

NC STATE UNIVERSITY

Rm. 214-A, Kilgore Hall, Box 7609  
NC State University  
Raleigh, NC 27695-7609  
919.513.7417 (work)  
919.515.2505 (fax)  
Craig\_Yencho@NCSU.edu

Date: October 7, 2010

To: Industry Members and Friends of The Potato Association of America

From: Craig Yencho, Professor and Leader, Potato and Sweetpotato Breeding and Genetics Programs, Chair PAA2011 LAC *G.C. Yencho*

Re.: The 95<sup>th</sup> Annual Meeting of The Potato Association of America in Wilmington, NC August 14-18, 2011

Dear Industry Members and Friends of The Potato Association of America:

The 95<sup>th</sup> Annual Meeting of The Potato Association of America (PAA) will be held in Wilmington, NC from Aug. 14-18, 2011 and I am writing you to ask for some help. As many of you know, North Carolina is not one of the largest producers of potatoes, but we fill a very important spring and summer market niche in the potato industry. During its long history, the PAA has never met in North Carolina. Therefore, it is time to invite our membership to North Carolina and show them some authentic Southern hospitality!

North Carolina has a lot to offer the PAA and we can put on a great meeting in Wilmington, but we can only do this with the help and support of our industry members and friends. I would like to ask you to please consider becoming a sponsor of this meeting. We expect over 250 guests.

As background information, the PAA is a society that consists of individuals representing the major scientific and production disciplines associated with potatoes – from seed to storage to the consumer. It was formed in 1913 by a handful of dedicated individuals from Maine, New York, Colorado and Washington, D.C. The membership is made up of university research and extension staff, industry personnel and growers primarily from the US, Canada, Mexico, and South America, but another 50 countries throughout the world are represented. Currently our membership is over 525. The PAA serves as the official professional society for those involved in potato research, extension, production, and utilization. For additional information about our association please go to <http://potatoassociation.org/>.

The 2011 PAA Annual meeting will begin with the President's reception Sunday evening, a Breeding and Genetics Symposium on Monday morning, then the delegate program of oral and poster presentations throughout the week. On Wednesday, we will have field and research tours followed by a "Beach Hospitality" BBQ event. The Awards Banquet is planned for Thursday evening and pre- and post-conference golfing and fishing trips are also planned. For more information please see our website at <http://paa2011.org/>.

This is an exciting opportunity to promote your organization and to network as you show your support to the members of the PAA. The enclosed brochure outlines the various sponsorship levels and their associated incentives and benefits.

Thank you for your consideration, and hopefully, your support. We look forward to your participation at PAA2011 this August!!

# PAA2011

POTATO ASSOCIATION OF AMERICA

## 95<sup>th</sup> Annual

### Meeting

PAA2011.org

Hilton Wilmington

Riverside Hotel

Wilmington, NC

August 14 -18, 2011

The PAA Annual Meeting has a wide range of functions and items to sponsor – please contact us to arrange something that works specifically for you!

[Craig\\_Yencho@NCSU.edu](mailto:Craig_Yencho@NCSU.edu)

or

Craig Yencho 919-513-7417

Mark Clough 252-793-4428 x 156

Tommy Fleetwood 252-331-4773

- President's reception
- Guest Speakers
- Networking lunches
- Poster session
- Henrietta III BBQ
- Coffee breaks and refreshments
- Silent Auction
- Delegate's package
- Companion programs
- Awards Banquet
- Special displays
- Pre-conference golf tournament
- Post conference fishing trip
- See PAA2011.org for more information.

**Note: All banners and/or logos provided by sponsor**

\$ \_\_\_\_\_ **DIAMOND Sponsor: \$5,000 or more**

- Sponsor President's Welcome Reception or the BBQ dinner
- Speaking opportunity at reception or BBQ dinner
- 2 complimentary conference registrations (value up to \$850)
- Booth display space
- Banner displayed at conference
- Name and Logo on all conference materials

\$ \_\_\_\_\_ **SAPPHIRE Sponsor: \$3,000 to \$4,999**

- Sponsor a lunch
- Speaking opportunity at lunch
- 1 complimentary conference registration (value up to \$425)
- Booth display space
- Banner displayed at conference
- Name and Logo on all conference materials

\$ \_\_\_\_\_ **EMERALD Sponsor: \$1,500 to \$2,999**

- Sponsor a break or beverage at a function
- Booth display space
- Banner display at conference
- Name and Logo on all conference materials

\$ \_\_\_\_\_ **RUBY Sponsor: \$500 to \$1,499**

- Booth display space
- Banner display at conference
- Name and Logo on all conference materials

• **SPONSORSHIP PLEDGE FORM** <sup>1,2</sup>

**AOPAAF12**

• Name: \_\_\_\_\_ Organization: \_\_\_\_\_

• Address: \_\_\_\_\_

• \_\_\_\_\_

• Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

• Email: \_\_\_\_\_ website: \_\_\_\_\_

• Payment by Visa \_\_\_\_\_ Mastercard \_\_\_\_\_

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_

**Mail check made out to NCSU to: Attn. Pat Hepler, Program Coordinator**

Office of Professional Development NCSU

Box 7401, Raleigh, NC 27695-7400

Phone: 919.515.2261 Fax: 919.515.7614

**Important Notes:**

1. Sponsor agrees that funds may be spent at the discretion of the Program Chair for any expenses related to the conference and/or associated events.
2. To be invoiced you must provide a hard copy of a Purchase Order with your pledge form. Please fax PO to 919-515-7614 Attn: Pat Hepler

Please sign here to indicate you agree with item 1 & 2 above.

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