



ORGANIC GROWER SUMMIT



OPNTM
Organic Produce Network



Connecting Organic Growers and Producers with Supply Chain and Service Providers

SPONSORSHIP OPPORTUNITIES

December 13th & 14th, 2017 | Hyatt Regency Monterey



About OGS

Connecting Organic Growers and Producers with Their Supply Chain and Service Providers



Launched by the Organic Produce Network (OPN) and California Certified Organic Farmers (CCOF), the Organic Grower Summit (OGS) will bring organic growers, producers and processors to Monterey for two days of education, information and networking opportunities with their production supply chain and support service providers.

Targeted content from preeminent speakers will attract growers and producers, including their field production team, pest management advisors, supply chain managers, and food safety experts to the event. Your sponsorship commitment will put your company and brand in the spotlight and demonstrate your leadership commitment to the organic industry.

About OPN

Founded by agricultural industry veterans Matt Seeley, former VP of Marketing for The Nunes Company, and Tonya Antle, former VP of Organic Sales for Earthbound Farm, The Organic Produce Network (OPN) was established as a vibrant resource providing information and connecting companies at all levels of the organic supply chain.



About CCOF

CCOF advances organic agriculture for a healthy world. We advocate on behalf of our members for organic policies, support the growth of organic through education and grants, and provide organic certification that is personal and accessible.



CCOF is a nonprofit organization governed by the people who grow and make our food. Founded in California more than 40 years ago, today our roots span the breadth of North America and our presence is internationally recognized. We are supported by an organic family of farmers, ranchers, processors, retailers, consumers, and policymakers. Together, we work to realize a future where organic is the norm.

Who's attending OGS?

Farmers, growers, suppliers, service providers, packaging and technology companies, equipment manufacturers and more will gather to talk organic opportunities, share ideas and build relationships at this informative two-day event.

Why become a sponsor of OGS?

Your customers and potential customers, including leaders in the organic farming community, will all be at OGS! This is a tremendous opportunity to strengthen your existing relationships with organic leaders and build new ones; to position your company ahead of your competition and grow your business.

Sponsor Benefits

Connect and Collaborate With Your Customers

- Build loyalty and relationships with your clients
- Discuss industry news, trends and ideas
- Show leadership & support the organic community

Establish New Relationships

- Scope out the market and meet new customers
- Promote products or services to your ideal audience
- Expand your contact list and build new relationships

Build Your Brand Awareness

- Be featured in OGS marketing materials and be prominent at the event
- Present your company, products and services in the OGS exhibit hall
- Leave a lasting impression by demonstrating industry leadership





Available Organic Grower Summit Sponsorship Packages

Align yourself with your audience and gain maximum exposure to customers by becoming a sponsor at OGS. We have flexible sponsorship opportunities with a variety of options to choose from.

Keynote Presentations

\$20,000 (3 available)

The highlight of the educational component of OGS, a series of keynote presentations will inspire, inform and enlighten all attendees. Framed in TedTalk format, these fast-paced presentations are entertaining and thought-provoking. Outstanding on-site signage and tremendous publicity for six-months leading up to the Summit.

A Keynote Sponsor will also receive:

- Free booth with preferred booth selection;
- Free full-page ad in the 2017 OGS show directory;
- Prominent logo placement in all trade advertising platforms, including but not limited to: full page ads in *The Produce News*; logo will be shown at the event and prominent billing in each ad;
- Prominent logo placement on www.organicgrowersummit.com;
- Prominent logo placement on all direct mail pieces and all e-mail blasts/promotional pieces;
- Prominent logo placement on all social media platforms;
- Prominent logo placement on all on-site signage throughout venue.

Educational Break-out Sessions

\$5,000 (1 available)

The educational component of the Summit begins with a series of four break-out sessions, featuring industry leaders discussing important issues and opportunities facing all aspects of the organic grower and producer community. Sponsoring an educational break-out session is a cost-effective opportunity to showcase your brand.

Sponsors of an Educational Break-out Session will also receive:

- Prominent logo placement in all trade advertising platforms, including but not limited to: full page ads in *The Produce News*; logo will be shown at the event and prominent billing in each ad;
- Prominent logo placement on www.organicgrowersummit.com;
- Prominent logo placement on all direct mail pieces and all e-mail blasts/promotional pieces;
- Prominent logo placement on all social media platforms;
- Prominent logo placement on all on-site signage throughout venue.

Sustainable Water Dispenser

\$2,500 (1 available)

Sustainable Water Dispenser Sponsor will have 20 conveniently placed on-site branding opportunities throughout the venue, providing the most sustainable solution to quench attendees thirst.

The Sustainable Water Dispenser sponsor will also receive:

- Prominent logo placement on all 20 water units.
- Prominent logo placement in all trade advertising platforms, including but not limited to: full page ads in *The Produce News*; logo will be shown at the event and prominent billing in each ad
- Prominent logo placement on www.organicgrowersummit.com
- Prominent logo placement on all direct mail pieces and all e-mail blasts/promotional pieces
- Prominent logo placement on all social media platforms
- Prominent logo placement on all on-site signage throughout venue.

Friends of OGS

\$500

Friends of OGS is a cost-effective way to promote your company and brand and showcase your support for the entire grower, service provider community and CCOF. This includes your brand on all OGS advertising and on-site signage.

A Friend of OGS Sponsor will receive:

- Logo placement in all trade advertising platforms, including but not limited to: full page ads in *The Produce News*;
- Logo placement on www.organicgrowersummit.com;
- Logo placement on all direct mail pieces and all e-mail blasts/promotional pieces;
- Logo placement on all social media platforms;
- Logo placement on all on-site signage throughout venue.



Sold Organic Grower Summit Sponsorship Packages

Grower of the Year Award

SOLD

An exclusive opportunity to recognize the amazing success the organic industry has had over the past year, as well as have maximum brand exposure to all in attendance at the Summit. Outstanding on-site signage and tremendous publicity for six-months leading up to the Summit.

Lunch

SOLD

A tremendous opportunity to incorporate a sponsor's products into the most attended meal of the Summit. Outstanding on-site signage compliments this sponsorship.

Commemorative Bag

SOLD

High quality tote bag given to all registered attendees. The bag will contain show programs and related promotional items. The Bag Sponsor's logo will be prominently displayed on one side of the bag. The bags have tremendous hold-on value and are in use long after the Summit ends.

Hospitality Area

SOLD

A special area for all OGS attendees to meet, unwind and recharge. Water and healthy snacks will be available. The Hospitality Area will be open all day Thursday, December 14.



Lanyards **SOLD**

One of the most popular sponsorships, the sponsor's one-color logo will be placed prominently on each OGS attendees name card lanyard.

Reusable Water Bottle **SOLD**

High quality reusable water bottle given to all registered attendees. The Reusable Water Bottle Sponsor's logo will be prominently displayed on one side of the bottle. The bottles have tremendous hold-on value and are in use long after the Summit ends.

Breakfast **SOLD**

OGS attendees will start Thursday, July 13 with a healthy continental style breakfast. The Breakfast Sponsor can incorporate their products into the morning's menu.

Notebook **SOLD**

Branded notebook given to all registered attendees. The Notebook Sponsor's logo will be prominently on one side of the notebook. Branded Notebooks have great hold-on value and are in use during and after the Summit ends.

WiFi
SOLD

Sponsor's logo will appear on the landing page of the Hyatt Regency Monterey Wi-Fi portal throughout the Summit.

Coffee Carts
SOLD

The Organic Coffee Carts Sponsor will have great on-site branding opportunity throughout the venue and will be strategically placed on all Organic Coffee Service Carts.

Morning Break
SOLD

Following the Educational Break-out Sessions and before the featured Keynote Presentations, OGS attendees will have an opportunity to get fresh coffee, beverages and light snacks. The sponsor can incorporate their organic products into the menu.

Hotel Key Card
SOLD

OGS 2017 will use the Hyatt Regency, Monterey to accommodate all Summit attendees. A great opportunity to be seen throughout the entire Summit.

Media Room
SOLD

A special room will be set-aside for all members of the media—traditional, digital, print, trade and consumer. Great on-site signage opportunity.

Charging Station
SOLD

Great on-site branding opportunity—a special kiosk perfect for phone, computer or other device charging.





ORGANIC GROWER SUMMIT

Custom and In-kind Sponsorships

If you have ideas, let's talk.

For more information and to secure your
sponsorship position, contact:

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About the CCOF Foundation

The CCOF Foundation is investing in new organic farmers and businesses and building consumer demand for organic. To learn more about the CCOF Foundation and how CCOF Foundation programs are meeting the challenges facing our organic community, visit CCOF.org.

