Bridging the Past, Cultivating the Future: Exploring Sustainable Foodscapes

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
Chatham University, Pittsburgh, PA
June 24-28, 2015
About the Annual Meeting and Conference

Chatham University is pleased to host the Joint 2015 Annual Meetings and Conference of the Association for the Study of Food and Society and the Agriculture, Food and Human Values Society. Emphasizing a holistic intellectual and material landscape, this year's theme emphasizes the need to plan forward by looking backwards, by imagining and creating spaces where agricultural and culinary practices mesh with opportunities for environmental, social, cultural, and material sustenance. Taking our cue from Pittsburgh's history and character, symbolized by its many bridges, the conference theme encourages a focus on the processes that help us explore across divisions, whether they are shaped by disciplines, theories, methods, activist priorities, material needs, cultural and agricultural histories, or historical or modernist narratives. We invite participants to explore the ways in which people have or have not created social and ecological landscapes, and what can be learned historically, globally, and locally about our capacity to create and maintain viable social, economic, and cultural food landscapes.

About Chatham University

Chatham University's Falk School of Sustainability and Food Studies Program are engaged in cross-disciplinary academic programs that emphasize economic, social, environmental and cultural knowledge. We approach sustainability from a systems perspective, creating a critical link between academic skills and research and the practical necessities of sustainable communities. With a 388-acre sustainable campus in the suburban fringe, and two urban campuses, Chatham enacts its mission to enhance local and global solutions to contemporary environmental and social issues. The Food Studies program takes a holistic approach to food systems, from agriculture and food production to cuisines and consumption, providing intellectual and practical experience from field to table. We explore the global and the local in economic, social, and environmental aspects of sustainable food and agriculture. The conference participants will experience the urban community-based food systems, a farm-to-table banquet and hands-on workshops at our sustainable-from-the-ground-up campus. Sessions will include conversations and presentations by our partners in food justice, sustainable business, education, and the protection of the environment.

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.

This year marks the 30th anniversary of the Association for the Study of Food and Society (ASFS), an organization dedicated to promoting interdisciplinary approaches to food, society, and culture. Its journal, Food Culture and Society, has received awards for design and content. The conference will include a sponsored reception to celebrate the many years of its existence.

Both AFHVS and ASFS also offer a variety of academic prizes for student papers, books, teaching, and service. Please see links on the association websites for more information.
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Exhibitors

**Location:** A central location adjacent to coffee breaks will be provided for exhibitors during designated hours

**Exhibiting Hours:** TBD

**Capacity:** Approximately 20 6’ exhibitor tables; electricity and wireless internet availability is TBD by Chatham University

**Pricing:** $400 for one 6’ table

**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 June 1, 2015 (full payment is required by this date):

Jessica Mooney
Falk School of Sustainability
Chatham University
Woodland Road
Pittsburgh, PA 15212
Phone: (412) 365-2705
email: jmooney@chatham.edu

**Shipping:** Exhibitor materials should be shipped to Jessica Mooney at the address above by June 1, 2015. All shipping costs will be paid by exhibitors.

Questions? Please contact Jessica Mooney, jmooney@chatham.edu, (412) 365-2705
Advertising

Conference planners will produce an online (pdf) and published conference program for all events. This program will be provided to 400+ conference attendees and will be available on the conference website before and after the conference.

Layout and Pricing

We are soliciting advertisement space for the conference program according to the following schedules:

<table>
<thead>
<tr>
<th>Layout Type</th>
<th>Width</th>
<th>Height</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.5&quot;</td>
<td>10.0&quot;</td>
<td>$500</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>7.5&quot;</td>
<td>4.875&quot;</td>
<td>$300</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>3.625&quot;</td>
<td>10.0&quot;</td>
<td>$200</td>
</tr>
<tr>
<td>Quarter page</td>
<td>3.625&quot;</td>
<td>4.875&quot;</td>
<td>$200</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 e-mail. Electronic files must be formatted to the exact sizes specified above and in one of the formats listed below (listed in order of preference): (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*

Reservations and Payments

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Sponsorship Opportunities and Incentives

$5,000 sponsor level:
- Full page advertisement in conference program
- Logo on conference gifts
- Sponsor slideshow at Keynote Address & Luncheon
- Linkable logo on conference website
- Poster recognition at on-site registration and in exhibit room

$2,500 sponsor level:
- ½ page advertisement in conference program
- Sponsor slideshow at Keynote Address & Luncheon
- Linkable logo on conference website
- Poster recognition at on-site registration and in exhibit room

$1,000 sponsor level:
- ¼ page advertisement in conference program
- Sponsor slideshow at Keynote Address & Luncheon
- Text recognition on conference website
- Poster recognition at on-site registration and in exhibit room

$500 sponsor level:
- 1/8 page advertisement in conference program
- Text recognition on conference website
- Poster recognition at on-site registration and in exhibit room
- Recognition on Session posters

$250 sponsor level:
- Text recognition on conference website
- Poster recognition at on-site registration and in exhibit room
- Recognition on break announcements in conference program

For additional sponsorship opportunities please contact:

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General Information

Name: _______________________________________________________________
Organization: _________________________________________________________
Address: _____________________________________________________________
Phone: ______________________________________________________________
Email: _________________________________________________________________

(A) Exhibitors
Exhibit table cost: $400 per table
Number of exhibit tables requested: ______________
• All shipping costs will be paid by exhibitors.
• Electricity and wireless internet availability is TBD by Chatham University

(B) Advertisers
Advertisement cost: Full-page ($500), 1/2-page ($300), 1/4-page ($200)
Number of ads requested: Full-page ________ 1/2-page: ________ 1/4-page: ________

(C) Sponsors
Please select a level of support:
Diamond ($5,000): ________ Platinum ($3,000): ________ Gold ($1,500): ________
Silver ($750): ________ Bronze ($300): ________

Payment information

(A) Exhibitor Subtotal (US$): ______________
(B) Advertisement Subtotal (US$): ______________
(C) Sponsor Subtotal (US$): ______________
Total Due: ______________

All payments by check should be made out to Chatham University and sent to:

Jessica Mooney
Falk School of Sustainability
Chatham University
Woodland Road
Pittsburgh, PA 15232

Signature: ___________________________ Date: ___________________________