



For Immediate Release

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2018 Midwest Regional Folk Alliance (FARM) Annual Conference in Grand Rapids Michigan

Date: *Thursday, October 25th thru Sunday, October 28th*

Location: *Crowne Plaza Airport Hotel & Conference Center in Grand Rapids, Michigan.*

FARM (*Folk Alliance Region Midwest – an affiliate of the International Folk Alliance*) announces their 27th annual 4-day conference where roots and acoustic music professionals gather to meet, talk, learn, listen, promote, pay tribute, celebrate, sing, dance and make music. FARM is a traveling conference, taking place in various cities all over the Midwest, most recently Iowa City, St Louis and Chicago. For the next three years FARM will be held in Grand Rapids, Michigan. We're already experiencing an upsurge in registrations from performers, folk radio DJs and talent buyers.

Highlights of the conference include:

- Keynote Address by Rev. Robert Jones, Sr of Detroit, Michigan
- Award ceremony for Lifetime Achievement Award recipient, David Siglin (The Ark in Ann Arbor) and Lantern Bearer Award recipient, Chuck Mitchell.
- 14 Official Showcase Artists selected by a jury from the folk music industry
- Folk DJ Showcase featuring artists selected by DJs from the Midwest and beyond
- Workshops and Panels presented by industry professionals on a variety of topics related to the business of music and the creative process.
- Private Showcasing where 16 hotel rooms will be transformed into mini concert venues presenting 100s of performers both from the U.S. and multiple countries around the globe during the late hours.
- Open Mic and jamming opportunities throughout the conference.
- Mentor sessions where participants can sign up for a one-on-one discussion with an industry expert.

Sponsorship opportunities are available at various levels and include benefits such as free registration, program book ads, web-banner ads, logo placement and more. Multiple advertising opportunities are also available including website banner ads, program ads of various sizes and tote bag inserts!

Music fans may attend the evening concerts only with a Taste of FARM ticket. Specially priced at just \$20 per night (in advance) \$25 at the door. Buy all three nights for just \$50.00.

Phone interviews and other media inquiries are available in advance of the conference by calling or texting Annie Capps at phone # 734-330-5226. For more information visit the website

<http://farmfolk.org> or contact Annie Capps at conference@farmfolk.org