

INDUSTRY SHOWCASE AND MARKETPLACE EXHIBIT INFORMATION



GOOD FOOD FESTIVAL & CONFERENCE

March 24-26, 2016 UIC Forum Chicago
goodfoodfestivals.com

Network and promote
at Friday's Good Food
Industry Showcase
and sell to the
general public at
Saturday's Good Food
Marketplace.

presented by

FAMILYFARMED

familyfarmed.org

Family Farmed
is a 501(c)3 Non-Profit Organization



Immerse yourself in three days of Good Food!

Now in its 12th year, the Good Food Festival & Conference in Chicago has gained national prominence as the annual gathering of industry leaders who are passionate about the benefits of a local, sustainable food system.

Thursday's Financing & Innovation Conference helps food and farm businesses gain access to investment, engage with funders, pitch their business plans and forge new partnerships.

Friday's Industry Showcase and Food Policy Conference are expected to attract industry leaders who represent these values.

Saturday's Festival attendees are values-driven consumers interested in organic food, artisanal food, health issues, supporting local businesses, fair trade, nature, environmental issues, and alternative health.



ATTEND

THURSDAY, MARCH 24

Good Food Financing & Innovation Conference

The **Good Food Financing & Innovation Conference** creates channels to access capital and finance the growth of farm and food businesses.

- The conference brings together national and regional leaders in finance, farming, food production, distribution, and processing to offer insight, information, and inspiration to entrepreneurs.
- Attendees learn tools, strategies, and best practices to grow their businesses.
- A juried **Financing Fair** fosters investment in food businesses, connecting entrepreneurs with funders/investors.
- Live investor pitches by Fellows participating in the **Good Food Business Accelerator**. GFBA provides mentoring, strategic support, and access to capital for new or growing Good Food businesses from its base at 1871 (Merchandise Mart).

EXHIBIT

FRIDAY, MARCH 25

Good Food Industry Showcase

The **Good Food Industry Showcase** brings producers and other stakeholders together with trade buyers for a day of exhibiting, educational programming and networking opportunities.

- **Opening Symposium** with national and regional Good Food leaders.
- **Industry Showcase** exhibit floor open from 10:00am to 5:00pm.
- Farmers, distributors, and artisan food producers promote and sell their products to the industry representatives.
- Lunch will be for sale from Chicago's finest Local Food restaurants at the **Good Food Court**.
- Enjoy FamilyFarmed's **Good Food Industry Networking Reception** from 5:30 to 7:00pm.

SELL

SATURDAY, MARCH 26

Good Food Marketplace

The **Good Food Marketplace** connects your company to a passionate group of values-driven consumers!

- Cooking demonstrations pair local farmers with some of America's finest chefs, as well as workshops and more than 150 exhibitors of local and artisanal food products and related information.
- **Marketplace** exhibit floor open from 10:00am to 5:00pm.
- **Good Food for Thought** Speakers mapping the course of this exciting revolution.
- **Good Food Commons** Featuring a variety of local experts who will demonstrate ways to live more sustainably and use limited space and resources to grow food.
- Lunch will be for sale from Chicago's finest Local Food restaurants at the **Good Food Court**.

"The Good Food Industry Showcase has been a great place to meet new producers and build relationships with the broader local food community."

Bobby Turner, VP of Purchasing, Whole Foods Market

Become an Exhibitor!



New This Year!

Saturday's Good Food Marketplace is designed to group similar product categories (but not competitors) that enhance buyer and consumer purchasing decisions. There will also be a second educational stage added to Saturday's Marketplace where exhibitors have an opportunity to feature their products through demos, recipes and presentations.

- Demand for sustainably produced food is rising fast, creating the hottest segment in the food industry both nationally and in Illinois.
- The event is packed with more than 5,000 values-driven buyers and consumers who want to meet you and buy locally grown and crafted products.
- It's the premier event of the year for family farmers, artisanal producers, and NGOs working to build sustainable, local food systems.
- Benefit from a dynamic marketing, public relations, and outreach team dedicated to driving extensive awareness and press coverage of the Good Food Festival & Conference and participating exhibitors.
- Receive year-round promotion through the Good Food Festival & Conference website, festival directory and FamilyFarmed newsletter.

Each Exhibit Includes

- 6 foot by 8 foot (48sq ft) Exhibit Space includes 6 foot table with tablecloth and two chairs.
- Listing in the **Good Food Festival & Conference Show Directory** and website.
- Same-day admission for up to four representatives from your business.
- See attached exhibitor application for specific opportunities and pricing.

For more information contact FamilyFarmed
708-763-9920 james@familyfarmed.org

For updates visit
goodfoodfestivals.com

FamilyFarmed is a non-profit organization committed to expanding 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.

The purpose of the **Good Food Festival & Conference** is to link the best local farmers and family-owned producers of food and farm products with the public, trade buyers, and leaders in the field to foster relationships that facilitate the growth of local food systems. FamilyFarmed now works with Whole Foods Market, Chipotle, Goodness Greeness, Sysco, Local Foods, US Foods, Compass Group, Chicago Public Schools, McCormick Place Convention Center, Testa Produce, Aramark, FarmLogix, Sodexo, O'Hare and Midway Airports, Lettuce Entertain You, and Natural Direct to connect them with local food sources. FamilyFarmed also partners with the Green Chicago Restaurant Coalition to work directly with restaurants in the Chicago area to increase local food sourcing.

FamilyFarmed is nationally recognized for growing the market for local and sustainable food. FamilyFarmed is the publisher of **Wholesale Success: A Farmer's Guide to Food Safety, Selling, Postharvest Handling, and Packing Produce** and home to the new **Good Food Business Accelerator**.

FAMILYFARMED

GOOD FOOD FESTIVAL & CONFERENCE

March 24-26, 2016 Exhibit on March 25 and/or 26
UIC Forum Halsted and Roosevelt Road, Chicago

EXHIBITOR APPLICATION

SPACE IS LIMITED, SO DON'T DELAY
REGISTER TODAY!

Questions: James Pirovano
Email: james@familyfarmed.org
Office: 312.874.7360 Cell: 630.306.1361

RETURN THIS COMPLETED FORM (AFTER MAKING A COPY FOR YOUR REFERENCE) TO JAMES PIROVANO

- Email (james@familyfarmed.org) or fax (312.663.7464) this form with credit card information
- Mail this form with credit card info or a check to FamilyFarmed, 225 W Hubbard St. Suite 650, Chicago, IL 60654

1) CONTACT INFORMATION

Only the first two lines below will be listed in the Festival Directory and on the GFFC website

Farm/Company Name _____

City _____ State _____ Phone _____ http://www _____

Your Contact Name _____ Email Address _____

Direct Phone _____ Cell Phone _____

2) Information below, along with the GFFC guidelines will be considered to determine your location

List products and/or services you will be exhibiting _____

Is there a company/product you would prefer NOT to be directly next to? Yes No. If Yes, please include

3) Confirm your Exhibit cost Price is based on one exhibit space

We will exhibit:

FRI- Industry Showcase SAT- Marketplace BOTH DAYS

\$330 Farmer or non profit (one day) _____

\$440 Farmer or non profit (both days) _____

\$660 General Exhibit (one day) _____

\$880 General Exhibit (both days) _____

Food Court Vendors* _____
(General Exhibit prices apply)

Added Opportunities to Base Exhibit Cost

+\$250 Corner location with two tables _____
(Limited corner locations available)

+\$70 To receive 110V/500W power outlet _____

+\$120 To receive 110V/ <1500W power outlet _____

+\$70 Pipes to hang banner over/behind exhibit _____

Subtotal _____

TOTAL COST _____

*NEW THIS YEAR: Good Food Court exhibitors will collect/receive 100% of all their sales. There will NOT be Good Food Bucks.

Exhibit setup begins at 7am each day. All displays must be ready and staffed by 10am. Attendees want to talk to you so please staff your exhibit the entire day. Breakdown begins at 5pm, and all items must be removed from the building on Saturday, March 26, 2016.

TERMS AND CONDITIONS:

The Good Food Festival & Conference (GFFC) reserves the right to limit and assign spaces in the best interests of the event. FamilyFarmed's acceptance of any deposit/payment is not to be construed as acceptance of this application. It is binding only after the Application is executed by FamilyFarmed at which point no refunds can be made. Family Farmed will not assign show space until both the application and entire payment have been received.

By signing and submitting this form to FamilyFarmed, exhibitor acknowledges, agrees and consents to adhere with set-up instructions as posted on the website: GoodFoodFestivals.com. Exhibitor also agrees to allow Family Farmed and any of its media partners the use of any photography or video taken at the GFFC.

Checks payable to: FamilyFarmed

OR Credit Card Master Card OR Visa ONLY

Name on Card _____

Credit Card # _____

Expiration Date _____ CVC _____

4) Agreed by _____ Signature _____ Date _____
Please print clearly

FOR OFFICE USE ONLY Total Cost _____ Method of Payment _____ Date Received _____

Space # Assigned _____ Date Confirmed with Exhibitor _____