Exhibiting, Advertising, and Sponsorship Opportunities

Agriculture, Food, and Human Values Society (AFHVS)
Association for the Study of Food and Society (ASFS)
Annual Meeting and Conference

Occidental College, Los Angeles, CA

June 14-17, 2017

http://oxyfoodconference.org/
foodstudies@oxy.edu
#oxyfood17
About the Annual Meeting and Conference

Occidental College is pleased to host the Joint 2017 Annual Meetings and Conference of the Agriculture, Food, and Human Values Society (AFHVS) and the Association for the Study of Food and Society (ASFS).

The conference theme, “Migrating Food Cultures: Engaging Pacific Perspectives on Food and Agriculture,” invites us to reflect on and engage with the entirety of the Pacific region. The conference setting of Los Angeles, California, is a dynamic, diverse, and multiethnic global city that serves as a gateway, destination, and waypoint. Much of the food itself in California is produced in part by migrating workers and immigrants; indeed, the food scene in Los Angeles is the result of migrating food cultures. We use our conference’s location to invite participants to imagine and explore how the agricultural and food worlds throughout the Pacific mesh with environmental, social, cultural, historical, and material resources. We likewise invite participants to examine the roles of people, place, innovation, food production, and consumption, with attention to how these roles reflect and reinforce the social, economic, and cultural food landscapes of the Pacific.

About Occidental College

For more than 125 years, our tight-knit community of students and scholars has come together in the heart of Los Angeles, one of the most stimulating and creative cities in the world. To the north of campus, Eagle Rock—named after the huge dome of sandstone that looms over the 134 Freeway—is home to the annual Eagle Rock Music Festival, L.A.’s largest independent music festival. To the south is Highland Park, which LA Weekly deemed the greatest neighborhood in Los Angeles.

Los Angeles is one of the most dynamic metropolitan environments in the world and an unparalleled location for today’s top scholars. It’s a place where environmental, cultural, economic, political, scientific and social issues remain at the forefront of progress and prosperity. The immense creativity, diversity, and complexity of this urban area allow students and faculty to see the world’s opportunities and various social issues played out on a daily basis.

About AFHVS and ASFS

The Agriculture, Food, and Human Values Society was formed in 1987 and promotes interdisciplinary research and scholarship on the values, visions, and structures underlying contemporary food systems, nationally and internationally. Through conferences and its journal, Agriculture and Human Values, it explores alternative visions of more democratic and decentralized food systems that sustain local and regional communities, cultures, and habitats.

The Association for the Study of Food and Society was founded in 1985 with the goals of promoting interdisciplinary approaches to food, society, and culture. It has continued that mission by holding annual meetings and through the publication of the journal, Food, Culture & Society, which has received awards for design and content.
Exhibiting Opportunities
AFHVS/ASFS Annual Meeting and Conference, Los Angeles, CA, June 14-17, 2017
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Exhibitors
Location:
A dedicated, central location will be provided for exhibitors during designated hours.

Exhibiting Hours:
Thursday, Friday and Saturday from 9:30am-4:30pm. Setup must be completed between 7:30am-9am on Thursday morning.

Capacity:
Approximately twenty 6’ exhibitor tables with 2 chairs each and wireless availability.

Pricing:
$500 for one 6’ table. Exhibitors must also provide proof of insurance coverage as described here.

Reservations and Payments:
Application forms and payment methods are provided on the last page of this brochure. Payments by check should be sent to the following address by May 1, 2017 (full payment is required by this date):

Patricia Micciche
Departmental Coordinator, Swan Hall
1600 Campus Road
Los Angeles, CA 90041

Phone: (323) 259-1305
Email: foodstudies@oxy.edu

Shipping:
Exhibitor materials should be shipped to the above address by June 1, 2017. All shipping costs will be paid by exhibitors.

Questions:
Patricia Micciche
Phone: (323) 259-1305
Email: foodstudies@oxy.edu
Advertising Opportunities
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Conference organizers will produce an online and published conference program for all events. This program will be provided to more than five hundred conference attendees and will be available on the conference website before and after the conference.

Layout and Pricing
Advertisement space is available in the online and published conference program as follows:

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.5”</td>
<td>10”</td>
<td>$600</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>7.5”</td>
<td>4.875”</td>
<td>$400</td>
</tr>
<tr>
<td>Half-Page Vertical</td>
<td>3.625”</td>
<td>10”</td>
<td>$400</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.625”</td>
<td>4.875”</td>
<td>$250</td>
</tr>
</tbody>
</table>

Submitting files
All advertisements are black and white. It is preferable that all ad materials be submitted as electronic files by email. Electronic files must be formatted to the exact sizes specified above and in one of the formats listed below: (1) PDF, (2) TIF, (3) EPS, (4) JPEG.

Ads should be sent in high resolution form (minimum 200 dpi). Images pulled from the web are only 72 dpi and are not print quality.

Do NOT send ads in PowerPoint, Microsoft Word, or any other word processing program. File extensions should ONLY be .JPEG, .PDF, .TIF, or .EPS.

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Patricia Micciche
Departmental Coordinator, Swan Hall
1600 Campus Road
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Phone: (323) 259-1305
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Sponsorship Opportunities
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We are pleased to offer a number of attractive incentives for companies and potential partners who would like to sponsor the conference. We anticipate that this vibrant conference will be attended by more than 500 participants.

Diamond sponsor ($6,000)
- Four complimentary conference registrations
- Two complimentary exhibit tables
- Full-page advertisement in conference program
- Acknowledgement at all keynote and plenary addresses
- XL (853x570 pixels) clickable logo on conference website
- Poster recognition at registration and exhibition hall

Platinum sponsor ($4,000)
- Three complimentary conference registrations
- One complimentary exhibit table
- Acknowledgement at all keynote and plenary addresses
- Half-page advertisement in conference program
- XL (853x570 pixels) clickable logo on conference website
- Poster recognition at registration and exhibition hall

Gold sponsor ($2,500)
- Two complimentary conference registrations
- One complimentary exhibit table
- Acknowledgement at all keynote and plenary addresses
- Quarter-page advertisement in conference program
- Large (426x285 pixels) clickable logo on conference website
- Poster recognition at registration and exhibition hall

Silver sponsor ($750)
- Quarter-page advertisement in conference program
- Medium (213x143 pixels) clickable logo on conference website
- Poster recognition at registration and exhibition hall

Bronze sponsor ($500)
- Quarter-page advertisement in conference program
- Acknowledgement on conference website
Special Sponsorship Opportunities
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There are also a number of special, targeted sponsorships available.

**Breakfast Sponsor ($4,500)**
Breakfast provide a great opportunity for attendees to network and socialize in a relaxed environment. Sponsorship of one of the breakfasts allows you to put your name and brand in full view of all attendees. Sponsorship includes identification as the breakfast sponsor on signage, a flyer in conference bag, full page ad in the conference program, an XL (853x570 pixels) clickable logo on the website sponsor list, and three complimentary conference registrations.

**Coffee Break Sponsor ($2,500)**
Host a coffee break. Sponsor will have the opportunity to display brochures, have signage with your company logo in the break area, and the opportunity to provide travel mugs with your company’s logo (cost incurred by sponsor). Sponsorship also includes identification as a coffee break sponsor on signage, flyer in conference bag, 1/2-page ad in the conference program, a large (426x285 pixels) clickable logo on the website sponsor list, and two complimentary conference registrations.

**Lunch Break Sponsor ($7,500)**
Lunch breaks provide a great opportunity for attendees to network and socialize in a relaxed environment. Sponsorship of one of the lunch breaks allows you to put your name and brand in full view of all attendees. Sponsorship includes identification as the lunch break sponsor on signage, a flyer in conference bag, full page ad in the conference program, an XL (853x570 pixels) clickable logo on the website sponsor list, and four complimentary conference registrations.

**Opening Reception Sponsor ($5,000)**
The opening reception is the official welcome to the 2017 Annual Conference. Be the first name and logo that attendees see at the conference. Sponsorship includes exclusive identification as the opening reception sponsor on signage, a flyer in conference bag, full page ad in the conference program, an XL (853x570 pixels) clickable logo on the website sponsor list, and three complimentary conference registrations.

**Branded Lanyard Sponsor ($1,500)**
See your organization’s name on every attendee by sponsoring the name badge lanyards. Sponsorship includes half page ad in the conference program and a medium (213x143 pixels) clickable logo on the website sponsor list.
**Conference Bag Sponsor ($2,500)**
Place your logo on the 2016 conference bag, distributed to all attendees! Reusable fabric bags can be prepared to hold the conference program and other materials and have the added benefit of doubling as a grocery/shopping bag long after the conference is over. So this is your company’s opportunity to gain exposure during the conference, as well as afterward. Sponsorship also includes one 6’ exhibitor table, a full page ad in the conference program, a large (426x285 pixels) clickable logo on the website sponsor list, and two complimentary conference registrations.

**Arrival Gift ($1,000)**
Give a welcome gift to every conference attendee upon arrival at the conference. Sponsor is responsible for providing gift and any shipping costs incurred for the gift. Sponsorship includes half page ad in the conference program and a medium (213x143 pixels) clickable logo on the website sponsor list.

**Bag Insert & Program Ad ($400)**
Insert a piece of product literature, product CD, or small giveaway item into conference attendee bags. Bags are given to all registered attendees. A quarter page ad in the conference program is also included.

**Customized Sponsorships**
If you do not see a sponsorship that you are interested in, please let us know. We want to enable your company to participate in a program that is right for you.

John T. Lang  
Department of Sociology  
1600 Campus Road  
Los Angeles, CA 90041  
Phone: (323) 259-1310  
Email: foodstudies@oxy.edu
Payment Information
AFHVS/ASFS Annual Meeting and Conference, Los Angeles, CA, June 14-17, 2017
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Name:______________________________________________________________

Organization:________________________________________________________________

Address:_________________________________________________________________

Phone:_____________________________________________________________________

Email:_______________________________________________________________

Exhibitors
Exhibit table cost: $500 per table (all shipping costs to be paid by exhibitor)

Number of tables requested ________

Advertisers
Advertisement Cost: Full Page $600; Half Page, $400; Quarter Page, $250
Number of pages requested:

  Full Page _____
  Half Page (horizontal) _____
  Half Page (vertical) _____
  Quarter Page _____

Sponsors
Please select a level of support:

  Diamond ($6,000) _____
  Platinum ($4,000) _____
  Gold ($2,500) _____
  Silver ($750) _____
  Bronze ($500) _____
Special Sponsorship Opportunities
Please select a level of support:

- Breakfast Sponsor ($4,500)
- Coffee Break Sponsor ($2,500)
- Lunch Break Sponsor ($7,500)
- Opening Reception Sponsor ($5,000)
- Conference Bag Sponsor ($2,500)
- Branded Lanyard Sponsor ($1,500)
- Arrival Gift ($1,000)
- Bag Insert & Program Ad ($400)

Payment information

Exhibitor subtotal: $___________
Advertisement subtotal: $___________
Sponsor Subtotal: $___________
Special Sponsorship Subtotal: $___________
Total Due $___________

All payments by check should be made out to Occidental College and sent to:
Patricia Micciche
Departmental Coordinator, Swan Hall
1600 Campus Road
Los Angeles, CA 90041

Phone: (323) 259-1305
Email: foodstudies@oxy.edu

Signature: ______________________________________ Date: ________________________