

CAROLINA

EST.  2011

MEAT CONFERENCE

- THE SOUTHERN SUMMIT FOR LOCAL MEATS -

JULY 30 - JULY 31, 2024
BOONE, NC

NC Choices
a Center for Environmental Farming Systems Initiative



SPONSOR AND EXHIBITOR
INFORMATION PACKET

CAROLINAMEATCONFERENCE.COM

2024



United States Department of Agriculture
National Institute of Food and Agriculture



BOONE, NC 2024
CAROLINAMEATCONFERENCE.COM

NC Choices' Carolina Meat Conference is a nationally recognized event, specifically focused on bringing together every part of the meat supply chain. Farmers, processors, buyers, and professionals from across the country who raise, butcher, prepare, and/or market pasture raised meat engage in over two-days of hands-on workshops, butchery demos, and cutting edge classes pertaining to the specialty meat industry. Expect over 60 expert instructors, multiple educational sessions, and hands-on tracks, and a fantastic sponsor and booth exhibit show. NC Choices, an initiative of the Center for Environmental Farming Systems promotes sustainable food systems through the advancement of the local, niche and pasture-based meat supply chains in North Carolina. NC Choices provides information, technical assistance, educational programming and networking opportunities for farmers, extension agents, meat processors, buyers, distributors, and consumers. Fundraising activities operate under the auspices of The North Carolina Agricultural Foundation, Inc., a 501(c)3, non-profit, tax id 56-6049304.





WHY SHOULD YOU SPONSOR CMC?

AUDIENCE AND PUBLIC REACH

The consistently sold-out Carolina Meat Conference has become the go-to conference for aspiring pasture-based business professionals! The conference offers outstanding promotional potential. Your company or organization will benefit through print advertising, web and social media recognition, targeted exposure through the on-site educational exhibits as well as a multitude of networking opportunities. **This year, CMC is also serving as the Southern Meat Summit - inviting regional partners from all Southeastern states.**

PAST PARTNERS HAVE:

- Established relationships and landed retail and wholesale deals with producers of niche meat products
- Secured consulting gigs with processors and retailers
- Brought national media attention to their farm, restaurant, and/or business venture
- Shared ideas, fostered conversation, and joined a burgeoning group of farms and businesses backing the local meat industry

WHY PASTURED MEATS

Over 1,000 producers raise niche meats in NC. Locally produced livestock products is a projected **\$51 MILLION** industry in NC according to a recent market analysis (Moore, 2015.) NC local meat farms have doubled over the past 5 years.

- 95%** of respondents believed the conference met or exceeded expectations
- 83%** reported meeting 3 - 5+ people who will positively affect their business
- 96%** said they would recommend this conference to a peer

SPONSORSHIP GAINS YOU ACCESS TO:

- 60+** Expert instructors, sponsors, and partners from across the country
- 20+** Cutting edge classes, hands-on butchery and value added workshops
- 400+** Attendees from over 25 states including nationally renowned industry professionals, farmers, chefs, processors, foodies, academics, butchers, and buyers

ELEVATED PRINT AND SOCIAL MEDIA EXPOSURE

through an extensive partner network including: NC Choices and CEFS combined social media reach of

- 7,686** followers
- 2481** followers
- 200** followers
- 3,000+** public CEFS and NC Choices listserv reach

Targeted exposure through the on-site exhibit booths as well as a multitude of networking opportunities.

Please see the press page for national and local media.

WHAT PARTICIPANTS SAID:

“Best conference I’ve ever been to – great events, lectures, talks etc. The pork butchering was amazing! Thanks for the opportunity.”

“Thanks for a great conference – I’ve been to countless different industry conferences, and this was my favorite.”

“I had several opportunities to renew professional connections with clients and colleagues in a way to positively affect my business and my grower community moving forward.”

“The conference has been absolutely critical to our business concept, strategy, implementation, support system, networking, supply chain, processor relations and marketing.”



FEATURED PRESS

The New York Times

The North Carolina Way: A Sisterhood Flourishes in North Carolina



Female Butchers Are Slicing Through The Meat World's Glass Ceiling



Making it in the Meat Business: A Step Back Does Not Always Mean Backwards

Triad CityBeat

Conferecing with the Meat Elite (and some NKOTB)

The News & Observer

Niche Meat Market Explodes to Supply Farm-to-Table Movement



Conference Unites Women Across Meat Industry Supply Chain to Address Common Issues

modern farmer

Lady Butchers Grab the

Knife Women Mean

Business at

This Meat Industry Conference



NORTH CAROLINA PUBLIC RADIO

North Carolina Women Seek Their Rightful Place In The Meat Business

Women In The Meat Business

HUFFPOST

Women Mean Business at This Meat Industry Conference

Women Working in Meat Supply

Chains Lead the Way in Reducing Food Waste

Women Butchers and Farmers

Are Growing in Number, Especially in North Carolina

WINSTON-SALEM JOURNAL

Meat conference in Winston-Salem Focuses on Sustainable Practices

NC CHOICES' AWARDS

National Farm Credit's 100 Fresh Perspectives Awardee, honoring 100 lead programs that are changing rural communities and agriculture for the better.

North Carolina Association of Cooperative Extension Specialists Outstanding Subject Matter Award.





SPONSORSHIP LEVELS

GRAND SPONSOR

\$10,000

\$2,510 total benefits received
\$7,490 is tax deductible

- Personal recognition from podium before Keynote Address
- Banner with company logo displayed on stage during all signature events
- Opportunity to give 5-minute presentation during the Keynote Address
- Recognized as the lead sponsor for an educational workshop or award
- 10' x 10' "Showcase" exhibit space (\$500 FMV)
- Full-page color advertisement in event program (\$1150 FMV)
- Prominent logo + link on Carolina Meat Conference website
- Company logo posted to social four times before + during conference
- Four tickets to CMC (including add-on tickets for the Taste of Boone event on Tuesday evening) (\$860 FMV)

PRIME SPONSOR

\$5,000

\$1,995 total benefits received
\$3,005 is tax deductible

- Banner with company logo displayed on stage during all signature events
- "Standard" exhibit space (\$400 FMV)
- Half-page color advertisement in event program (\$950 FMV)
- Prominent logo + link on Carolina Meat Conference website
- Company logo posted to social three times before + during conference
- Three tickets to CMC (including add-on tickets for the Taste of Boone event on Tuesday evening) (\$645 FMV)

SELECT SPONSOR

\$1,500

\$980 total benefits received
\$520 is tax deductible

- "Standard" exhibit space (\$400 FMV)
- Eighth-page black and white advertisement in event program (\$150 FMV)
- Company listing + link on Carolina Meat Conference website
- Company name posted to social twice before + during Conference
- Two tickets to CMC (including add-on tickets for the Taste of Boone event on Tuesday evening) (\$430 FMV)

PREMIER SPONSOR

\$7,500

\$2,095 total benefits received
\$5,405 is tax deductible

- Personal recognition from podium before Keynote Address
- Banner with company logo displayed on stage during all signature events
- Recognized as the lead sponsor for an educational workshop or award
- 10' x 10' "Showcase" exhibit space (\$500 FMV)
- Half-page color advertisement in event program (\$950 FMV)
- Prominent logo + link on Carolina Meat Conference website
- Company logo posted to social three times before + during conference
- Three tickets to CMC (including add-on tickets for the Taste of Boone event on Tuesday evening) (\$645 FMV)

CHOICE SPONSOR

\$2,500

\$1,380 total benefits received
\$1,120 is tax deductible

- "Standard" exhibit space (\$400 FMV)
- Quarter-page color advertisement in event program (\$550 FMV)
- Company listing + link on Carolina Meat Conference website
- Company name posted to social media three times before and/or during conference
- Two tickets to CMC (including add-on tickets for the Taste of Boone event on Tuesday evening) (\$430 FMV)

SUPPORTING SPONSOR

\$500

\$365 total benefits received
\$135 is tax deductible

- Eighth-page black and white advertisement in event program (\$150 FMV)
- Company listing on Carolina Meat Conference website
- Company name posted to social twice during Conference
- One ticket to CMC (including one ticket for the Taste of Boone event on Tuesday evening) (\$215 FMV)

OTHER OPPORTUNITIES

Want to customize a larger sponsorship? Contact Sarah Blacklin at seblackl@ncsu.edu to discuss additional sponsorship opportunities.

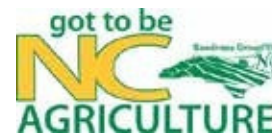
Fundraising activities operate under the auspices of The North Carolina Agricultural Foundation, Inc., a 501(c)3, non-profit, tax ID 56-6049304. You will receive an official receipt for the tax deductible portion of your gift. Proceeds from the Meat Conference will support NC Choices programs and activities. Thank you!



BOONE, NC 2024

CAROLINAMEATCONFERENCE.COM

CHECK OUT SOME OF OUR PAST SPONSORS





SPONSORSHIP TERMS AND CONDITIONS

1. CONTRACT

The following terms and conditions are incorporated by reference in to the Exhibitor and/or Sponsorship Contract and become binding upon acceptance of that contract between the applicant and its employees, and NC Choices (NCC) on behalf of the Carolina Meat Conference (CMC).

2. EXHIBIT & DISPLAY SPACE ASSIGNMENT

Exhibit and display table assignments will be assigned at the sole discretion of NCC & CMC. Assignments will not be made until full payment is received. Priority will be given to Sponsors who wish to have booth space or a display table.

3. EXHIBIT BOOTH SPECIFICATIONS

a) Showcase exhibit booths are laid out in approximately 10' (depth) x 10' (wide) sections with one 6-foot table with two chairs. A representatives may attend for an additional \$250. Wireless Internet connectivity is complimentary. Electricity may be arranged if available by emailing carolinameatconference@gmail.com

b) Standard exhibit booths are laid out in approximately 8' (depth) x 8' (wide) sections with one 6-foot table with two chairs. A representatives may attend for an additional \$250. Wireless Internet connectivity is complimentary. Electricity may be arranged if available by emailing carolinameatconference@gmail.com.

4. EXHIBITOR INSTALLATION AND REMOVAL

Booths must be set up and in place by 7:30 am on Tuesday, July 30 and must be broken down by 5:30pm on Wednesday, July 31. No exhibitor will be allowed to break down an exhibit booth until the close of the show at 4:30pm on Wednesday, July 31. Any exhibitor who willfully dismantles booth prior to closing will be subject to a penalty at NCC's and CMC's discretion. Any materials left behind shall not be the responsibility of NCC or CMC and will not be held responsible for lost, stolen or damaged property. Sponsorship displays should not include any call to action, no comparative language and no pricing details. Please refer to the [IRS guidelines Sec 13](#), regarding qualified sponsorships for further information.

5. UNOCCUPIED BOOTH SPACE

NCC and the CMC reserves the right, should any rented space remain unoccupied after the first two hours of the show's opening, to rent or occupy said space.

6. COMPANY REPRESENTATIVES

7. ENDORSEMENT

Exhibitors must understand NCC's and CMC's acceptance of the Exhibitor Contract and/or Sponsorship Contract no way implies endorsement of the vendor's products, equipment and/or services.

8. NOISE AND EQUIPMENT

Exhibitor agrees not to use sound, lighting or any other audiovisual equipment that in NCC's and CMC's sole determination, annoys or disturbs adjacent exhibitors or attendees.

9. PAYMENT AND REFUNDS

All space must be paid for in advance of the show; no space will be assigned unless payment has been received. Cancellations are subject to a \$100 per space cancellation fee.



SPONSOR & EXHIBITOR TERMS AND CONDITIONS

10. SHIPMENTS AND DELIVERIES

The event space is unable to receive or store exhibitor booths or materials prior to the show. If you need to ship your materials prior to the show, please contact the event director, Emily Adair, at carolinameatconference@gmail.com to discuss arrangements. Storage and delivery fees may apply and will be payable prior to releasing your materials.

11. DAMAGE TO PROPERTY

- a) Nothing shall be nailed, stapled, taped or otherwise affixed to the walls, doors or any part of the building without permission from NCC and CMC.
- b) No gasoline, kerosene, acetylene or other flammable or explosive substances will be permitted in the building.
- c) All pertinent fire codes, laws, ordinances/regulations pertaining to health, fire prevention and public safety shall be strictly obeyed.
- d) Exhibitors agree not to sell, serve, or give away any wine, beer, ale, liquor or other intoxicants in the exhibit area.

12. INSURANCE AND LIABILITY

NCC, and the CMC will not be responsible for the safety of exhibits, exhibitors or their employees against robbery, or damage by fire, accident or any other cause or injury of any character to any person or article. In all cases, exhibitors wishing to insure their goods must do so at their own expense. The exhibitor should pack small and valuable exhibit materials away at night. Should any loss or theft occur, the cooperation of the exhibitor is requested in reporting it immediately to NCC or the CMC. The exhibitor agrees to assume responsibility for damages to persons or property arising out of the use of the conference center space by the exhibitor and shall waive NCC, and the CMC for any claim arising.

13. NO SMOKING POLICY

Smoking is not permitted in the conference center at any time during move-in, show hours, or move-out by exhibit personnel, exhibit suppliers, or conference attendees.





SPONSORSHIP DEADLINES

SPONSORSHIP DEADLINE

Friday, June 28, 2024

DEADLINE TO REGISTER AND PURCHASE ADDITIONAL TICKETS FOR COMPANY REPS

Friday, July 12, 2024

EXHIBIT HOURS

Setup will be allowed the evening of Monday, July 29, and beginning at 6:30 am on July 30.

TUESDAY, JULY 30, 2024

Exhibit area opens to attendees: 7:30am
Exhibit area closes: 5:30pm

WEDNESDAY, JULY 31, 2024

Exhibit area opens: 7:30am
Exhibit area closes: 4:30pm
Exhibits must be off-premises by: 5:30pm

Wireless Internet is complimentary. Electrical services will be confirmed during the sponsorship confirmation process. If you have any questions, please contact Emily Adair at carolinameatconference@gmail.com.

REMINDER

ALL company representatives must be registered by Friday, July 12 at 5:00pm. Please make sure you have completed your sponsorship payment, exhibitor contract, and advertising requirements by this date.





SPONSOR INFORMATION & CONTRACT

Funds supporting the Meat Conference and NC Choices are collected and managed by The North Carolina Agricultural Foundation, Inc., a 501(c)3, non-profit, tax id 56-6049304. You will receive an official receipt for the tax deductible portion of your gift. Proceeds from the Meat Conference will support NC Choices programs and activities. Thank you!

COMPANY NAME _____
(as it should appear in sponsor listings)

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

COMPANY/ORGANIZATION WEBSITE _____

____ I WILL USE ALL MY SPONSOR BENEFITS I WISH TO OPT OUT OF THE FOLLOWING BENEFITS: _____

COMPANY DESCRIPTION _____
FOR PROGRAM (20 _____
WORDS OR LESS)

SPONSORSHIP LEVEL

Please select the level at which you wish to sponsor:

- _____ Grand Sponsor (\$10,000)
- _____ Premier Sponsor (\$7,500)
- _____ Prime Sponsor (\$5,000)
- _____ Choice Sponsor (\$2,500)
- _____ Select Sponsor (\$1,500)
- _____ Supporting Sponsor (\$500)

ADVERTISING

Will you be utilizing your advertising space?

- _____ Yes (Advertising specifications will be sent with your confirmation)
- _____ No, thank you.

EXHIBIT BOOTH

If applicable, will you be utilizing an exhibit space?

- _____ Yes
- _____ No, thank you.

Please make checks payable to:

NC Agricultural Foundation, Inc.

Please mail checks and this form to:

**Attn. Amber Polk
Plant Sciences Building
NC State University, Campus Box 7825
Raleigh, NC 27695**

Please note that sponsorships are not confirmed or recognized until payment has been received.

____ I have read and agree to the NC Choices Carolina Meat Conference Sponsor and Exhibitors: Terms and Conditions included in this packet.

SIGNATURE

PRINT NAME



EXHIBITOR CONTACT INFORMATION & CONTRACT

Sponsorship exhibit/displays should not include any call to action, no comparative language and no pricing details. Please refer to the IRS guidelines Sec13.regarding qualified sponsorships for further information. <https://www.irs.gov/charities-non-profits/advertising-or-qualified-sponsorship-payments>

CONTACT NAME

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

COMPANY/ORGANIZATION

BOOTH TYPE AND FEES

_____ 10' x 10' SHOWCASE BOOTH (\$500) - Two 6' tables with 4 chairs, WIFI access, electricity (110V). Booth attendees must register separately (\$250/person).

Please Print Attendee(s) Name(s)

_____ STANDARD BOOTH (\$400) - One skirted, 6' table with 2 chairs, WIFI access, electricity (110V).

Booth attendees must register separately (\$250/person).

Please Print Attendee(s) Name(s)

_____ Do you require electricity? Booth fee submitted

_____ I have read and agree to the NC Choices Carolina Meat Conference Sponsor and Exhibitors in this packet.