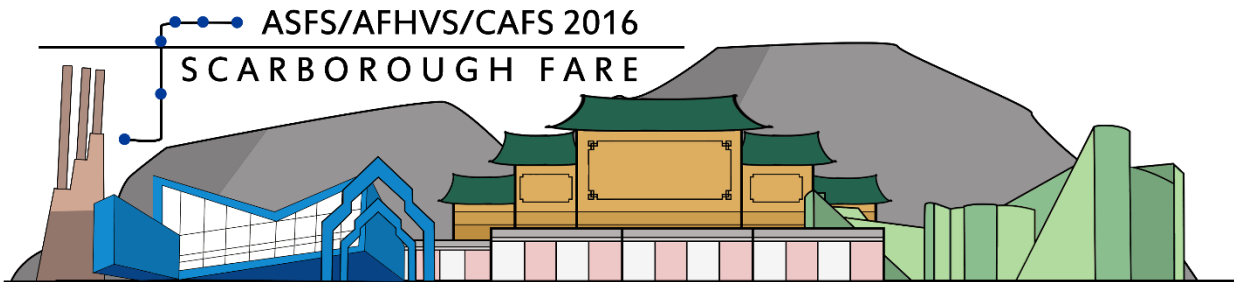


# Scarborough Fare



## Exhibiting, Advertising, and Sponsorship Opportunities

Association for the Study of Food and Society (ASFS)  
Agriculture, Food, and Human Values Society (AFHVS)  
Canadian Association for Food Studies (CAFS)

Annual Meeting and Conference  
University of Toronto Scarborough, Ontario, Canada  
June 22-26, 2016

# ASFS/AFHVS/CAFS Annual Meeting and Conference

June 22 – 26, 2016

## About the Annual Meeting and Conference

The University of Toronto Scarborough is pleased to host the Joint 2016 Annual Meetings and Conference of the Association for the Study of Food and Society; the Agriculture, Food, and Human Values Society; and the Canadian Association for Food Studies – the first time the three organizations have met together. The conference emphasizes the changing nature of food production, distribution, and consumption as people, goods, foods and culinary and agricultural knowledge move over long distances and across cultural and national borders. It explores the development of cities and their transnational marketplaces where new and old migrants, entrepreneurs and emerging migrant-origin middle classes settle in suburbs such as Scarborough, rather than in older downtown districts such as the historic Toronto Chinatown along Spadina. To understand global and local food systems, we must give due attention to migrants, whether from rural districts or from cities, for they have historically provided the knowledge and labour to feed societies, while also altering the foodways of long-time natives of the areas where they settle. The conference will feature cultural events, art installations, field trips, and a banquet that highlight the diverse communities and cuisines of Scarborough and the Greater Toronto Area.

## About the University of Toronto Scarborough

The University of Toronto Scarborough (UTSC) offers distinctive programs that attract students from across North America and around the world, including a Critical Development Studies program, an Environmental Sciences program, a Centre for Ethnography, and the Culinaria Research Centre. As the University of Toronto's hub for food studies research, Culinaria is dedicated to documenting, preserving, and studying the world's culinary diversity. Culinaria is currently hosting the prestigious Connaught Cross-Cultural/Cross-Divisional Seminar as part of the international collaborative research project, City Food, which seeks to study migrants' contributions to urban food systems. The Culinaria Kitchen Teaching Laboratory will host a number of exciting demonstrations during the conference.

## About ASFS, AFHVS, and CAFS

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.

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 Canadian Association for Food Studies was founded in 2005 by academics and professionals from governmental and community organizations interested in promoting interdisciplinary scholarship in the broad area of food systems: Food policy, production, distribution, and consumption. Its journal, *Canadian Food Studies/La Revue canadienne des études sur l'alimentation*, is open access on the association website.

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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 twenty 6' exhibitor tables with electricity and wireless availability.

**Pricing:** \$500 for one 6' table

**Reservations and Payments:** Application forms and payment methods are provided on the last page of this brochure. Payments by cheque should be sent to the following address by June 1, 2016 (full payment is required by this date):

Sanchia deSouza  
Culinaria Research Centre  
University of Toronto Scarborough  
HW527  
1265 Military Trail  
Toronto, ON M1C 1A4  
Canada  
Email: [culinaria@utsc.utoronto.ca](mailto:culinaria@utsc.utoronto.ca)

**Shipping:** Exhibitor materials should be shipped to the above address by June 1, 2016. All shipping costs will be paid by exhibitors.

**Questions:** Please contact Sanchia deSouza, [culinaria@utsc.utoronto.ca](mailto:culinaria@utsc.utoronto.ca)

# ASFS/AFHVS/CAFS Annual Meeting and Conference

June 22 – 26, 2016

## Advertising

Conference organizers will produce an online (pdf) and published conference program for all events. This program will be provided to more than four hundred 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:

	Width	Height	Price
Full Page	7.5"	10"	\$600
Half-Page Horizontal	7.5"	4.875"	\$400
Half-Page Vertical	3.625"	10"	\$250
Quarter Page	3.625"	4.875"	\$250

### 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.**

### Reservations and Payments

Application forms and payment methods are provided on the last page of this brochure.

Payments not completed online should be mailed with payment to the following address by June 1, 2016 (full payment is required by this date):

Sanchia deSouza  
Culinaria Research Centre  
University of Toronto Scarborough  
HW527  
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Toronto, ON M1C 1A4  
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# ASFS/AFHVS/CAFS Annual Meeting and Conference

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## Sponsorship Opportunities

The conference hosts are offering a range of incentives to sponsors

\$5,000 sponsor:

- Full-page advertisement in conference program
- Logo on conference gifts
- Logo (clickable) on conference website
- Poster recognition at registration and exhibition hall

\$2,500 sponsor:

- Half-page advertisement in conference program
- Logo (clickable) on conference website
- Poster recognition at registration and exhibition hall

\$1,000 sponsor:

- Quarter-page advertisement in conference program
- Promotional material in delegate packs
- Logo on conference website
- Poster recognition at registration and exhibition hall

\$500 sponsor:

- 1/8-page advertisement in conference program
- Logo on conference website
- Poster recognition at registration and exhibition hall

\$250 sponsor:

- Poster recognition at registration and exhibition hall
- Recognition in conference program and in announcements

For additional sponsorship opportunities, please contact

Sanchia deSouza  
Culinaria Research Centre  
University of Toronto Scarborough  
HW527  
1265 Military Trail  
Toronto, ON M1C 1A4  
Canada  
Email: [culinaria@utsc.utoronto.ca](mailto:culinaria@utsc.utoronto.ca)

# ASFS/AFHVS/CAFS Annual Meeting and Conference

June 22 – 26, 2016

## General Information

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

## Exhibitors:

Exhibit table cost: \$500 per table

Number of tables requested \_\_\_\_\_

All (shipping costs to be paid by exhibitor)

## Advertisers:

Advertisement Cost: Full Page \$600; Half Page, \$400; Quarter Page, \$250

Number of pages requested: Full Page \_\_\_\_\_ Half Page \_\_\_\_\_ Quarter Page \_\_\_\_\_

## Sponsors:

Please select a level of support:

Diamond (\$5,000) \_\_\_\_\_ Platinum (\$2,500) \_\_\_\_\_ Gold (\$1,000) \_\_\_\_\_

Silver (\$500) \_\_\_\_\_ Bronze (\$250) \_\_\_\_\_

## Payment information

Exhibitor subtotal (CA\$): \$ \_\_\_\_\_

Advertisement subtotal (CA\$): \$ \_\_\_\_\_

Sponsor Subtotal (CA\$): \$ \_\_\_\_\_

**Total Due** \$ \_\_\_\_\_

All payments by cheque should be made out to the University of Toronto and sent to:

Sanchia deSouza  
Culinaria Research Centre  
University of Toronto Scarborough  
HW527  
1265 Military Trail  
Toronto, ON M1C 1A4  
Canada

Signature: \_\_\_\_\_ Date: \_\_\_\_\_