



Hants County Exhibition Park, Windsor, NS

May 29-30, 2010

AGRIFUN FOOD & WINE EXPO

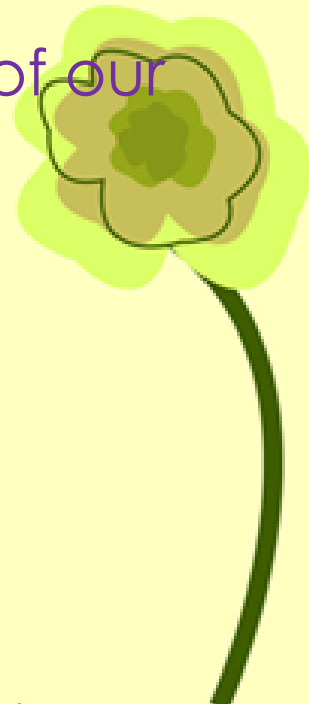
A SIGNATURE APPLE BLOSSOM FESTIVAL EVENT



www.appleblossom.com
www.planaheadevents-halifax.com

APPLE BLOSSOM FESTIVAL

- Celebrates everything apple from a culinary, industry and community perspective.
 - Part of our Valley's heritage,
 - Significant contributor to the economy of our Valley
 - 100,000 average visits each year



PHASE I: APPELELICIOUS

- 4 weeks preceding the Apple Blossom Festival, kickoff apx May 1, 2010
- Restaurants and markets from Windsor to Digby participate by branding an item on their menu or market tables as “Applelicious”
 - Those who purchase the item get a ballot into a draw to win prizes.



PHASE II: *AgriFun Food & Wine Expo*

Expo Weekend – May 29 and 30, 2010

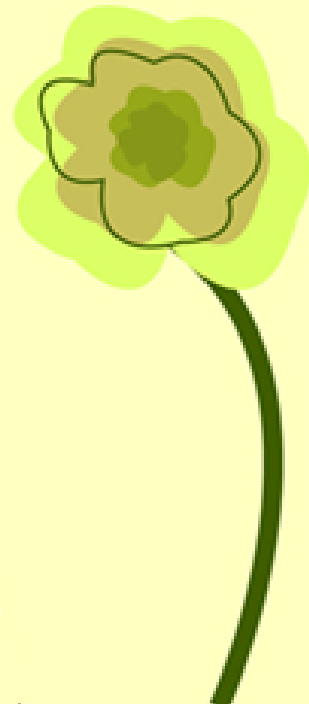
- Saturday – 10 AM to 6 PM
- Sunday – 10 AM to 4 PM
- 50+ booths
- Food & wine sampling
- Main stage featuring demonstrations, entertainment and education
- Applelicious amateur cook-off



AGRICULTURAL AND CULINARY TOURISM

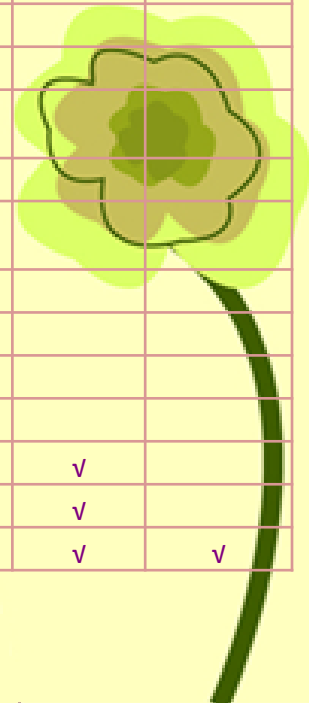
Themes:

- Sampling food & wine
- Organic growing
- Kick-off to the growing season
- Kick-off tourism season; highlighting “staycation” concept
- Buy local
- Do-it-yourself market (Canning, cooking, patio gardening and flower arranging)
- Slow food movement
- Environmentally friendly options
- Education
 - Youth focused
 - Educational entertainment



Sponsors

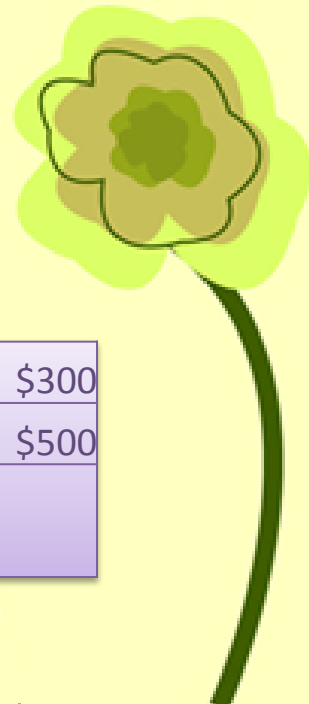
Sponsor Benefits	Partner	Platinum	Gold	Silver	Bronze	Friend	Applelicious
Sponsorship Investment	\$5,000+	\$1,501 - 2,500	\$1,001 - 1,500	\$501 - 1,000	\$251 - 500	\$101 - 250	\$100
Maximum Number Available	2	6	8	unlimited	unlimited	unlimited	unlimited
Logo on AgriFunEvent Brochure Cover	✓						
Logo on Apple Blossom Festival Program Book Cover (print run 20,000)	✓						
Logo on Event Tickets	✓						
Lost Kids Program Host Option	✓						
2 - one hour demonstrations on main stage	✓						
Authorized to use Apple Blossom Festival and AgriFun Logos	✓	✓					
Information Desk Kiosk Presence / signage	✓	✓					
Expo Booth + 6 Expo Exhibitor Badges	Double	Single					
Logo on Event Schedule / Map	✓	✓					
PA Announcements from the stage during event	✓	✓					
Signs with Sponsor Logo	✓	✓	✓				
Logo on Apple Blossom Festival Ads in Audited Media (newspaper, magazine)	✓	✓	✓				
Acknowledgement in radio campaign on AVR and Magic 949	✓	✓	✓				
Acknowledgement in all media releases, launch announcements and correspondence	✓	✓	✓	✓			
Electronic Logos (VIP sponsor reception, onsite)	✓	✓	✓	✓			
Logo on AgriFun Posters around the region	✓	✓	✓	✓	✓		
Logo on Apple Blossom Festival Program Sponsor Page	✓	✓	✓	✓	✓		
Logo on Applelicious Tent Cards at 20+ locations	✓	✓	✓	✓	✓		
Logo on AgriFun Web site	✓	✓	✓	✓	✓	✓	
Logo on Social Media (Facebook Fanpage)	✓	✓	✓	✓	✓	✓	
Logo on Apple Blossom Festival Web site	✓	✓	✓	✓	✓	✓	✓



Exhibitors

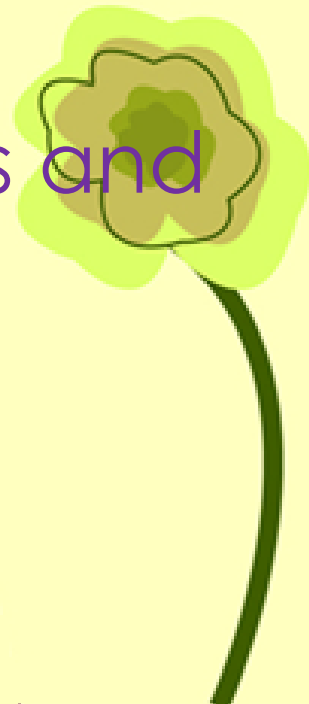
- Restaurateurs & tourism operators
- Wineries
- Farmers, farm markets
- Feed companies & agricultural suppliers
 - Home gardening suppliers
 - Organic growing suppliers
 - Do-it-yourself supplies/kits
 - Environmentally friendly products
- Government agencies
 - Agriculture education
 - NS Tourism
 - Taste of Nova Scotia
 - Select Nova Scotia
- Promoting buy local

Single Booth Cost (10 X 10)	\$300
Double Booth Cost (20 X 10)	\$500
**Includes basic space setup, but not tables, electricity, other supplies	



Exhibitor & Sponsor Benefits

- Highlight your business specialties
- Support agricultural industry
- Promote your brand
- Sell product
- Expose new people to your goods and services
- Support your local marketplace



Attendees

- Family oriented event
 - Petting zoo, horse show, face painting, interactive shows with youth focus
- Those who want to learn about the industry and its importance to all of us
- Attract “foodies” who love to sample and experience food, wine and local talent
- Do-it-yourself community through demos on “How to...”



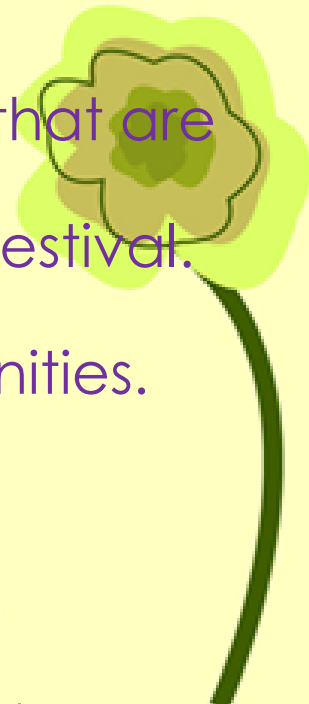
SUMMARY

The event will honour tradition by:

- Promoting the apple industry and agriculture in general in the Annapolis Valley.
- Publicizing scenic beauty and history of Evangeline.
- Fostering and developing local talent.

The event will embrace change by:

- Capitalizing on the “slow food, buy local” trends that are innovative and trendy.
- Adding a new element to the long history of the festival.
- Incorporating innovation and technology where applicable including green and organic opportunities.



We would love you to participate!

- For more information or to join us as a sponsor and/or exhibitor, contact us at:
 - Roberta Dexter, Plan Ahead Events
 - 1-902-482-8641
 - rdexter@planaheadevents-halifax.com
 - Lisa Levy, Plan Ahead Events
 - 1-902-209-6857
 - llevy@planaheadevents-halifax.com
 - Sally Swanburg, Apple Blossom Festival
 - 1-902-542-8655
 - sallykswanburg@ymail.com

