



An Invitation to the 2022 North American Raspberry & Blackberry Conference

Dear Friends,

When the Covid-19 pandemic required us to make our 2021 conference virtual it also opened new opportunities, taught us new skills, and expanded our audience and membership far beyond our expectations.

For 2022, we are planning to hold a **hybrid conference** that will combine all we like about meeting face-to-face with the worldwide reach of a virtual conference. We welcome your suggestions on how to make this hybrid conference a great success for all participants.

We are very excited to be getting back together in-person after two long years. We can't wait to get on the bus and step off at a farm again. We are eager to see old friends and make some new ones, whether we connect digitally or face-to-face. We are so very much looking forward to wandering around with a cup of coffee and talking with you, our exhibitors and sponsors, and learning and growing together at the 2022 North American Raspberry & Blackberry Conference!

Sincerely,

Jim Jedele

NARBA President
Berry Hill Farm, Dexter, MI

Debby Wechsler

NARBA Executive Secretary

Tom O'Brien

NARBA Conference Chair, NARBA V.P.
O'Brien Family Farm, Coats. NC



Live and In-Person ... plus Virtual!
**2022 NORTH AMERICAN
RASPBERRY & BLACKBERRY CONFERENCE**
February 21-24, 2022
Gaithersburg, Maryland
SPONSORSHIP & EXHIBITOR OPPORTUNITIES

In-Person Conference

Monday, Feb. 21: Fundamentals of Caneberry Production workshop (afternoon). Opening reception (evening).

Tuesday, Feb. 22: Full-day tour (Butlers Orchard, Larriland Farm, Doc Waters' Cidery; others stops TBD). Trade show set up in the evening.

Wednesday & Thursday, Feb. 23-24: Educational sessions in several tracks, scientific poster display and poster session reception. **Trade show.** Continental breakfast and refreshment breaks will be in the exhibit area.

This region has a diversified caneberry industry and excellent farms to visit on the conference tour. Due to our proximity to Washington, DC, we will be featuring discussions of agricultural policy and legislation along with production, marketing, research, and breeding topics.

Virtual Aspects of the Conference

Jan. 31 - Feb. 21: Getting Started with Raspberries & Blackberries, a seven-session virtual short course for novice producers.

Feb. 21-22: Special sessions and content for virtual attendees (also accessible later by in-person registrants).

Feb. 23-24: All general sessions and most breakouts sessions will be live-streamed. Virtual attendees will be able to participate in live Q&A.

Sessions will be recorded and available for on-demand viewing by both in-person and virtual participants within

24 hours of the session and for six months after the close of the conference.

Whova will be our virtual conference platform and in-person conference app. It supports and encourages interactions among virtual and in-person registrants, sponsors, and exhibitors, including discussion boards, online exhibitor presentations, raffles, and contests.

Sponsorships

Sponsorships are crucial for keeping registrant fees low, bringing in high quality presenters, and providing a good conference experience for all.

Recognition & Benefits – ALL Sponsors

- Company/organization name, logo, and sponsorship level posted on the NARBA website as soon as we receive your Sponsorship Agreement.
- Company/organization name, logo, and contact information included in the Conference Program.
- Opportunity to display and distribute your company literature or materials at our event.
- Complimentary membership in NARBA and listing for industry suppliers/services on NARBA's website.
- Other benefits vary by sponsor level (see next page)

Sponsors may request to sponsor a specific event or aspect of the conference.

- Opening Reception
- Berries for meals
- Continental Breakfasts, Lunch, Breaks
- Poster Session Reception
- Hospitality Room
- Specific speakers or sessions (virtual or in-person)
- Bags, Lanyards
- Gifts or prizes for virtual attendees

Exhibiting

This conference offers a targeted audience and more personal experience than a large trade show. Sponsors may choose to exhibit or choose not to exhibit. You can also sign up to be an exhibitor without becoming a sponsor. Contact information for all exhibitors will be included in the conference program. Consider becoming a sponsor for additional recognition.

Exhibitor fee: Single space: \$575. \$800 for a double space. Fee includes the reception on Feb. 21, continental breakfasts on Feb. 23-24, and lunch on Feb. 23 for one representative. Additional representatives can be added.



Sponsorship Levels and Benefits

Sponsorship level	Amount	Complimentary Registrations*	Exhibit Space**	Logo display
Grand Sponsor (up to two only)	\$10,000	Up to three representatives	Full exhibit table	R, P, W, C
Host Sponsor (up to five only)	\$5,000	Up to two representatives	Full exhibit table	R, P, W, C
Platinum Sponsor	\$2,500	Up to two representative	Full exhibit table	P, W, C
Gold Sponsor	\$1,000	One representative	Full exhibit table	P, W, C
Silver Sponsor	\$500	None	Shared display table	P, W, C
Bronze	\$300	None	Shared display table	P, W, C
Exhibitor (non-sponsoring)	\$575	1 representative	Full exhibit table	W

Logo display: R- Registration brochure P=Program W=Whova app C= Conference web pages

* Additional representatives can be added for \$95/ea.

** If desired. Sponsors can choose not to exhibit or to simply bring/send brochures or business cards for our display table. Additional representatives or exhibit space can be arranged.

Covid-19 Precautions

The health and safety of our participants, our families, and our communities is important to us. As the Covid-19 situation is constantly changing, NARBA will be setting its policies regarding masking, Covid testing, vaccination, or proof of vaccination closer to the date of the conference. We are monitoring the situation and making sure we have options in place for various contingencies.

We fully expect the in-person conference to go on. If this becomes impossible, exhibitors and sponsors will have the opportunity to make changes to their commitments. Registrants will be able to change their registrations from in-person to virtual or vice-versa, within certain deadlines.

Exhibitor Logistics

Continental breakfasts and all breaks will be held in the centrally located exhibit area.

Exhibit space: Approximately 8 x 8 ft., with a 6 x 2.5 ft. covered and skirted table (no pipe and drape). Large equipment/trailers can be parked close by in an easily accessible area.

Electricity: Electrical access for your booth is \$35. Other connections available on request.

Trade show hours: 7:30 am - 5:00 pm Feb. 23 and 7:30 am - 12:00 pm Feb. 24. Set-up is expected to be available on the evening of Feb. 22. Overnight storage in a locked room will be available.

Additional information on shipping, setup, and other logistics will be sent to all exhibitors.

Accommodations

Our host hotel is the **DoubleTree by Hilton Washington DC North/Gaithersburg**, in Gaithersburg, MD, with a special conference rate of \$99/night plus tax. Parking is free. There is complimentary wireless internet in the

guestrooms, exhibit area, and meetings spaces. The hotel has a restaurant, fitness center, pool, and complimentary shuttle service, though some amenities may be modified or unavailable, depending on Covid-19 precautions at the time of the conference.

To make reservations: Call **301-977-8900** and mention "NARBA Conference" or reserve online from the link on the conference page at www.raspberrylblackberry.com. Additional nights on either side of the conference may be added at the same conference rate. *The cut-off date for reservations in the group block is January 28, 2022.*

Travel

The hotel is just off Interstate 270, between Frederick, MD and Washington, DC. There are three airports in the Washington, DC area. The hotel does not offer an airport shuttle.

- Washington National Airport (DCA): 28.0 miles
- Washington Dulles International Airport (IAD): 33.0 miles
- Baltimore/Washington International (BWI): 47.0 miles

Supporting Research

NARBA invites sponsors and exhibitors to also support the **North American Bramble Growers Research Foundation**. Grants by this foundation support much-needed cane-berry research. Donations are tax-deductible. Donors will be prominently recognized at the conference.

Registration Process

Please fill out the form on the next page and send it to NARBA. The sooner we receive your confirmation, the sooner we can begin to publicize your support and participation. **Questions?** Contact Debby Wechsler, NARBA Executive Secretary, at info@raspberrylblackberry.com or 919-542-4037 or visit the 2022 Conference page at www.raspberrylblackberry.com.



Hybrid!

2022 NORTH AMERICAN RASPBERRY & BLACKBERRY CONFERENCE SPONSORSHIP/EXHIBITOR AGREEMENT

Company/Organization Name _____

Authorizing Name _____

Contact phone _____ E-mail _____

Attending representative(s) _____

Attending reps' cell and email: _____

FOR CONFERENCE PROGRAM LISTING / 2022 MEMBERSHIP DIRECTORY

Contact person (if not attending rep) _____

Mailing address _____

City _____ State/Prov _____ Zip/Postal Code _____

Phone #1 _____ Work Cell Toll-free

Phone #2 _____ Work Cell Toll-free

E-mail _____ Website _____

Briefly describe your products/services _____

CONTACT US ABOUT: Giving a presentation about our product/services at the conference

Sponsoring a specific meal, break, speaker, or other aspect of the conference

Providing berries/products for conference meals Special exhibit needs or questions

SPONSOR/EXHIBITOR LEVEL (see benefits for each level on p. 2) \$ _____

- Grand Sponsor - \$10,000
- Silver Sponsor - \$500
- Host Sponsor - \$5,000
- Bronze Sponsor - \$300
- Platinum Sponsor - \$2,500
- Exhibitor \$575
- Gold Sponsor - \$1,000

Sponsor booth space: Full table Shared display area No exhibit Not sure yet

ADD-ONS (*details for starred items can be found in the regular registration brochure and online)

Additional representatives (\$95 each) \$ _____

Electricity for our exhibit (\$35)..... \$ _____

Additional (doubled) booth space (\$225) \$ _____

*Pre-Conference "Getting Started in Raspberries & Blackberries" Virtual Short Course (\$95)..... \$ _____

*Fundamentals of Caneberry Production Workshop, Feb. 21 (\$75/person)..... \$ _____

*Tour Feb. 22 (\$95/person)..... \$ _____

DONATION to NABG Research Foundation \$ _____

TOTAL \$ _____

Check enclosed (make out to NARBA; U.S. funds only) Please bill us. Charge our credit/debit card:

Card # _____ Exp. date _____ CV code _____ Zip _____

PLEASE RETURN FORM TO

NARBA, 197 Spring Creek Rd., Pittsboro, NC 27312, fax 866-511-6660, info@raspberryblackberry.com