



September 1, 2011

Re: 2012 Ontario Fruit & Vegetable Convention – Sponsors and Exhibitors
February 22nd & 23rd, 2012

2012 marks the tenth anniversary of Canada's premier horticultural event, the **Ontario Fruit and Vegetable Convention** and we are celebrating in a big way! We are excited to announce our move to the Scotiabank Convention Centre in beautiful Niagara Falls, Ontario. Plans for an expanded trade show and stellar educational program are well underway. Over 1,500 participants from across Ontario, Canada and the United States attend this event annually and with the lure of a new facility, larger tradeshow, world-class speakers program and Niagara Falls destination, we expect our attendance to increase.

Sponsors, your support is critical to our success. OFVC is an ideal venue to display your organization's commitment to the agricultural industry, network amongst potential customers and build your brand. The accompanying brochure outlines the variety of cost-effective opportunities available to ensure high visibility for your business.

Exhibitors, the convention is the place to be to increase your business prospects and promote your product or service. Our new site provides excellent equipment display opportunities and our affordable rates allow you to design space that works for you!

For more information on how we can customize a program that best suits your needs and budget, please contact me directly at 905-945-5363 or glenna@ofvc.ca. We look forward to the opportunity of partnering with your organization for 2012.

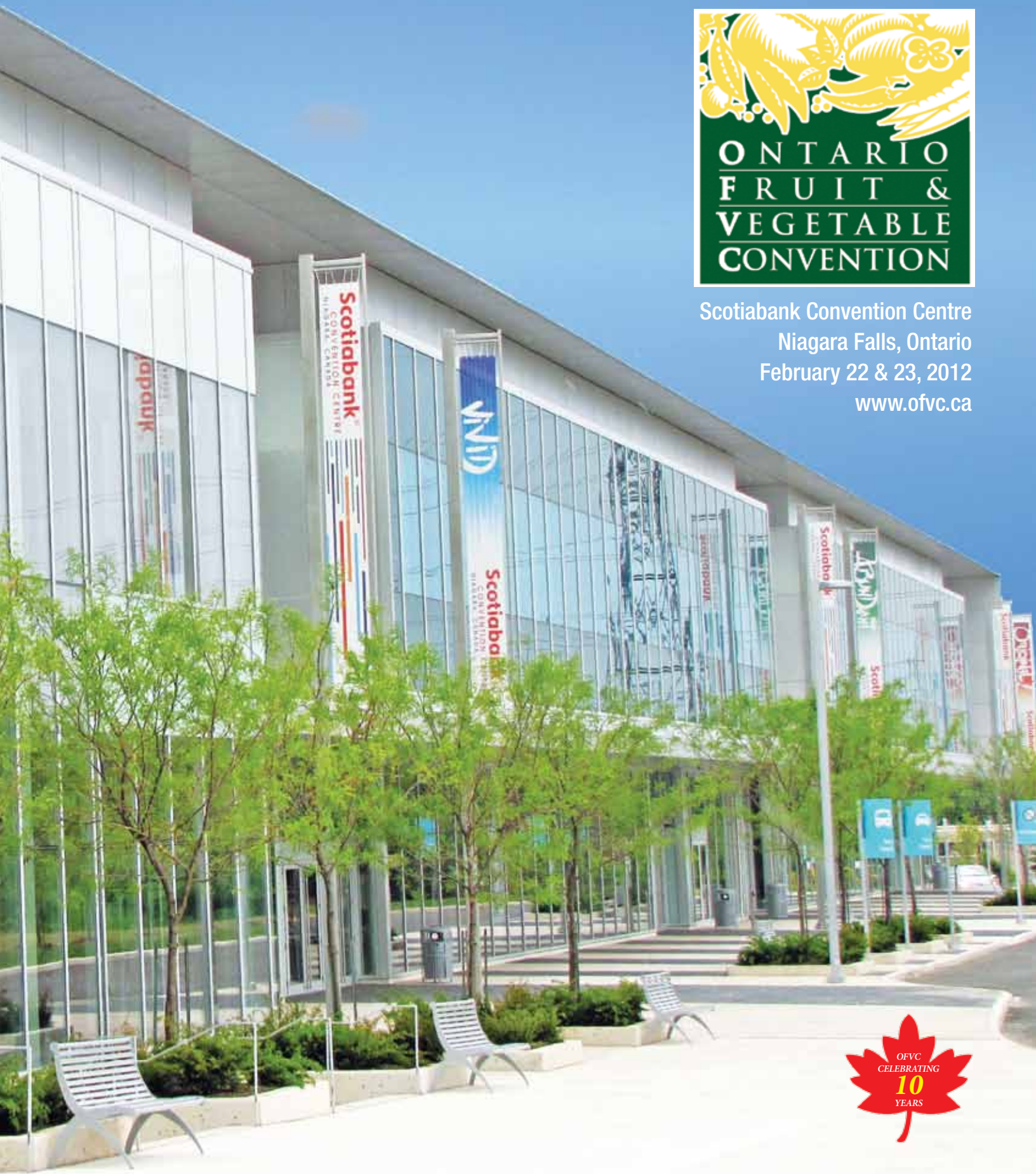
Sincerely,

Glenna Cairnie
Sponsorship Co-ordinator

Trade Show and Sponsorship Opportunities



Scotiabank Convention Centre
Niagara Falls, Ontario
February 22 & 23, 2012
www.ofvc.ca



Trade Show Opportunities



CANADA'S PREMIER HORTICULTURAL EVENT

The Ontario Fruit and Vegetable Convention is celebrating its 10th anniversary and moving to a new location at the Scotiabank Convention Centre in Niagara Falls, Ontario. This state-of-the-art facility is the perfect venue for growers from across Ontario, Canada and the United States to learn, discover and network. This show was sold out in 2011 and with the move to the new facility, space will go fast! To book your space, please fill out the form enclosed with this package.

Trade Show Hours

- Wednesday: 9:00 am – 6:30 pm (includes Farmer & Friends Reception 4:30 pm – 6:30 pm)
- Thursday: 9:00 am – 4:30 pm
- The Trade Show is open during the Speaker Sessions.

Space Costs

- > **Early Bird Rate before November 1, 2011 > \$880 + HST**
- > **Regular Rate after November 1, 2011 > \$1,100 + HST**
- > **15% discount for 3 or more booths**

- Pricing is per 10 ft. X 10 ft. exhibit space; Multiple booth space is available.
- Includes one skirted table, two chairs, back-drop curtain, one, 110 amp electrical hook-up, four exhibitor name badges (additional badges available for \$5.00 per badge; Exhibitor name badges are good for trade show entry only) and one ticket to the Farmers & Friends reception, an OFVC hosted reception within the exhibit hall on the first day. Additional tickets may be purchased in advance.
- All booth locations are assigned by the committee.

www.ofvc.ca



CANADA'S PREMIER HORTICULTURAL EVENT

Parking and Material Handling

- The Convention Centre parking area with capacity of over 800 spaces is conveniently located behind the facility and is easily accessed from the intersection of Stanley Avenue and Livingston St.
- There will be a special area for big truck parking. See Exhibitor Kit for details.
- The Loading Docks are located on the west side of the building with access from Dunn Street. Dunn St. is the 1st block north of the SCCN. The Dunn St. entrance is ½ km west of Stanley Ave. on the south (left).

Hotel Accommodations

- A convention rate of \$125 + taxes has been arranged at The Embassy Suites Hotel, 6700 Fallsview Boulevard, a short walk from the convention centre.
- Includes free parking (a \$20 value), free daily buffet breakfast for all room occupants; plus two complimentary bar tickets per room, per night.
- A complimentary shuttle service runs from the hotel to the convention centre.

Show Guide Advertising

- OFVC publishes a comprehensive Show Guide distributed on site.
- Special Exhibitor rates are available by contacting Sharon Kauk, Fruit & Vegetable Magazine, 519.429.5189 or skauk@annexweb.com.

DON'T DELAY. BOOK YOUR SPACE TODAY!

- Early Bird Rate before November 1, 2011 > \$880 + HST**
- Regular Rate after November 1, 2011 > \$1,100 + HST**
- 15% discount for 3 or more booths**

See the enclosed Exhibitor Form for more information. All Exhibitor's will receive an electronic Exhibitor Kit prior to attending. For more information, contact Ross Parker, Trade show Manager, 905.562.4136 or ross@ofvc.ca

Sponsorship Opportunities

SPONSORSHIP REWARD LEVELS

If you're looking for an affordable way to promote your business, look no further. Choose from a variety of sponsorship opportunities to fit every budget and build your brand by increasing visibility and recognition. To book your sponsorship opportunity or for more information, contact Glenna Cairnie, Sponsorship Coordinator at 905.945.5363.

Platinum Sponsor \$5,000+

- Your company name featured in Convention Show Guide.
- Your company name and logo displayed on the trade show entrance way welcome banner.
- Linked logo and company name on sponsor page at www.ofvc.ca.
- Recognition of sponsorship on corporate representatives' name badge.
- Six complimentary tickets to the Farmers & Friends reception or two complimentary registration packages.

Gold Sponsor \$2,500

- Your company name featured in Convention Show Guide.
- Your company name and logo displayed on the trade show entrance way welcome banner.
- Linked logo and company name on sponsor page at www.ofvc.ca.
- Recognition of sponsorship on corporate representatives' name badge.
- Three complimentary tickets to the Farmers & Friends reception or one complimentary registration package.

Silver Sponsor \$1,000

- Your company name featured in Convention Show Guide.
- Your company name and logo displayed on the trade show entrance way welcome banner.
- Linked logo and company name on sponsor page at www.ofvc.ca.
- Recognition of sponsorship on corporate representatives' name badge.
- One complimentary ticket to the Farmers & Friends reception.

Bronze Sponsor \$500

- Your company name featured in Convention Show Guide.
- Your company name displayed on sponsor page at www.ofvc.ca.

Friends of the Convention Sponsor \$200

- Your company name featured in Convention Show Guide.

SPONSORSHIP OPPORTUNITIES

In addition to the incentives listed with the funding levels above, the following opportunities offer further ways to promote your company and show your support. To book your sponsorship opportunity or for more information, contact Glenna Cairnie, Sponsorship Coordinator at 905.945.5363.



"Our generous sponsors and exhibitors make the difference! We are able to provide a first-rate convention with premium speakers at a reasonable cost because organizations step up, year in and year out, to support Ontario producers."

Tony Sgambelluri, Chair
Ontario Fruit and Vegetable Convention



Sponsorship Opportunities



The Farmers & Friends Reception – \$25,000 (Platinum Level)

- Your company name featured on event tickets.
- Up to six (6) tickets to the event.
- Linked logo and company name on the event page at www.ofvc.ca
- Additional Platinum level exposures as outlined on previous page.

Coffee Station – \$5,500 per day (Platinum Level)

- Signage with company name and logo in coffee serving area on main level.
- Additional Platinum level exposures as outlined on previous page.

Lanyards/Badge Holders – \$3,500 (Gold Level)

- Your company name and logo displayed on Lanyards (1,500).
- Additional Gold level exposures as outlined on previous page.

Shuttle Buses – \$3,500 (Gold Level)

- Shuttle service operates daily between hotel and the Convention Centre.
- Your company name included on signage at the entrance to the bus highlighting your company as the shuttle sponsor.
- Your company name included at convention entrance and on lobby signage in the hotel.
- Additional Gold level exposures as outlined on previous page.

Delegate Tote Bag – \$3,000 (Gold Level)

- Outstanding visibility with a full size logo featured on one side (2 sides available) of the Delegate Tote Bag distributed at Registration (approx. 1,000).
- Additional Gold level exposures as outlined on previous page.

Poster Display – \$1,500 (Silver Level)

- Your company name featured on signage at each end of the display.
- Featured competition for information posters about topics of interest to growers displayed in a high traffic area.
- Sponsorship covers viewing displays and prize money.
- Additional Silver level exposures as outlined on previous page.

Speakers' Program – \$1,250 each (Silver Level)

- Seven meeting rooms running seven morning and afternoon sessions.
- Opportunity to distribute promotional literature (subject to OFVC approval) to session participants at a table close to the entrance.
- Company name on signage at the door.
- Recognition of your company during the session introduction by the session chairs.
- Additional Silver level exposures as outlined on previous page.

Delegate Tote Bag Insert – \$750 (Bronze Level)

- Your company supplies a brochure (8.5 x 11 max.) and/or promotional item to be included in the Delegate Tote Bag.
- This element is only available to exhibitors and sponsors. Call for pricing details (approx. 1,000; subject to approval).
- Additional Bronze level exposures as outlined on previous page.

www.ofvc.ca

To reserve your space or arrange sponsorship, please fax or mail the sponsorship response form and/or exhibitor registration form that accompanies this package.



Trade Show Information:

Ross Parker
Trade Show Manager
905.562.4136
ross@ofvc.ca



Sponsorship Information:

Glenna Cairnie
Sponsorship Coordinator
905.945.5363
glenna@ofvc.ca





2012 Ontario Fruit & Vegetable Convention Trade Show Registration

February 22nd, 23rd, 2012

Please print clearly

Company Name _____

Address _____ City _____

Prov/State _____ Postal Code _____ Telephone _____

Email _____

Nature of Business (be specific) _____

Contact Name: _____

Name Badges : Please print clearly the names of those who will staff your booth.

4 badges included in package. Order additional badges below. Badge corrections or badges required on site will cost \$15

ORDER INFORMATION –	Quantity	Total
Booth – 10 ft. wide x 10 ft. deep @ \$880.00 (after November 1st – \$1100.00)		
Less: 15% for 3 or more booths		-
Booth total		
Additional “Farmers & Friends” reception drink tickets 4/\$25		
Additional Name Badges – \$5/badge		
	SUB TOTAL	
	Add: 13 % HST	
TOTAL		

Payment: Cheque (payable to Ontario Fruit & Vegetable Convention) VISA MasterCard

Card # _____ Expiry _____

Name on card _____ Signature _____

Payment is due with registration

Mail registration to : OFVC, 104-155 Main Street East, Suite 135, Grimsby, ON L3M 1P2

Fax : 905.945.5386 or **Email :** glenna@ofvc.ca

Questions? Contact Glenna Cairnie at 905.945.5363 or email at address above.



2012 Ontario Fruit & Vegetable Convention Sponsor Reply Form

This form is for your convenience. Please indicate your intentions as soon as possible and preferably no later than November 15, 2011. Payment is due on or before January 15, 2012

Company Name: _____

Contact Person: _____ Email: _____

Address: _____

Phone: _____ Fax: _____

Please indicate your preferred level of sponsorship:

	Level/Designation	Suggested Amount	Commitment
<input type="checkbox"/>	Platinum	\$5,000+	
<input type="checkbox"/>	Gold	\$2,500+	
<input type="checkbox"/>	Silver	\$1,000+	
<input type="checkbox"/>	Bronze	\$500+	
<input type="checkbox"/>	Friend of the Convention	\$200	
<input type="checkbox"/>	Luncheon	\$15,000/day or \$25,000/2 days	
<input type="checkbox"/>	Food & Wine Event	\$25,000	
<input type="checkbox"/>	Coffee Stations	\$5,500	
<input type="checkbox"/>	Shuttle Bus	\$3,500	
<input type="checkbox"/>	Lanyards	\$3,500	
<input type="checkbox"/>	Delegate Tote Bag	\$3,000/side	
<input type="checkbox"/>	Poster Session	\$1,500	
<input type="checkbox"/>	Speakers Program	\$1,250/session	
<input type="checkbox"/>	Tote Bag Insertion	Call for details	
Total Commitment			

Payment Method: Visa MasterCard Cheque (payable to OFVC)

Card # _____ Expiry _____

Name on Card _____

OR Please send invoice, payment to follow

**Return this form to: Ontario Fruit & Vegetable Convention,
104-155 Main St. E., Suite 135, Grimsby, ON L3M 1P2
Fax: 905.945.5386 Email: glenna@ofvc.ca**