

# WISE TRADITIONS 2013

14<sup>th</sup> Annual International Conference of the  
Weston A. Price Foundation  
November 8 – 11, 2013 (with special events Nov. 7)  
Sheraton Atlanta Downtown Hotel – Atlanta, GA

The theme this year is “Curing the Incurable: Holistic Therapies for Chronic Disease”. With the first-class location and our line-up of world renowned speakers, we are expecting attendance of 1500 – 1700 enthusiastic participants. This event offers a wealth of opportunities for visibility at the conference.

## WHY YOUR SPONSORSHIP MATTERS

The Weston A. Price Foundation is a nonprofit, tax-exempt charity founded in 1999 to disseminate the research of nutrition pioneer Dr. Weston Price. We are dedicated to restoring nutrient-dense foods to the human diet through education, research and activism. By partnering with us, we further advance our efforts to support a number of movements that contribute to this objective including accurate nutrition instruction, organic and biodynamic farming, pasture-feeding of livestock, community-supported farms, honest and informative labeling, prepared parenting and nurturing therapies. The public becomes more aware of the truth and your company/organization is spotlighted at our annual conference.

## PROGRAM ADVERTISING

Our conference program presents a prime opportunity to increase visibility for your product or services to a very interested and informed audience. For more information about program advertising, please visit [https://www.ptfassociates.com/secure/wisetraditions/2013Final\\_Program\\_Advertisement.pdf](https://www.ptfassociates.com/secure/wisetraditions/2013Final_Program_Advertisement.pdf)

**SPACE IS LIMITED.  
APPLY TODAY!**



## SPONSORSHIP LEVELS

### Platinum Sponsor \$10,000.

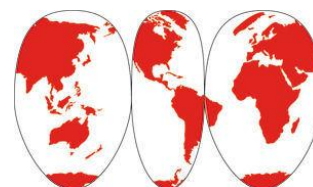
- Your logo and link on the splash page of our website for one full year, from May 2013 through April 2014. The website receives at least 1,000 visitors per day.
- Your logo and link on the Conference Information page of our website, from May through December 2013.
- Your logo in our program and conference flyer. - if you sign up by May 31, 2013.
- Your product material in the attendee welcome packet
- Your logo on Sponsor signage at the conference
- Two 8 foot, skirted exhibit tables, 4 chairs and 2 trash cans in the tables all three days of the conference
- Complimentary registration for 2 to all main conference events including VIP seating at our awards banquet
- Special VIP Dinner Friday - hosted by Sally Fallon Morell and Geoffrey Morell
- Complimentary hotel room for the entire conference.
- Full page black and white ad in the conference program

### Gold Sponsor \$5,000.

- Your logo and link on the splash page of our website for one full year, from May 2013 through April 2014. The website receives at least 1,000 visitors per day.
- Your logo and link on the Conference Information page of our website, from May through December 2013.
- Your logo in our program and conference flyer. - if you sign up by May 31, 2013.
- Your product material in the attendee welcome packet.
- Your logo on Sponsor signage at the conference.
- Two 8 foot, skirted exhibit tables, four chairs and 2 trash cans in the tables all three days of the main conference
- Complimentary registration for two to all conference events including VIP seating at our awards banquet.
- Special VIP Dinner Friday - hosted by Sally Fallon Morell and Geoffrey Morell
- Half page black and white ad in the conference program

### Silver Sponsor \$3,000. \*New this year

- Your logo and link on the Conference Information page of our website, from May through December 2013.
- Your logo in our conference program
- Your product material in the attendee welcome packet.
- One 8 foot, skirted exhibit tables, two chairs and 1 trash can in the tables all three days of the conference
- Complimentary registration for one to all main conference events
- Your name and logo displayed in connection to one of the following. Please note, only 1 per category.
  - Tote Bag Sponsor
  - Conference Recording Sponsor
  - Friday Lunch Sponsor
  - Friday Buffet Sponsor
  - Saturday Lunch Sponsor
  - Awards Banquet Sponsor
  - Sunday Lunch Sponsor





# WISE TRADITIONS 2013

## OUR AUDIENCE

Vendors often ask us how many decision-makers and buyers actually attend the Wise Traditions Conference. ALL OF THEM! Our attendees consist of educated professionals, concerned and informed consumers, and patients who credit their survival from a number of life-threatening illnesses to the application of Weston A. Price Foundation principles. Our goal is to equip these participants with information that will empower them to enrich themselves and the lives of their families by restoring nutrient-dense foods to their diet. This is one of those rare events where actually products and services are demonstrated and sold right on the exhibit hall floor.

- Young & Old
- Health Professionals & Health Seekers
- Teachers & Students
- Beginners & Veterans
- Buying Club & Farmers Market Managers
- Farmers, Ranchers, Homesteaders & Backyard Gardeners
- Writers, Journalists & Bloggers
- Cooks & Chefs



## AMERICA'S PREMIER NUTRITION CONFERENCE

## SPONSORSHIP LEVELS continued

### Sponsoring Exhibitor - \$2500.

- Your logo and link on the Conference Information page of our website, from May through December 2013.
- Your logo in our program
- Your product material in the attendee welcome packet.
- One 8 foot, skirted exhibit table, two chairs and a trash cans all three days of the conference
- Complimentary registration for one to all main conference events

### Exhibitor - \$500.

- One 8 foot, skirted exhibit table, two chairs and a trash cans all three days of the conference
- Exhibit space on Saturday and Sunday only.
- One complimentary registration for all Saturday and Sunday sessions – does not include meals or Friday registration.

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## REQUIREMENTS

Any company or organization wishing to become a sponsor must be approved by the Weston A. Price Foundation Board.

No business whose products, services or business model is based on multi-level business models will be permitted to exhibit.

A copy of our Food and Beverage Guidelines can be found at  
<https://www.ptfassociates.com/secure/wisetraditions/2013foodexhibitorordonorguidelines.pdf>.

A copy of our exhibitor kit can be downloaded at  
[https://www.ptfassociates.com/secure/wisetraditions/2013Sponsor-Exhibitor\\_Service\\_Kit.pdf](https://www.ptfassociates.com/secure/wisetraditions/2013Sponsor-Exhibitor_Service_Kit.pdf)

To access the registration form, please visit  
[https://www.ptfassociates.com/secure/wisetraditions/2013Sponsor-Exhibitor\\_Registration\\_Form.pdf](https://www.ptfassociates.com/secure/wisetraditions/2013Sponsor-Exhibitor_Registration_Form.pdf)

Fax:

(304) 724-3007

Mail:

WAPF Annual Conference  
 159 Jenny Lind Drive  
 Harpers Ferry, WV 25425

Email:

[registrar@ptfassociates.com](mailto:registrar@ptfassociates.com)

**For questions, phone (304) 724-3006 or E-mail [paul@ptfassociates.com](mailto:paul@ptfassociates.com)**

**For further information:**

<http://conferences.westonaprice.org/main-conference/>