

SPONSOR • EXHIBIT • ADVERTISE



# PASA Sustainable Agriculture Conference 2020

FEBRUARY 5 – 8 • LANCASTER, PA



## Connect your business or organization with our network.

Our annual Sustainable Agriculture Conference, now in its 29th year, draws a diverse audience of farmers, food system professionals, and homesteaders for four days of educational programming on a wide range of sustainability-focused food and farming topics.

Our hallmark event also features an expansive trade show, regionally sourced meals, a mini-conference for kids, and a variety of social and networking events.

- › 1,800+ attendees
- › 100+ food & farming workshops
- › 100+ vendor trade show
- › Networking & social events

**GROW YOUR IMPACT AT  
[PASAFARMING.ORG/SUPPORT](https://pasafarming.org/support)**



## OUR ATTENDEES



**86%**

of attendees grow or raise food or agricultural products.



**60%**

of attendees are current or aspiring farmers. Other attendees include a range of food system professionals, educators, researchers, and homesteaders.



Our conference draws 1,800+ attendees from across the mid-Atlantic region and U.S.

Attendees produce a wide array of agricultural products.

**VEGETABLES • HERBS • FRUITS & BERRIES • CUT FLOWERS • EGGS • BEDDING PLANTS • CHICKENS • PIGS • COWS • MUSHROOMS • HAY & FORAGE • ORNAMENTALS • VALUE-ADDED PRODUCTS • & MUCH MORE!**

Farmers who attend our conference possess a range of experience...

<b>UP TO 3 YEARS FARMING</b>	<b>22%</b>
<b>4-7 YEARS FARMING</b>	<b>26%</b>
<b>8-15 YEARS FARMING</b>	<b>25%</b>
<b>15+ YEARS FARMING</b>	<b>27%</b>

...and operate at diverse scales.

<b>UP TO 2 ACRES</b>	<b>25%</b>
<b>2-10 ACRES</b>	<b>27%</b>
<b>10-75 ACRES</b>	<b>25%</b>
<b>OVER 75 ACRES</b>	<b>24%</b>

## OUR REACH



**19,000** people passionate about sustainable agriculture receive our email communications, and more than **13,000** follow us on social media. **270,000+** unique users visit our website each year.



**Nearly 6,000** people receive our printed conference promotional materials in the mail, and several hundred more receive these materials at our events and partner events.

# SPONSORSHIP



Support from sponsors helps us keep registration costs down so that the conference remains as accessible as possible to all who wish to attend. It also lets us assemble high-quality educational programming. **Pledge by October 18, 2019 to have your support recognized in our conference promotional brochure!**

**Interested in a custom sponsorship package?** We'd love to work with you to build a personalized sponsorship package. Contact us at [sponsor@pasafarming.org](mailto:sponsor@pasafarming.org) or 814.349.9856 x704 to explore the possibilities.

	BACKER	ALLY	GUARDIAN	PATRON	PARTNER	STEWARD	LEADER
Cost	\$500	\$1,500	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000
Complimentary membership	✓	✓	✓	✓	✓	✓	✓
Trade show booth	✗	\$250 credit	\$700 credit	\$900 credit	\$1,300 credit	\$1,700 credit	Any booth type included
Unlimited trade show registrations	✓	✓	✓	✓	✓	✓	✓
No. of programming registrations	2	3	4	6	8	10	10
No. of conference scholarships offered in your name	✗	✗	1	2	4	5	5
Meals included with programming registration(s)	✗	Dinner	Dinner	Dinner	Lunches & dinner	Lunches & dinner	Lunches & dinner
Logo in promotional emails	✗	✗	✗	✗	✗	✓	✓
Promotional brochure	Name	Name	Logo	Logo	Logo	Logo	Logo
Website	Name & link	Logo & link	Logo & link	Logo & link	Logo & link	Logo & link	Logo & link on conference homepage
Program book	Name & 25% ad discount	Name & 25% ad discount	Logo & 25% ad discount	Logo & 25% ad discount	Logo & 25% ad discount	Logo & ad included	Logo & ad included
Mobile app	Name & contact info + 50% ad discount	Name & contact info + 50% ad discount	Name & contact info + 50% ad discount	Name & contact info + 50% ad discount	Name & contact info + banner ad	Name & contact info + banner ad	Name & contact info + banner ad + splash screen logo
Registration materials	25% discount	25% discount	25% discount	25% discount	25% discount	25% discount	Folder insert + 25% discount
Logo on back of registration folder	✗	✗	✗	✗	✗	✓	✓
Additional acknowledgment	✗	✗	✗	✗	Dinner	Plenaries & dinner	Plenaries & dinner



# TRADE SHOW



**OUR RENOWNED  
TRADE SHOW  
DRAWS BUSINESSES  
& ORGANIZATIONS  
FROM ALL SECTORS  
OF THE FOOD  
SYSTEM.**

Our attendees value the opportunity to learn how your business or organization can support them as they plan for the season ahead.

Each day of the trade show, we strategically weave opportunities for attendees to engage with you at your booth. It's also where we host our evening receptions. The trade show additionally features a stage for presentations and demonstrations. If you're interested in giving a talk or demonstration, please indicate your interest when you pledge.

## **TRADE SHOW HOURS**

Thursday, February 6, 8:00 am – 6:00 pm

Friday, February 7, 8:00 am – 6:00 pm

Saturday, February 8, 8:00 am – 1:00 pm

## **TRADE SHOW LOAD IN**

Wednesday, February 5, 3:00 – 9:00 pm

Thursday, February 6, 6:00 – 8:00 am

## **TRADE SHOW LOAD OUT**

Saturday, February 8, 1:00 – 5:00 pm

# TRADE SHOW (CONT.)

## ALL BOOTHS

- Pipe and drape with side rails
- Sign with name and booth number
- 6' table with cover and skirt
- Two chairs
- Waste basket

## VISIBILITY UPGRADE

Be where foot traffic is highest by purchasing a visibility upgrade—see the exhibit hall map on page six for an overview of high visibility areas.

Your upgrade also includes a complimentary enhanced business listing in our popular mobile app—see page nine for details.

## TRADE SHOW STAGE

Our trade show stage provides a space for short presentations and demonstrations in the exhibit hall. You can indicate your interest in presenting when you complete the pledge form.



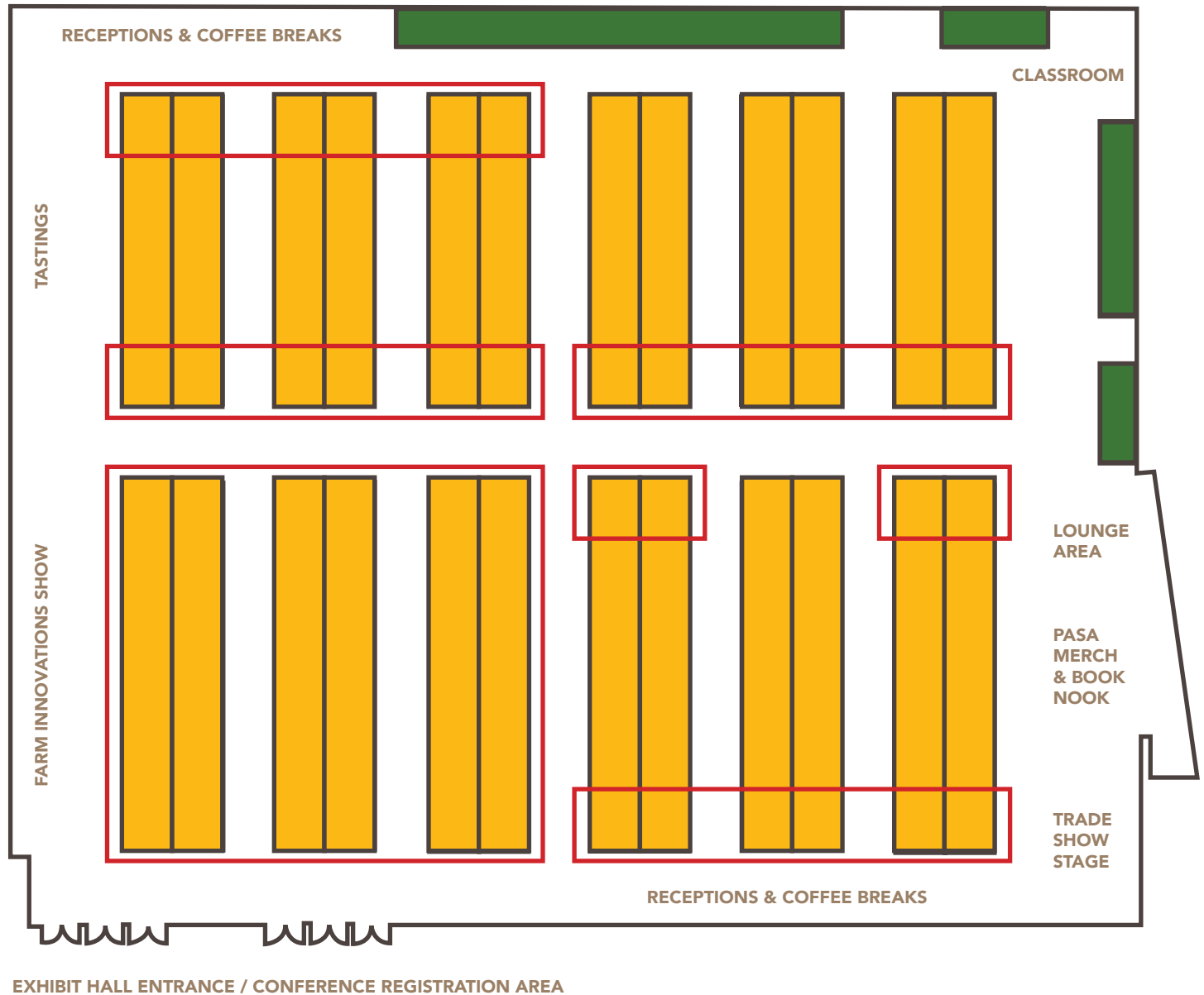
	COMPACT BOOTH (6'x8')*	STANDARD BOOTH (8'x10')	SINGLE END BOOTH (8'x10')	DOUBLE STANDARD BOOTH (8'x20')	END + STANDARD BOOTH (8'x20')	END CAP (10x16')	END QUAD (16'x20')
Cost	\$500	\$700	\$1,000	\$1,300	\$1,600	\$1,950	\$3,125
Visibility upgrade	x	+ \$140	+ \$200	+ \$260	+ \$320	+ \$390	+ \$625
Complimentary membership	✓	✓	✓	✓	✓	✓	✓
5 trade show registrations	✓	✓	✓	✓	✓	✓	✓
2 programming registrations (if not sponsoring)	✓	✓	✓	✓	✓	✓	✓
Website listing	Name	Name	Name	Name	Name	Name	Name
Program book listing	Name & contact info	Name & contact info	Name & contact info	Name & contact info	Name & contact info	Name & contact info	Name & contact info
Mobile app listing	Name & contact info	Name & contact info	Name & contact info	Name & contact info	Name & contact info	Name & contact info	Name & contact info

\*Limited availability

# TRADE SHOW (CONT.)

## TRADE SHOW MAP

Note: This is a preliminary layout and is subject to change.



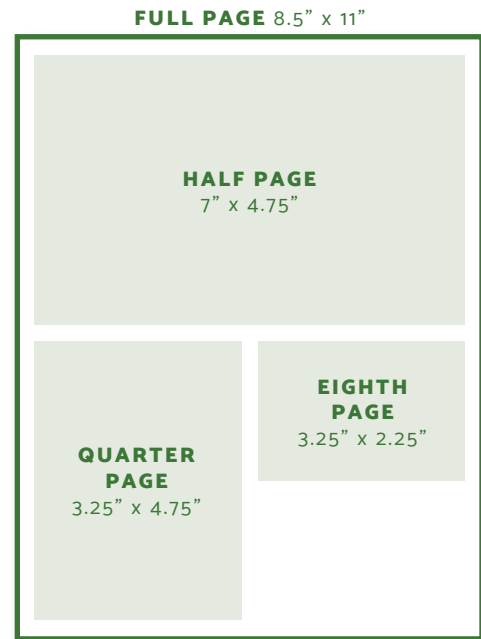
# ADVERTISING

## PROGRAM BOOK

Our program book is the go-to guide all attendees receive at check in. It contains the conference schedule, program descriptions, speaker information, and more.

**File specifications:** All program book advertisements are black and white. Files must be high-resolution, and formatted according to the dimensions specified (see image to right). Accepted file types are .jpeg, .png, .pdf, and .tiff.

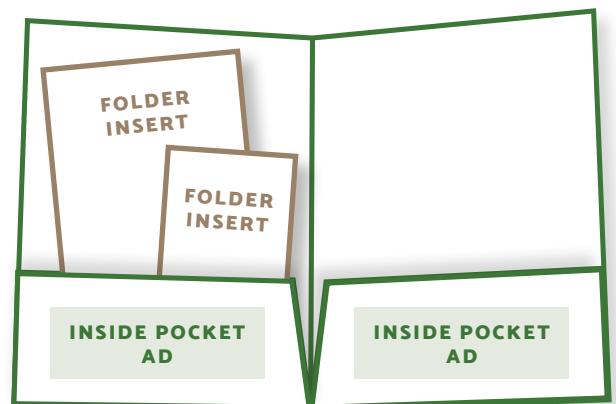
SIZE	COST	SPONSOR COST
Full page	\$572	\$429
Half page	\$312	\$234
Quarter page	\$172	\$129
Eighth page	\$112	\$84



## REGISTRATION MATERIALS

All attendees receive a name badge and a folder that contains all of their conference materials when they check in.

PLACEMENT/TYPE	COST	SPONSOR COST
Inside pocket ad Limited availability	\$1,000	\$750
Folder insert Must be pre-approved; limited availability	\$700	\$525
Logo on name badge	\$1,000	\$750



**File specifications:** Accepted file types are .eps and .png. Must have transparent background.

**ALL ADVERTISEMENTS ARE DUE BY DECEMBER 20TH, 2019.** Due to printing deadlines, we cannot guarantee that ads received after this date will be included in conference materials.



## ADVERTISING (CONT.)

### ON-SITE

Get your logo displayed on signage for a variety of on-site conference features that provide comfort, social, and educational value to attendees. Complimentary membership included.

**Logo file specifications:** Only .png and .eps files are accepted. Must have transparent background.

FEATURE	COST
<b>Meals</b> Cash & in-kind welcome	Varies
<b>Coffee breaks</b> Cash & in-kind welcome	Varies
<b>Tasting event</b> Cash & in-kind welcome	Varies
<b>Free WiFi</b> 4 days available	\$750 per day
<b>Charging station</b> 4 available	\$500 each; bulk discounts apply
<b>Trade show stage</b> Includes display table	\$2,500
<b>Kids &amp; youth program</b>	\$2,500
<b>Baby &amp; toddler room</b>	\$500
<b>Farm Innovations Show</b>	\$1,000
<b>Book Nook</b>	\$1,500
<b>Trade show lounge</b>	\$800
<b>Movie screenings</b> 2–4 available	\$300 each
<b>Trade show classroom</b>	\$1,200



Trade show stage



Tasting event



Book Nook



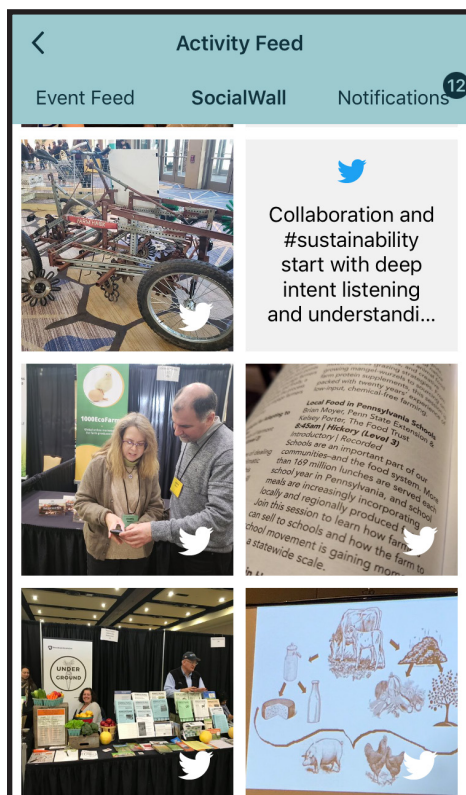
# ADVERTISING (CONT.)

## MOBILE APP

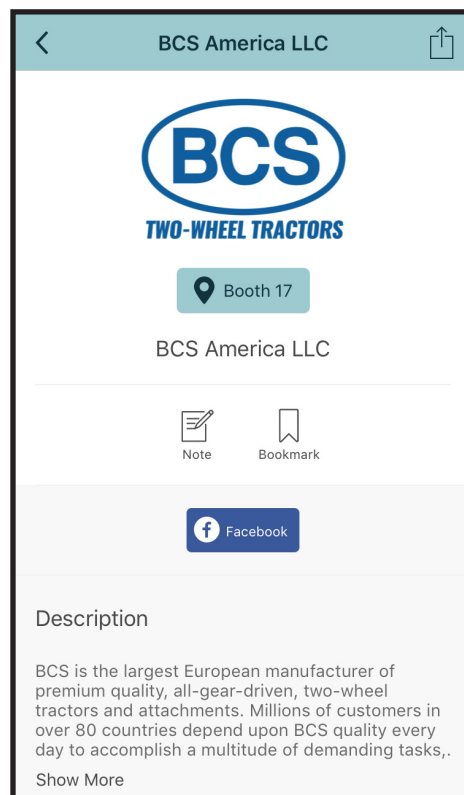
Our conference mobile app offers attendees an easy and convenient way to navigate the educational programming and create a personalized schedule. In 2019, 2,245 web users and 414 mobile users engaged with the conference app.

PLACEMENT/TYPE	COST	SPONSOR COST
<b>Enhanced business listing</b> Includes logo, contact information, social media links, content uploads, and a short description of your company.	\$150	\$75
<b>Push notification</b> Get your message to all app users. Limited availability.	\$100	\$50
<b>Survey/poll</b> Get to know conference attendees' perspectives while generating interest in your company.	\$100	\$50
<b>Area map listing</b> Own a business close to the conference center? Appear on a map of the area and entice conference attendees to visit your nearby location.	\$100	\$50

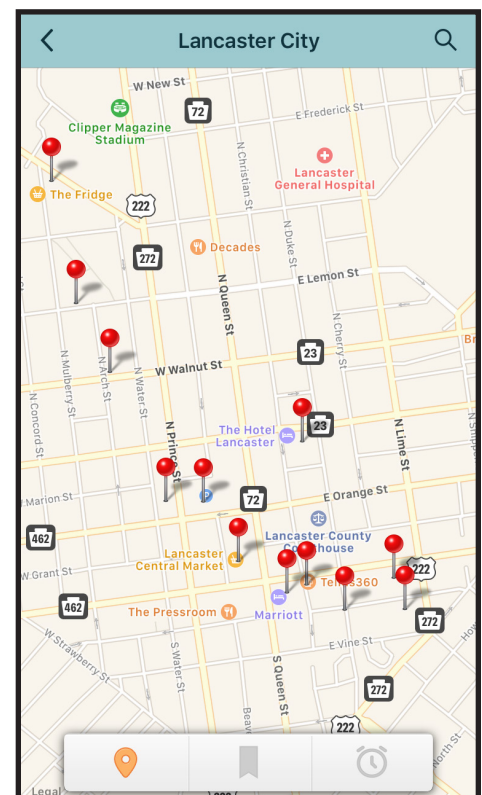
### ACTIVITY FEED



### ENHANCED BUSINESS LISTING



### AREA MAP



## QUESTIONS?

Contact Lindsey Shapiro at [sponsor@pasafarming.org](mailto:sponsor@pasafarming.org) or (814) 349-9856 x704

## SAVE THE DATE

### UPCOMING CONFERENCE

>> 29TH ANNUAL SUSTAINABLE AGRICULTURE CONFERENCE: **FEBRUARY 5–8, 2020**

### FUTURE CONFERENCES

>> 30TH ANNUAL SUSTAINABLE AGRICULTURE CONFERENCE: **FEBRUARY 3–6, 2021**

Join us to celebrate an incredible three decades of learning, sharing, and connecting over food and farming! Ask us about special 30th anniversary sponsorship opportunities.

>> 31ST ANNUAL SUSTAINABLE AGRICULTURE CONFERENCE: **FEBRUARY 9–12, 2022**



[PASAFARMING.ORG](http://PASAFARMING.ORG)