to put a Popup banner in the main conference room
- Your logo on holding screens as sponsor during the conference
- During the build-up to the show FARMA will issue two tweets about your business.
- Public thank you from the Chairman

**Celebration Night Main Sponsor – £1,500 to include:**

- Listed as Celebration Dinner main sponsor
- Your logo included on all literature promoting this event, including the website, brochure menu cards and social media activity.
- Two places at the FARMA Celebration night and two places at the conference.
- During the build-up to the show FARMA will issue four tweets about your business.
- Opportunity to put Popup banners in the banquet room
- Opportunity to put promotional products on the tables
- Public thank you from the Chairman

**Celebration Night Wine Sponsor – £750 to include:**

- Listed as a Celebration Dinner wine sponsor
- Your logo included on all literature promoting this event, including the website, brochure, menu cards and social media activity.
- Two places at the FARMA Celebration night.
- During the build-up to the show FARMA will issue two tweets about your business.
- Public thank you from the Chairman

**Celebration Night Drinks Reception Sponsor – £750 to include:**

- Listed as Drinks Reception sponsor
- Your logo included on all literature promoting this event, including the website, brochure, menu cards and social media activity.
- Two places at the FARMA Celebration night.
- During the build-up to the show FARMA will issue two tweets about your business.
- Public thank you from the Chairman

If you would like to support the FARMA Conference through one of the sponsorship packages above or you have other ideas about how you would like to get involved, please contact the FARMA team.

## Trade Stand Opportunities

The FARMA Trade Event has been designed to give industry partners such as you a chance to engage with current and new customers.

Features of the 2018 trade show:

- The trade event will be co-located with the Conference
- All tea/coffee and lunch breaks will be served in the Trade Show area
- Unlimited refreshments and tea/coffee throughout the day.
- Competition and demonstrations: Running throughout the day will be a butchery competition and merchandising photo competition
- Free Wi-Fi.
- One attendee ticket for the FARMA Conference to man the stand. Additional tickets can be purchased at £30 per person to include lunch etc.
- On-site exhibitors' accommodation available.
- Up to £300 discount for Associate Members of FARMA.

## Trade Event Booking and Price

Below is the matrix of prices<sup>1</sup> based on the three stand sizes on offer:

Option	ALL BOOKINGS MADE AFTER 15 JANUARY 2018 WILL BE SUBJECT TO A 15% INCREASE IN CHARGE		
Stand Size	2m x 2m	3m x 2m	4m x 2m
Associate Member	£300	£450	£600
Non-Member	£450	£675	£900
All-day refreshments pass for one person (one exhibitor included in the price of a 2m x 2m trade stand)			£30

The Trade Event will start at 8.30am on Tuesday 27 February and run to 5.30pm. All stands can set up between 2pm and 5pm on Monday 26 February. Pack up for all stands will be between 5.30pm and 8.00pm on Tuesday 27 February.

### Stand Allocation

When booking your stand, you will be able to select a space. Early booking will ensure that you are able to have the space and stand which fits with your needs.

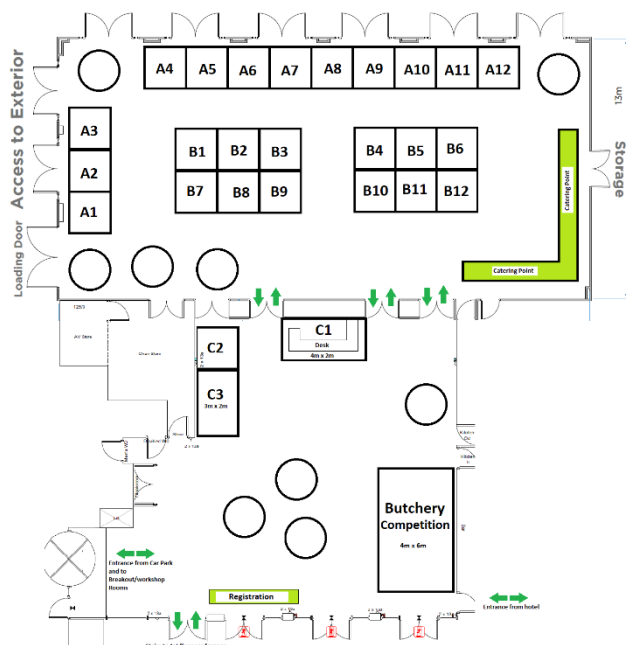
### Booking

The easiest way to check stand availability and book is via the FARMA website.  
<https://farma.digitickets.co.uk/tickets>

To book accommodation for the event, please contact the Forest Pines hotel on 01652 650770 and quote FARMA. Monday night B&B rates £89 single, £99 double ink VAT.

Tickets for other parts of the event will be listed on the ticketing page of the website shortly.

If you would like to purchase tickets for your clients, please contact the FARMA office to discuss the opportunity and to arrange a group discount.



<sup>1</sup> All prices quoted exclude VAT.