



Virtual **2021 NORTH AMERICAN
RASPBERRY & BLACKBERRY CONFERENCE**
February 22-25, 2021

The 2021 North American Raspberry & Blackberry Conference is going virtual -- and we invite you to become a sponsor or exhibitor!

While we will miss the interactions of a live conference, we are excited about the new possibilities that a virtual conference offers, especially bringing in participants who have never before or rarely participated in our annual conference -- whether they are growers in Montana or Mississippi, berry breeders in Scotland, or graduate students in Florida.

The conference will feature 18 hours of presentations and panel discussions with live Q&A, poster presentations, exhibitor demos, informal discussion sessions, and more. Recorded sessions will be available on-demand to participants who miss them at the scheduled time. In place of our popular pre-conference Fundamentals of Caneberry Production workshop, this year we will offer an intensive seven-session virtual short course over the month of February, led by a team of experts from around the country.

Our virtual conference platform will emphasize interaction. Sponsors and exhibitors will be able to set up individual or group meetings or schedule demos, and all participants can set up meetings or directly contact any other participant. We recognize that companies like yours provide important products and services to our industry and are pleased to partner in this virtual event.

To further build group identity and conference enthusiasm, we'll be sending a NARBA T-shirt to everyone who registers and joins NARBA (or renews their membership for 2021) by our Earlybird deadline.

Sponsorship is an important source of funds for the conference and for NARBA itself. It is a vote of confidence for the role we play in the caneberry industry, and an expression of your commitment to this industry. We are very appreciative of your support.

Sincerely,

Jim Jedele

NARBA President

Berry Hill Farm, Dexter, MI

Debby Wechsler

NARBA Executive Secretary

Tom O'Brien

NARBA Conference Chair

O'Brien Family Farm, Coats, NC

SPONSORSHIP LEVELS AND BENEFITS

| | Grand \$10,000 | Host \$5000 | Platinum \$2500 | Gold \$1000 | Silver \$500 | Exhibitor \$300 |
|--|-------------------|----------------|--------------------|----------------|-----------------|--------------------|
| Special Recognition: Lead/Full Conference Sponsor (1 only) | Yes | | | | | |
| Recognition as Day Sponsor (up to 3) | | Yes | | | | |
| Recognition as sponsor for Short Course, Poster Session or Major Topic Area | | | Yes | Yes | | |
| Recognition as Session sponsor | | | | Yes | Yes | |
| Logo display at top of app/web program | Yes | Yes | Yes | | | |
| Logo display on agenda pages of app | Yes | Yes | Yes | Yes | Yes | |
| Place items in swag package (tentative*) | Yes | Yes | Yes | Yes | Yes | |
| Recognition on conference website | Yes | Yes | Yes | Yes | Yes | |
| Logo and listing on conference app | Yes | Yes | Yes | Yes | Yes | Yes |
| Logo display on NARBA website | Yes | Yes | Yes | Yes | Yes | Yes |
| Company reps/registrants (up to __) | 10 | 5 | 4 | 3 | 2 | 2 |
| Can be exhibitor as well as sponsor | Yes | Yes | Yes | Yes | Yes | --- |

**We have not yet decided whether to send out swag packages to registrants.*

CONFERENCE STRUCTURE

Feb. 1 - Feb. 22 – Fundamentals of Caneberry Production Short Course, twice a week, 7:00 pm (ET)

Feb. 22 – Virtual Opening Reception

Feb. 23-25 – Main conference. Educational programming, 2:00-5:00 and 6:30-9:30 (ET) with one main track of presentations/panels and a secondary track offering additional content. Exhibitor/Sponsor and informal sessions may be scheduled at any time.

SPONSOR & EXHIBITOR DETAILS

Sponsors who will have representatives actively participating in the conference should opt to be exhibitors as well (the virtual conference app provides somewhat different features for each). However, a company/organization may be a sponsor without active involvement. Your listing will include your logo, contact information, and a link to your website. It can also include demos and videos.

All sponsors and exhibitors receive a 2021 membership in NARBA, which includes a subscription to The Bramble quarterly newsletter, listing on the NARBA website “Suppliers and Services” page, listing in the Membership Directory, and access to all “Members Only” content.

Exhibitors (and all sponsors who choose to be exhibitors) can

- Offer raffles, giveaways or coupons (and collect contact information of participants)

- Share videos and handouts at their virtual booth
- Engage in one-on-one chats and meetings
- Exchange contact info with any participant
- Schedule live demos or open/invitational meetings

REGISTRATION PROCESS

Please fill out and return the form on the next page. For the larger sponsorships especially, please pay by check to avoid wasting your support in credit card fees. We will be glad to bill you. Companies that choose to register at the Exhibitor level may register online here: <https://www.raspberrylblackberry.com/2021-exhibitor-registration/>

After we enter your basic information into the Conference app (we’re still building it) you will be able to add to your profile, add video, files, links, and more. You will be contacted with additional information when this process becomes available.

QUESTIONS?

For more information contact Debby Wechsler, NARBA Executive Secretary, at info@raspberrylblackberry.com or 919-542-4037 or visit the 2021 Conference page at www.raspberrylblackberry.com/2021-conference/.

Holding a virtual conference is new to us and we’re still figuring out the capabilities and limitations of our platform and the best way to provide an informative, satisfying, and worthwhile experience to all conference participants. Your input, expertise, comments and patience are all welcome.



Virtual **2021 NORTH AMERICAN RASPBERRY & BLACKBERRY CONFERENCE SPONSORSHIP/EXHIBITOR AGREEMENT**

Company/Organization Name _____

Lead Representative participating _____

E-mail _____

Additional representatives participating (name & email). # persons is based on sponsor level. You will also be able to add representatives later.

Authorizing Name/Email (if different) _____

FOR NARBA 2021 MEMBERSHIP DIRECTORY

Contact person (if not lead rep) _____

Mailing address _____

City _____ State/Prov _____ Zip/Postal Code _____

Phone #1 _____ Work Cell Toll-free

Phone #2 _____ Work Cell Toll-free

Fax _____

E-mail _____ Website _____

Briefly describe your products/services _____

We are interested in:

Sponsoring a specific part of the program: _____

Presenting during the educational program about: _____

Contributing items to a possible "swag" box to be sent to participants (please describe items): _____

SPONSORSHIP **Please list us as an exhibitor also**\$ _____

Grand Sponsor - \$10,000

Gold Sponsor - \$1,000

Host Sponsor - \$5,000

Silver Sponsor - \$500

Platinum Sponsor - \$2,500

OR EXHIBITOR REGISTRATION - \$300\$ _____

Optional add-on: Register for the Fundamentals of Production Short Course (\$95 ea).....\$ _____

TOTAL\$ _____

Check enclosed (make out to NARBA; U.S. funds only please) Please bill us.

Charge our credit/debit card

Acct # _____ Exp. date _____ CV code _____

PLEASE RETURN FORM TO

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