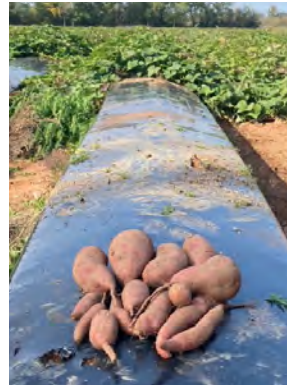


# Scotia Horticultural Congress 2025

## Adapting for Growth and Opportunity



### Sponsorship and Trade Show Opportunities



**January 27 & 28, 2025**

**Old Orchard Inn, Greenwich, Nova Scotia**



# Scotia Horticultural Congress 2025

## *Sponsorship & Trade Show Opportunities*

Welcome to Scotia Horticultural Congress 2025! This annual conference, presented by Horticulture Nova Scotia for the vegetable and berry industries, enjoys participants from across the Atlantic Provinces and other parts of North America. Each congress focuses on a current theme relevant to the industry; this year's theme is **"Adapting for Growth and Opportunity."** The world is changing at a rapid rate, and we want to recognize and take advantage of opportunities when they arise, and be leaders whenever possible. The 2025 event will include sessions highlighting experiences, lessons learned, new ideas and technologies, and information on available opportunities. We hope this year's agenda will do more than impart information, but will inspire and motivate, and provide a light for the path forward.

Open to anyone interested in our industry and area of farming, the Scotia Horticultural Congress enjoys an average in-person attendance of 300+. With planning underway soon after each congress ends, our committee works hard to ensure we provide a strong agenda with insightful, relevant speakers, essential for a successful congress.

How the event works:

Morning joint sessions are dedicated to general areas of significance to all growers. The first afternoon begins with concurrent sessions divided into vegetable and berry production categories. The final afternoon session is again a joint one with all coming together for information of overall importance. At the Monday night banquet, held at Acadia University, attendees include producers, government representatives, industry stakeholders, and their guests. Along with great food, the evening's agenda usually includes special recognitions and involves excellent entertainment! On the second day, the topics are relevant to all farmers. This year's morning panel session will focus on **"Opportunities for Sustainability"**. The first half of the afternoon will focus on climate change adaptation and sustainability, while the latter part includes sessions on farm labour and related topics, which are shared with the Nova Scotia Fruit Growers' Association. Throughout our event, a centrally located trade show highlights a broad spectrum of support industries; all breaks and lunches are held in this area for optimal networking opportunities.

Comprised of volunteer industry members and a HNS staff person, the Scotia Horticultural Congress organizing committee participates in various aspects of the event. Ensuring our industry's continued economic growth in our province is essential and this event strives to help in that growth by providing education and connection.

Many different levels of involvement are available within the 2025 sponsorship package. With each you will discover opportunities for a high level of event visibility and great networking opportunities. Please check further on in this document for advertising and trade show opportunities.

The Sponsorship Opportunities include:

- Premium Sponsors
- Platinum Sponsors
- Gold Sponsors
- Silver Sponsors
- Bronze Sponsors
- Literature
- Key Event Sponsors

Your sponsorship contact is:

Marlene Huntley

Phone: 902-678-9335; Email: [Marlene@horticulturens.ca](mailto:Marlene@horticulturens.ca)

# Sponsorship Levels

	Premium	Platinum	Gold	Silver	Bronze	Literature Dist.
<b>Investment</b>	<b>\$2000 +</b>	<b>\$1500- \$1999</b>	<b>\$1000- \$1499</b>	<b>\$500-\$999</b>	<b>\$499 or less</b>	<b>\$100</b>
<b>Logo placement on event website</b>	Premier	Premier	Yes	Yes	Name only	No
<b>Web link</b>	Yes	Yes	Yes	Yes	No	No
<b>Public Welcome</b>	Yes	No	No	No	No	No
<b>Logo placement on site signage</b>	Premier	Premier	Yes	Yes	Name only	No
<b>Logo placement on promo materials</b>	Premier	Premier	Yes	Yes	Name only	No
<b>Insert in delegate bag</b>	Yes	Yes	Yes	Yes	Yes	No
<b>Complimentary delegate pass</b>	4	2	1	No	No	No
<b>Complimentary banquet ticket</b>	4	2	1	No	No	No
<b>Literature on display in lobby</b>	No	No	No	No	No	Yes

## Descriptions

### Premium Sponsor

#### Investment (available)

- \$2000 plus investment

#### Recognition

##### *Pre-Event Marketing*

- **Prominent** logo placement on the event website
- Web link to sponsor's website

##### *Conference Marketing*

- **Includes an opportunity to offer a public welcome**
- **Premier** logo placement on all site banner signage, including on-screen promotion through show
- **Premier** logo placement in any printed conference and media materials, including full-colour program
- Insert in delegate bag
- 4 complimentary delegate passes, including 4 banquet tickets

### Platinum

#### Investment (available)

- \$1500-\$1999 investment

#### Recognition

##### *Pre-Event Marketing*

- **Prominent** logo placement on the event website
- Web link to sponsor's website

##### *Conference Marketing*

- **Premier** logo placement on all site banner signage, including on-screen promotion through show
- **Premier** logo placement in any printed conference and media materials, including full-colour program
- Insert in delegate bag
- 2 complimentary delegate passes, including 2 banquet tickets

## **Gold Sponsors**

### **Investment**

- \$1000 - \$1499 investment

### **Recognition**

#### ***Pre-Event Marketing***

- Logo placement on the event website
- Web link to sponsor's website

#### ***Conference Marketing***

- Logo placement on all site banner signage, including on-screen promotion through show
- Logo placement in printed conference and media materials, including full-colour program
- Insert in delegate bag
- 1 complimentary delegate pass, including 1 banquet ticket

## **Silver Sponsors**

### **Investment**

- \$500-\$999 investment

### **Recognition**

#### ***Pre-Event Marketing***

- Logo placement on the event website
- Web link to sponsor's website

#### ***Conference Marketing***

- Logo placement on all site banner signage, including on-screen promotion through show
- Logo placement in printed conference and media materials, including full-colour program
- Insert in delegate bag

## **Bronze Sponsors**

### **Investment**

- \$499 or less investment

### **Recognition**

#### ***Pre-Event Marketing***

- Name placement on the event website

#### ***Conference Marketing***

- Corporate name placement on all site banner signage, including on-screen promotion through show
- Corporate name placement in printed conference and media materials, including full-colour program
- Insert in delegate bag

## **Literature Distribution**

### **Investment**

- \$100 investment

### **Recognition**

- Literature on display in lobby

# Additional - Key Event Sponsors

In addition to the previous sponsorships documented in this package, businesses and organizations also have the option of becoming a **Key Event Sponsor**:

	Morning Coffee	Opening Keynote	Monday PM Wrap	Tuesday AM Panel	Tuesday PM Wrap	Nutrition Breaks (2)	Lunch (2)	Banquet
Investment per day	\$300	\$1200	\$1000	\$1000	\$1000	\$500	\$1,000	\$2000+ (1 only)
Logo placement on event website	Name only	Yes	Yes	Yes	Yes	Yes	Yes	Premier
Web link	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo placement on site signage	Name only	Yes	Yes	Yes	Yes	Yes	Yes	Premier
Logo placement on promo materials	Name only	Yes	Yes	Yes	Yes	Yes	Yes	Premier
Company name displayed throughout event	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Complimentary delegate pass	No	1	1	1	1	No	1	4
Complimentary banquet ticket	No	1	1	1	1	No	1	4
Opportunity to introduce speaker	No	Yes	No	No	No	No	No	Yes

## Descriptions

### Morning Coffee in Trade Show Area

#### Investment (Monday only - Pre-booked)

- \$300 investment

#### Recognition

##### Conference Marketing

- Company name displayed in coffee area
- Company name in program agenda
- Company banner during specific event

### Opening Keynote Speaker

#### Investment (1 available)

- \$1200 investment

#### Recognition

##### Conference Marketing

- Company name displayed as sponsor
- Company banner on display during the specific event
- Opportunity to introduce speaker
- 1 complimentary delegate pass, including 1 banquet ticket

### Monday & Tuesday PM Wrap Sessions

#### Investment (1 available each day)

- \$1000 investment

#### Recognition

##### Conference Marketing

- Company name displayed as sponsor
- Company banner on display during the specific event
- 1 complimentary delegate pass, including 1 banquet ticket

## Tuesday AM Panel Session

### Investment (1 available)

- \$1000 investment

### Recognition

#### *Conference Marketing*

- Company name displayed as sponsor
- Company banner on display during the specific event
- 1 complimentary delegate pass, including 1 banquet ticket

## Nutrition Breaks

### *Day 1 or Day 2*

### Investment (Includes 1 break)

- \$500 investment per break (\$1000 for both days)

### Recognition

#### *Conference Marketing*

- Company name displayed as sponsor
- Company banner on display during the specific event
- 1 complimentary delegate pass, including 1 banquet ticket, *when sponsoring both days*

## Lunch

### Investment (2 available)

- \$1000 investment for each day

### Recognition

#### *Conference Marketing*

- Company name displayed as sponsor
- Company banner on display during the specific event
- 1 complimentary delegate pass, including 1 banquet ticket

## Banquet

### Investment (*Pre-booked*)

- \$2000+ investment

### Recognition

#### *Conference Marketing*

- Company name displayed exclusively as industry sponsor; at Acadia, there will also be the host sponsor
- Company banner on display during the specific event
- Company logo displayed on PowerPoint
- Advertising and/ or giveaways on tables
- 4 complimentary delegate passes, including 4 banquet tickets

# Advertising in Program

Our **Scotia Horticultural Congress Program** is a virtual full colour, professionally designed downloadable pdf containing our sponsors, trade show layout, participants & contact information, and our agenda, among other items. It can be a great promotional piece for your organization. Ads will be live-linked to your website or site of choice. Please designate link when submitting the ad. Here are the choices for advertising:

- ¼ page 3.5"w X 4.5" h = \$125
- ½ page 7"w X 4.5" h = \$250
- Full page 7.5"w X 10"h = \$500

Please Note: Ads are preferred in a jpg or png format, and need to be received by Friday, January 12, 2024 to be included in the program.

## Trade Show

**Our Trade Show sells out quickly, and ...yes, it is more than just a booth!**

By booking a booth, you receive...

- Two full days of access to those involved especially in the vegetable, greenhouse vegetable, strawberry, raspberry, highbush blueberry and potato industries including producers, processors, distributors, researchers, government, and others from across the Atlantic Region and beyond.
- Booth space with access to power and wireless internet, located on the same floor as the education sessions.
- Lunch & breaks held in the Trade Show area to offer steady traffic flow.
- Free registrations, lunch and coffee for **two reps only**.  
***Important:** If requiring access for more than two reps i.e. shift changes – those additional reps MUST be pre-registered with special advance permission from organizers, and they must sign in for their badges. If not working the booth, they are required to pay. Only two representatives can be signed in to work a booth at any given time.*
- Acknowledgment of your participation, with your representative's contact information, published in our program. Note: Banquet tickets must be ordered separately at \$50 (plus HST) each.

## About Your Display Space...

- To have your business name listed as a Trade Show participant in the Congress Program you must book your booth prior to January 10, 2025.
- Except for those who have pre-booked for Congress 2025, booths are booked on a first-come basis and placement of booths is at the discretion of the organizer.
- Breaks and lunches are served in the Trade Show area.
- Trade Show is open from 8:00 a.m.- 4:00 p.m. on Monday, January 27, and 8:00 a.m.- 3:00 p.m. on Tuesday, January 28.
- Set-up is allowed between 6:00 p.m. Sunday, January 26 and before 9:00 a.m. Monday, January 27. Break-down of booths is any time after 3:00 p.m. following the nutrition break on Tuesday, January 28.
- Cancellation policy: There is no refund of booth fees after January 10, 2025. If cancelling before January 10, you will be expected to pay 25 per cent of your booth fee to cover administrative costs. For registration or banquet ticket fees there is no refund after January 17, 2025.
- Banquet tickets: To ensure a place at the table, we recommend you pre-order banquet tickets. We encourage ordering by January 17, 2025, as we need to provide numbers to the chef.
- For any special requirements, please contact Marlene Huntley at 902-678-9335 or email: [info@horticulturens.ca](mailto:info@horticulturens.ca).

Remember - space is limited so book now!



# Sponsorship/Trade Show Application

## Scotia Horticultural Congress, January 27 & 28, 2025

If part of the *trade show*, the following information will be used for your formal listing in our program (please print). If *sponsoring*, please ensure you send a logo, preferably jpg or png format, to [info@horticulturens.ca](mailto:info@horticulturens.ca). If *advertising*, please submit your electronic ad to the same email address.

Name of organization: \_\_\_\_\_

Name of contact person (billing): \_\_\_\_\_

Name of contact person (program): \_\_\_\_\_

Mailing address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell: \_\_\_\_\_ Email: \_\_\_\_\_

**Sponsorship:** Please indicate your preferred sponsorship level and amount:

- Premium (\$2000 +) \_\_\_\_\_
- Platinum (\$1500-\$1999) \_\_\_\_\_
- Gold (\$1000-\$1499) \_\_\_\_\_
- Silver (\$500-\$999) \_\_\_\_\_
- Bronze (up to \$499) \_\_\_\_\_
- Literature (\$100) \_\_\_\_\_
- Morning Coffee Day 1 (\$300) N/A
- Opening Keynote (\$1200) \_\_\_\_\_
- Monday PM Wrap (\$1000) \_\_\_\_\_
- Tuesday AM Panel (\$1000) \_\_\_\_\_
- Tuesday PM Wrap (\$1000) \_\_\_\_\_
- Nutrition Break Day 1 (\$500) \_\_\_\_\_
- Nutrition Break Day 2 (\$500) \_\_\_\_\_
- Lunch Day 1 (\$1000) \_\_\_\_\_
- Lunch Day 2 (\$1000) \_\_\_\_\_
- Banquet (\$2000+) N/A

**Trade Show – Each space comes with a draped table and two chairs \*unless otherwise requested, along with two passes. I will require for my \*\*booth space:**

Electrical outlet

I have special requests for my space\*

*\*Please detail any special requests:*

**Registrations:** (Sobeys will host a **complimentary** breakfast the morning of Tuesday, January 28)

Please check the two requiring special name tags & passes for the booth	Additional registrations		Banquet @ \$50	Sobeys Breakfast	Totals
	27th	28th			
Name					
1					
2					
3					
4					
<b>Booth Fee @ \$500 each</b>					
<b>Virtual Program ad (downloadable &amp; live-linked):</b> ___ <sup>1</sup> / <sub>4</sub> page (\$125) ___ <sup>1</sup> / <sub>2</sub> page (\$250) ___full page (\$500)					
<b>Subtotal</b>					
<b>15% HST</b>					
<b>Sponsorship amount (non-taxable)</b>					
<b>Total Payment</b>					

Note: All payments must be made prior to January 28, 2025. You may pay by cheque or credit card (you may call with your credit card number if you wish). Please make cheques payable to Horticulture Nova Scotia.

Cheque enclosed    Send Invoice

Please charge to my credit card

Number \_\_\_\_\_

Expiry date \_\_\_\_\_

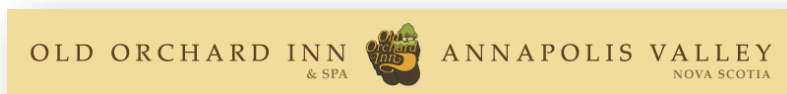
3-digit security # on back \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

\*You may **email** this form to [info@horticulturens.ca](mailto:info@horticulturens.ca), **fax** to 902-678-1280, or **mail** to:

Horticulture Nova Scotia  
32 Main St., Kentville Agricultural Centre  
Kentville, N.S. B4N 1J5

## Hotel Reservations



For accommodations, please contact:

Old Orchard Inn & Spa  
Exit 11, Highway 101  
Greenwich, Nova Scotia

Mailing address:  
153 Greenwich Road South  
Wolfville, Nova Scotia B4P 2R2

For reservations, phone (902) 542-5751 or 1-800-561-8090 or visit the website at [www.oldorchardinn.com](http://www.oldorchardinn.com)

A block of rooms has been reserved with following prices:

- \$169/night, based on single/double occupancy (1 Queen/2 Doubles)
- \$189/night, based on single/double occupancy (1 King Bed)

\*ALL room rates are subject to applicable fees/taxes (\$5 Sustainable resort fee/night & 15% HST/night)

Please indicate you are with Scotia Horticultural Congress when registering, and book as early as possible to ensure a room.