

# Promotional Toolkit



After more than a decade of supporting Arizona's local food system through two signature events - Arizona's Food and Farm Forum and the Good Food Expo - Local First Arizona is combining the two events into the **Good Food Forum + Expo**.

Aiming to unite Arizona's local food economy, the Good Food Forum +Expo welcomes all participants in our local food system to connect, share educational insights, broaden local food relationships and business connections, and strengthen communities across the state.

## **BRAND STANDARDS & KEY MESSAGING**

- Feel free to personalize any messaging to work with your brand voice. We want authentic messaging that your fans know and love.
- When promoting the event, please use the phrase **Good Food Forum + Expo** as this is the official name of the event.
- Link to use to learn more about the event: <https://loom.ly/GqvrAyU>
- Link to use to encourage ticket purchases: <https://loom.ly/t5Gohv0>

- When posting on social media, please tag Local First Arizona (**@localfirstarizona**) and Good Food Finder (**@goodfoodaz**) and include relevant hashtags to the content of the post (see HANDLES & HASHTAGS below).
- The Good Food Forum + Expo is an opportunity to engage with local food leaders, policy makers, farmers and ranchers, food entrepreneurs, and purveyors—and experience Arizona’s finest foods and ingredients, identify options for sourcing locally, and build relationships with the people behind Arizona’s local food economy.
- The expo will showcase over 80 local vendors from all areas of the food system, including farmers, wholesalers, food artisans, brewers, and distillers from across Arizona that will be sampling their products, discussing the industry, and growing their networks.
- Buyers will experience an innovative expo of Arizona-made food and food products. In addition to sampling products and building relationships with those who make food in our state, buyers will also learn about local trends in our food industry.
- Arizona-based, wholesale-ready food & beverage producers will showcase their products at the expo to professionals in charge of purchasing food for their restaurant, business, organization, or institution. Vendors will have a chance to increase their distribution channels and build relationships with new clients.
- The forum includes over 12 sessions featuring speakers with backgrounds as local food leaders, policy makers, food producers, advocates and more.
- Forum keynote speakers include **Lilian Hill**, an advocate of Indigenous self-determination and food sovereignty for more than 20 years; and **Kimber Lanning**, founder of Local First Arizona, who is an entrepreneur, business leader, and community development specialist, working to cultivate strong self-reliant communities and inspire a higher quality of life for people across Arizona.

## APPROVED RESOURCE LIBRARIES + SOCIAL MEDIA

- [Logos](#)
- [Photos](#)
- [Vendor Posts](#)

## **SOCIAL MEDIA COPY**

### **General Event Copy**

Join us at the Good Food Forum + Expo on Tuesday, August 29 from 8 a.m to 2 p.m at the Mesa Convention Center! Learn about Arizona's local food system from local food leaders, policy makers, farmers and ranchers. Then, starting at 11AM, experience a taste of Arizona's local food scene at the expo. Over 80 food entrepreneurs and vendors will be sampling the latest food ingredients and trends!

Be part of Arizona's local food movement - it's an event you DON'T want to miss!

### **Vendor Copy**

Catch us at the Good Food Forum + Expo on Tuesday, August 29 from 11AM - 2PM at the Mesa Convention Center! Grab your tickets today (see link below) and swing by our booth where we'll be sampling our **(insert whatever your food/product is)**, and explore over 80+ other Arizona food businesses that will be serving up some local goodness. Get ready to pamper your taste buds, and we'll see you there!

Purchase tickets for the Good Food Forum + Expo here: <https://loom.ly/t5Gohv0>

To register as a chef or buyer for the Good Food Expo, grab a complimentary ticket her:

<https://www.eventbrite.com/e/good-food-forum-expo-expo-attendee-only-tickets-668980999177?aff=oddtcreator>

## **HANDLES & HASHTAGS**

Facebook - @LocalFirstAZ , @goodfoodfinderaz

Instagram - @LocalFirstAZ , @goodfoodaz

LinkedIn - @LocalFirstAZ , @goodfoodfinder

Twitter - @LocalFirstAZ , @goodfoodaz

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#localfirstaz

#goodfoodfinder

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#supportlocalfood