

2019 Conference & Trade Show

Oxford Belfry Hotel, Oxfordshire

Mon 25 – Wed 27 February 2019

Trade Stand and Sponsorship Pack

2019 ANNUAL CONFERENCE

MONDAY 25TH - WEDNESDAY 27TH FEBRUARY
OXFORD BELFREY HOTEL, OX9 2JN

THE INDUSTRY EVENT FOR FARM RETAILERS,
FARMERS' MARKETS AND PYO OPERATORS.

Hear from leading industry speakers
Meet key suppliers in the Trade Show
Exclusive hosted visits to farm shops
Networking events and more

GET YOUR TICKETS NOW

 **FARM RETAIL ASSOCIATION**

THE UK'S ONLY
TRADE SHOW AND CONFERENCE
DEDICATED TO FARM RETAILERS

WWW.FARMRETAILASSOCIATION.CO.UK
T. 03456 319 6740

The graphic is set against a rustic wooden background with a chalkboard and a variety of fresh vegetables like carrots, onions, and potatoes at the bottom.

The 2019 Farm Retail Association (formerly 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 FRA 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 FRA membership and beyond via a range of communications channels including email, social media & PR.

Key Information

When: 25-27 February 2019

Where: Oxford Belfry Hotel, Oxfordshire OX9 2JN

Draft Programme:

- **Monday 25 February, Networking roving dinner.** Join delegates for a lively informal networking dinner in Oxford, a great way to catch up with existing contacts and meet potential new customers in a relaxed setting.
- **Tuesday 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.
- **Tuesday 26 February, FRA Celebration Night & Awards.** Drinks reception in the trade show are followed by a delicious three course dinner with the announcement of the 2019 award winners, music & dancing.
- **Wednesday 27 February, Conference and Trade Event.** To include:
 - A full-day conference with a range of informative and inspirational speakers
 - Break Out workshops
 - Farmers' Market workshop
 - Trade event for up to 25 leading partner organisations

Sponsorship

The FRA 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 FRA membership and beyond.

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.
- 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
- Only one Main sponsor per industry sector

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

Annual Dinner 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 FRA Celebration night and two places at the conference.
- During the build-up to the show FRA will issue four tweets about your business.
- Opportunity to put Popup banners in the banquet room
- Opportunity to put promotional products on the tables
- Your logo on screen during the night
- Public thank you from the Chairman

Annual Dinner 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 FRA Celebration night.
- Your logo on screen during the night
- During the build-up to the show FRA will issue two tweets about your business.
- Public thank you from the Chairman

Annual Dinner 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 FRA Celebration night.
- Your logo on screen during the night
- During the build-up to the show FRA will issue two tweets about your business.
- Public thank you from the Chairman

Awards Sponsor – £800 to include (Large Farm Shop award £1000):

- Listed as Award sponsor with logo on the website, & menu cards on the night
- Two places at the FRA Celebration night.
- Opportunity to go on stage to present the award and have photo taken with winner
- During the build-up to the Awards night FRA will issue two tweets about your business.
- Your logo on screen during the night
- Public thank you from the Chairman
- Post event PR & social media promoting your sponsorship. Opportunity for you to use award photos in your own PR.

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

Trade Stand Opportunities

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

Features of the 2019 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
- One Exhibitor per 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 FRA.

Trade Event Booking and Price

Stands are floor space only, not shell scheme. They are sold as 2m x 2m block, you can combine adjoining stands to make a bigger stand space. Ceiling height 2.7m.

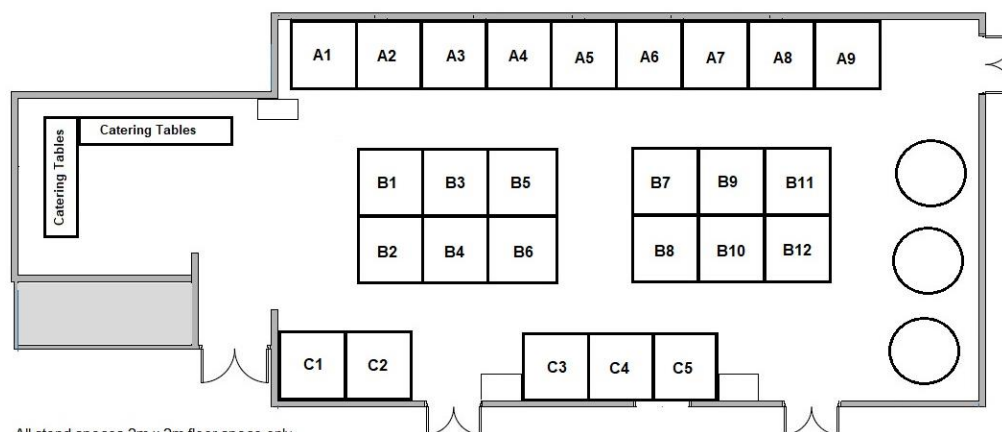
Option	ALL BOOKINGS MADE AFTER 14 JANUARY 2019 WILL BE SUBJECT TO A 15% INCREASE IN CHARGE	
Stand Size	2m x 2m	4m x 2m
Associate Member	£300	£600
Non-Member	£450	£900
Additional Exhibitor*	£40	

*One exhibitor is included in the price of each 2m x 2m stand which includes lunch & refreshments. Additional exhibitors £40pp

The drinks reception will be held in the Trade Show area on Tuesday evening from 6.30pm – 8pm, prior to the awards dinner. Trade Event will open at 8.30am on Wednesday 27 February and run to 5.00pm. All stands can set up between 12pm and 5pm on Tuesday 26 February. Pack up for all stands will be between 5.00pm and 7.00pm on Wednesday 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.



All stand spaces 2m x 2m floor space only, not shell scheme. Ceiling height 2.7m

Booking

The easiest way to check stand availability and book is via the FRA/FARMA website.

To book accommodation for the event, please contact the Oxford Belfry hotel on 0800 028 8694 and quote FRA or FARMA. Rates for Mon 25th Feb are £87 single £97 Double B&B and on Tue 26th it is £97 single, £107 Double. Tickets for other parts of the event will be listed on the ticketing page of the website shortly.