

Dear FamilyFarmed EXPO Exhibitor,

We are looking forward to showcasing your business at the 2011 FamilyFarmed EXPO. As we get closer to EXPO, we want to make sure you have all the information you need for a successful experience.

If you have not yet read through the “Set-Up Instructions” on the website, <http://www.familyfarmedexpo.com/exhibitors/setupinstructions.html> we encourage you to do so to learn details about shipping, parking, move-in/unloading guidelines, exhibitor badges and tickets, and table location-table assignments will be online in the next few days. Friday exhibitors please note that exhibit floor will open at 11:30am, not 1:00pm as originally listed.

Every person working in your exhibit is expected to register with the show upon arrival each day in order to receive a badge or wristband for entrance. Four will be provided daily with each exhibit table. Additional tickets on Friday can be purchased in advance for \$40 at www.familyfarmedexpo.com or at the door for \$50 each. Additional tickets for Saturday can be purchased in advance for \$10 at www.familyfarmedexpo.com or at the door for \$15 each.

Reminders!

- Be sure you have requested, and paid for, electricity if needed.
- Exhibitors giving out food samples, or making sales of food and/or drink for consumption at the EXPO are required to deliver Certificate of Insurance naming FamilyFarmed.org, City Provisions, and the Board of Trustees of the University of Illinois **in advance by fax to 708.763.9925**.
- Exhibitors selling food and/or drink for consumption at the EXPO are also required to have a current **Food Service Sanitation Certificate** on hand anytime food is being served at the EXPO. Please remember to use compostable plates, silverware and cups if you are serving food.

All Exhibitors will receive the following benefits!

- Same-day admission for up to four representatives from your farm/business/non-profit.
- Friday exhibitors receive two complimentary tickets to the Friday night Meet the Buyers networking reception and Localicious party. If you would like to purchase additional tickets, please visit our **ticket site!**
- EXCLUSIVE \$45 discounted admission for our exhibitors to Thursday’s Financing Farm to Fork Conference (That’s \$80 off the \$125 full price ticket)! **Click here for ticket sales**, select Financing Farm to Fork and the date, then enter the Discount Code: Exhibitor.

Important materials to remember for your exhibit space!

- Your company’s signage if you have signs/tabletop items/photos to display to identify and brand your business.
- EXPO guests will want to know how they can find you and support you throughout the year! Please be prepared with handouts or brochures/business cards with your website address so that they know which stores to find you in, which farmers markets you’ll be at, and if you have an online store. Samples always draw crowds, as do Coupons, ‘Takeaways’ about your business such as pencils, buttons, business cards, or stickers, and Recipes for a particular ingredient or item you’d like to showcase.

Let your customers know you will be at the EXPO!

Exhibitors will be listed in the show directory, on the conference website, and in email blasts. We will also showcase exhibitors through our social marketing.

Please help us, help you promote your business with pre-show publicity! Below, I have highlighted actions that you can take using your email, newsletters, calendars, website, and social media sites along with some sample text to get you started. Thank you again for your participation in the FamilyFarmed EXPO and for helping to spread the word.

Sincerely,

James Pirovano
FamilyFarmed.org

Where you can find us and how you can help:

1. **Our EXPO Website** is www.familyfarmedexpo.com. What you can do:
 - a. Please consider directing your constituents to the following links for a comprehensive overview of EXPO:
 - i. Expo overview: <http://www.familyfarmedexpo.com/about/expohighlights.html>
 - ii. Purchase tickets: <http://www.familyfarmedexpo.com/about/tickets.html>
 - iii. Programming schedule:
<http://www.familyfarmedexpo.com/schedule/completeschedule.html>
 - b. And, more specific to your participation in Friday's Trade Show:
 - i. Trade Show Overview: www.familyfarmedexpo.com/tradeshow.html
 - ii. Trade Show Ticket Options:
www.familyfarmedexpo.com/tradeshow/tradeshowtickets.html
 - iii. Trade Show Schedule:
www.familyfarmedexpo.com/tradeshow/tradeshowschedule.html
 - iv. School Food Overview: www.familyfarmedexpo.com/schoolfood.html
 - v. Policy Summit Overview:
<http://www.familyfarmedexpo.com/policysummit.html>
 - c. And, more specific to your participation in Saturday's Good Food Festival:
 - i. Saturday Overview: www.familyfarmedexpo.com/festival/festivaloverview.html
 - ii. Saturday Ticket Options: www.familyfarmedexpo.com/festival/foodfestivaltickets.html
 - iii. Saturday Schedule: www.familyfarmedexpo.com/festival/workshopschedule.html
2. **Twitter:** <http://twitter.com/FamilyFarmed>
 - a. We'd love to connect with you on Twitter! You can follow us at @FamilyFarmed. We appreciate your retweets (RT) of our tweets, mentions that you'll be there, and mentions of EXPO in general. And, we will certainly look for you and follow your updates as well!
 - b. Please use our handle @FamilyFarmed and/or event hashtag in your tweets: #FFEXPO
 - c. PS- we'll be live tweeting during the EXPO!

3. **LinkedIn:** <http://www.linkedin.com/groups/FamilyFarmed-EXPO-3773535>
 - a. Please join the discussions: Groups > FamilyFarmed EXPO
 - b. Please confirm your attendance: More > Events > FamilyFarmed EXPO
 - c. Please follow us: Companies > FamilyFarmed.org

4. **Facebook:** <http://www.facebook.com/FamilyFarmed>
 - a. Please check out our page, like our posts, and add a comment here and there. Or, mention your participation on your FaceBook page and if we catch it, we'll like and comment on your page. You can also post to our FaceBook wall.
 - b. FamilyFarmed EXPO and Localicious are listed on our event page on Facebook, please invite your constituents!

Sample text for you to use to invite people to the EXPO on Friday for the Trade Show



FamilyFarmed EXPO, March 17-19
Good Food, Good Opportunities, Good Business

I'm participating in the FamilyFarmed Trade Show on Friday, March 18, part of the three-day FamilyFarmed EXPO, and I'd love to see you there as we discuss and learn more about growing the good food movement! FamilyFarmed EXPO is a three-day conference, trade show and food festival for farmers, businesses, the trade, individuals, and families. The Trade Show offers leading-edge programming and technical assistance to support farmers, trade buyers, and other stakeholders to grow their business and the good food community. The exhibit floor features farmers, distributors, artisan food producers, and school food suppliers that are looking for new business and specialize in local food. Learn more online at: www.FamilyFarmedEXPO.com.

Thursday features the world-class [Financing Farm to Fork conference](#) supporting the local food movement by encouraging investment in farm and food production, processing, and distribution businesses.

Friday features the [FamilyFarmed Trade Show](#), the Midwest's leading local food trade show, along with a major school food track, the innovative Meet the Buyers networking reception, the Chicago Food Policy Summit, and the scrumptious Localicious Party, the food event of the season!

Saturday is the famous [Good Food Festival](#) - your festival pass is your ticket to amazing workshops, celebrity chef demos, good food farmers and artisan producers, the Kids Corner, Good Food Court, bookstore, and more!

For more information, please visit FamilyFarmedExpo.com. I look forward to seeing you there!

Sample text for you to use to invite people to the EXPO on Saturday for the Good Food Festival



FamilyFarmed EXPO, March 17-19

Good Food, Good Know-How, Good Fun

I'm participating in the Good Food Festival on Saturday, March 19, part of the three-day FamilyFarmed EXPO, and I'd love to see you there as we celebrate good food! FamilyFarmed EXPO is a three-day conference, trade show and food festival for farmers, businesses, the trade, individuals, and families. Learn more online at www.FamilyFarmedEXPO.com!

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Friday features the [FamilyFarmed Trade Show](#), the Midwest's leading local food trade show, along with a major school food track, the innovative Meet the Buyers networking reception, the Chicago Food Policy Summit, and the scrumptious Localicious Party, the food event of the season!

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Visit www.FamilyFarmedEXPO.com for tickets and come see me at FamilyFarmed EXPO!