

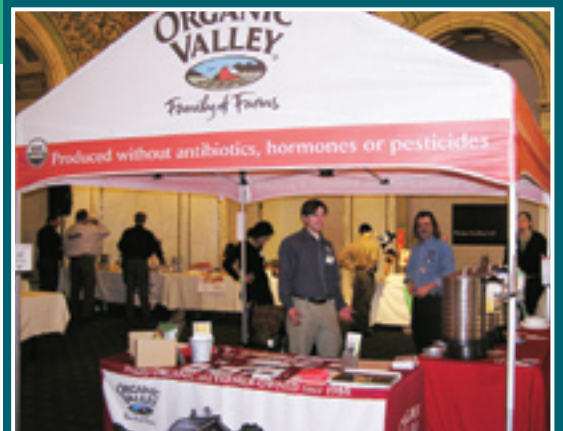
Exhibitor Registration Information



FamilyFarmed EXPO2010

March 11 - 13, 2010 UIC Forum

- **LEARN** how to succeed in growing your business from colleagues and industry leaders at informative and engaging workshops.
- **MEET** trade buyers from Whole Foods Market, SYSCO, Goodness Greeness, Testa Produce, Chicago Public Schools, Sodexo, Compass Group, top Chicago restaurants, major supermarkets, schools and hospitals.
- **SELL** products, services, and CSA shares in a busy selling environment: one big hall packed with consumers who have been target-marketed to build your customer base!
- **EXHIBIT** with over 140 other family farmers, artisan producers, and related organizations.



Grow Your Sales!



7115 W. North Ave, # 504
Oak Park, IL 60302
708-763-9920

FamilyFarmed EXPO2010

**March 11- 13, 2010
UIC Forum**

*Chicago's Premier
Local Food Event*

Reserve Your Exhibit Now – Space Is Limited

Why Exhibit at FamilyFarmed EXPO 2010?



The FamilyFarmed EXPO will take place in the UIC Forum
a new state-of-the-art conference center

FamilyFarmed.org invites you to become an exhibitor at the 5th FamilyFarmed EXPO. Everyone looking to connect with other businesses in the local food movement, buyers seeking local products, and thousands of values-driven consumers will benefit from...

- ♦ The premier event of the year for Midwest family farmers, artisanal producers and NGO's working to build sustainable, local food systems.
- ♦ A dynamic marketing, public relations, and outreach team dedicated toward driving extensive awareness and press coverage of the EXPO.
- ♦ Our expanded event advertising campaign increases exposure and greater attendance.
- ♦ Social Networking for the event on Facebook, Twitter and other sites really spread the word!
- ♦ Exhibitors receive year-round promotion through the EXPO website and Show Directory.

Exhibitor Options

The EXPO has grown into an exciting three-day event filled with thousands of farmers, consumers and trade buyers:

Thursday Looking to start, expand, or grow your business? Join us on Thursday for the Financing Farm to Fork conference. Half off admission for Friday/Saturday exhibitors! Also apply for a FREE table, get your elevator speech ready, and make your financing pitch to potential investors at the evening Financing Fair.

Friday Interested in learning more about or increasing your sales to the trade? Join us on Friday and meet the Midwest's premier local food buyers! The day will start with educational sessions, then the exhibit floor will run from 1:00pm to 5:00pm. Buyers will want to meet YOU and learn more about what you have to offer.

Saturday Want to target consumers directly? Saturday's Local Food Festival exhibit hours are 10:00am to 6:00pm. The festival hall will be jam packed with consumers excited about supporting businesses in the local food system! Win new customers, sell your CSA shares in our CSA pavilion, get exposure for your business with a receptive audience, sell your products and services, and build relationships that will last throughout the year!

Choose the schedule that works best for you.



About FamilyFarmed.org



FamilyFarmed.org's mission is to expand the production, marketing and distribution of locally grown and responsibly produced food in order to enhance the social, economic and environmental health of our communities. We do this through our website, the FamilyFarmed EXPO, advocacy for family farmers, supporting the growth of infrastructure for local food systems, technical assistance, and farmer training.

Visit www.FamilyFarmed.org for updates

Look at last year's Sponsors!



Thursday, March 11

Financing Farm to Fork Conference

sponsored by the University of Chicago's Booth School of Business

Regional and national leaders present concrete ways to attract investment capital, loans, and grants to finance local and sustainable food businesses, farms, and NGOs

Thursday highlights include:

- ♦ Opening Keynote Speaker
- ♦ Four Breakout Sessions with Twelve Workshop Choices
- ♦ Closing Plenary Speakers
- ♦ Financing Fair and Networking Reception



Friday, March 12

Food Policy Summit & EXPO Trade Day

Programming around Food Policy, Food Access, Technical Assistance for Farmers, and Best Practices in the Trade

Friday highlights include:

- ♦ Opening Keynote Speaker
- ♦ Four Breakout Sessions with Sixteen Workshop Choices
- ♦ Chicago Food Policy Council Annual Summit
- ♦ Food Court Featuring Local Farm Fresh Food
- ♦ Trade Floor Exhibit Hall 1:00 pm to 5:00 pm
- ♦ Closing Plenary Speaker
- ♦ Meet the Buyers Networking Event
- ♦ The Localicious Party! Featuring Food from Top Chefs, Craft Beer, Local Wine and Fun!



Saturday, March 13

Local Food Festival

Family friendly workshops, cooking demos, and exhibit areas including a Community Supported Agriculture Sign-Up Pavilion, Growing Your Own Food Pavilion, Local Artisan Pavilion, and a Kids Corner

Saturday highlights include:

- ♦ Exhibit Hall Open 10:00 am to 6:00 pm
- ♦ Four Breakout Sessions with Twelve Workshop Choices
- ♦ Five Celebrity Chef Demos including Rick Bayless, Gale Gand, and more
- ♦ Food Court Featuring Local Farm Fresh Food



Exhibiting Details

Choose to exhibit Friday or Saturday or both days!

Select Premium corner locations

Each exhibit includes:

- ♦ Same-day admission for two representatives from your farm/business/NGO
- ♦ Six-foot table with tablecloth and two chairs
- ♦ Booth ID sign
- ♦ Listing in the FamilyFarmed EXPO Show Directory
- ♦ Friday exhibitors receive two complimentary tickets to the Friday night Meet the Buyers reception and Localicious party
- ♦ Growers and food producers will receive a free full page profile of your farm or food business on the "Find Local Food" section of www.FamilyFarmed.org as well as a listing and link to your website from www.FamilyFarmedEXPO.com

Criteria: Exhibiting growers and food producers should be family owned and run businesses featuring local and sustainably grown food products. Growers should be either certified organic, in transition to organic, or utilizing sustainable agricultural practices including integrated pest management practices in fruit and vegetable production. Meat, poultry and dairy producers may not use synthetic hormones or sub-therapeutic antibiotics and must give animals access to pasture/free-range.



UIC FORUM
University of Illinois at Chicago
Chicago, Illinois
March 11 - 13, 2010
(no exhibits Thursday 3/11)

Exhibitor Application for Space

Mail this application with payment to:

FamilyFarmed.org
171 N. Humphrey
Oak Park, IL 60302
fax: 708-763-9925

checks should be payable to FamilyFarmed.org

1) Please complete the following as you would like it to appear in the Show Directory and on the Website:

Farm/Company Name: _____
City: _____ State: _____
Phone Number: _____ Web address: _____

2) Please complete the following if different from above:

Billing Address: _____
Billing Contact Name: _____ City: _____ State: _____ Zip: _____
Billing Contact Phone: _____
Billing Contact Email: _____ Fax number: _____

3) Please complete the following section
as we will consider the following along with show guidelines to determine your location.

What products or services will you be exhibiting? _____

Please list all food items, products and brand names you will offer for sale: _____

Our company is a: ☐ Family-owned Farm ☐ Food Processor ☐ Food Distributor ☐ Non-Profit Organization ☐ Other: _____

We prefer TO/NOT TO exhibit near the following companies or products: _____
(circle one)

Please consider a location for us in or near the following to improve our exhibit's exposure ☐ CSA Pavillion ☐ Local Artisans Section ☐ Kids Corner ☐ Grow Your Own Food Pavilion

4) Please determine your exhibit cost

\$700	Base exhibit price	\$700
-150	Discount for farms or non-profits	_____
-150	We won't exhibit Friday (Trade Day)	_____
-100	Early bird discount (before Jan 10th)	_____
+100	Corner location required	_____
+50	Provide 110 power outlet	_____
+50	Hang banner over exhibit	_____

TOTAL: _____

Checks should be made payable to FamilyFarmed.org

Name on Credit Card: _____

Credit card # _____

Visa or Mastercard Exp date: _____

PLEASE DO NOT WRITE IN THIS SPACE

Space locations will be assigned by show management starting February 1st. FamilyFarmed.org reserves the right to assign exhibit spaces in the best interests of the EXPO.

Total Cost: _____

Date Payment Received: _____

Space # Assigned: _____

FamilyFarmed.org is a brand, website and EXPO focused on local and sustainable farmers and food producers. In order to participate in the EXPO, exhibitors must be registered with FamilyFarmed.org. FamilyFarmed.org reserves the right to refuse anyone an exhibit space.

Show setup starts at 7 am. All displays must be setup and staffed by 1:00 pm Friday and 10:00 am Saturday
Breakdown begins at 6 pm Saturday March 13th, and all items must be removed from the building that day.
Please make sure to staff your exhibit as much as possible. The attendees will want to talk with you!

The Terms and Conditions of the EXPO are binding on FamilyFarmed.org only after the application is executed by FamilyFarmed.org and returned to the Exhibitor. FamilyFarmed.org will not make any assignment of show space until payment has been received in full. FamilyFarmed.org's acceptance of any deposit/payments is not to be construed as acceptance of this application. Once FamilyFarmed.org executes the application, the application becomes a binding Contract between FamilyFarmed.org and the Exhibitor and no refunds will be made. By signing and submitting this form to FamilyFarmed.org, the Exhibitor acknowledges, agrees and consents to all Terms and Conditions of the EXPO and agrees to allow FamilyFarmed.org and any media partners the use of any photographs taken at the EXPO in future publicity.

5) Your Name: _____ Signature: _____ Date: _____
(please print)

6) QUESTIONS? _____ Signature for FamilyFarmed.org: _____ Date: _____

Please contact: Lloyd Yanis
Lloyd@FamilyFarmed.org
312-925-7996 Fax: 708-763-9925

www.FamilyFarmed.org