

## 2024 Opportunities

# SPONSOR • EXHIBIT • ADVERTISE

Connect your brand to a network of people passionate about local food, sustainable farming, and supporting value-aligned businesses.



We offer a variety of in-person and digital opportunities to connect with our network through our annual Sustainable Agriculture Conference and year-round marketing opportunities.

### Get started

- **Review this packet** to learn about our wide range of business support opportunities. Already interested in becoming a sponsor, exhibitor, or advertiser? [Sign up here.](#)
- **Contact Gina Langley** at [gina@pasafarming.org](mailto:gina@pasafarming.org) or 814.349.9856 x704 to craft a unique package that works for you or if you need help identifying the right package.
- **Early sign-up bonus!** [Sign up to sponsor the conference by October 1, 2023](#) and receive recognition on our conference website when registration opens, plus inclusion in our conference promotional mailer sent to 8,500 farms and households. Learn more about sponsorships on page 5.

# About Pasa

**Pasa Sustainable Agriculture is a nonprofit that provides farmer-driven education, research & services for growing a healthier planet.**

## **Our vision**

A world where agriculture nourishes, heals, and empowers.

## **Our mission**

Cultivating environmentally sound, economically viable, community-focused farms and food systems.

In February 1992, a group of Pennsylvania farmers decided to host a conference devoted to advancing the art and science of sustainable agriculture. At the time, it was difficult to find reliable education and resources for farmers who wanted to steward their land in harmony with natural ecosystems and who wanted to sell their products locally to support the health and vibrancy of their local communities.

These farmers also sought a peer community they could rely on as they worked to navigate the myriad aspects of operating a financially viable farm business. The conference became a treasured annual event, ultimately evolving into what Pasa Sustainable Agriculture is today. We are just as much an organization administering farmer training, research, policy, peer education, and local food programs as we are a network of tens of thousands of farmers, food system professionals, and changemakers committed to advancing regenerative and equitable agriculture at home in our own communities.

## **Our reach**

- **72,000+** users visit our website annually
- **19,000** people receive our email communications
- **23,000+** people follow us on social media
- **8,500** farms and households receive our conference promotional material in the mail

# 2024 Sustainable Agriculture Conference

February 8–10 · Lancaster, PA

Our conference offers our most robust array of marketing opportunities.



Our annual Sustainable Agriculture Conference, now in its 33rd year, draws a diverse audience of farmers, food system professionals, and changemakers. Our conference features 80+ educational sessions, an expansive trade show, social and networking events, and regionally sourced meals.

## SESSIONS

Each year, Pasa works with our community of farmers, food-system professionals, and changemakers to cultivate a selection of educational sessions ranging from practical farming and producing techniques to business and marketing skills to community and policy issues. Many of our sessions are led by farmer experts and emphasize shared learning.

## TRADE SHOW

The trade show provides several opportunities to showcase businesses to our community. Selected meals, receptions, tastings, and coffee breaks are all located on the trade show floor. We also showcase businesses and programs on our trade show stage.

### Trade show hours:

- **Thursday, February 8** | 12:30 pm - 7 pm
- **Friday, February 9** | 8 am - 6:30 pm
- **Saturday, February 10** | 8 am - 12:30 pm

## Conference attendee demographics

- Our in-person conference draws **1,600 to 2,000+** attendees each year.
- Attendees join us **from across the mid-Atlantic region and U.S.** and, with our virtual programming, from several countries.
- **Over 95%** of attendees grow or raise food or agricultural products for personal use or commercial markets.
- **Over 65%** of attendees are current or aspiring farmers. Other attendees include a range of food system professionals, educators, researchers, community advocates, and local food consumers.
- Attendees produce a wide array of agricultural products: **VEGETABLES • HERBS • FRUITS & BERRIES • CUT FLOWERS • EGGS • FIBER • HEMP • BEDDING PLANTS • CHICKENS • PIGS • COWS • MUSHROOMS • HAY & FORAGE • ORNAMENTALS • VALUE-ADDED PRODUCTS • & MUCH MORE**
- Farmers who attend our conference possess a range of experience:
  - Less than 4 years farming: **22%**
  - 4-7 years farming: **26%**
  - 8-15 years farming: **25%**
  - 15+ years farming: **27%**
- Farmers who attend our conference operate at diverse scales:
  - Less than 2 acres: **25%**
  - 2-10 acres: **27%**
  - 10-75 acres: **25%**
  - 76+ acres: **24%**

# SPONSOR THE CONFERENCE

Increase your exposure to our network by personalizing the promotional tools available with credit towards exhibiting or advertising. Harness the power of our extensive network of farmers, food system professionals, and changemakers with one of the sponsorship packages below.

	LEADER	STEWARD	PARTNER	PATRON	GUARDIAN
	\$25,000	\$17,500	\$10,000	\$5,000	\$2,500
<b>Exhibiting/advertising credit</b>	\$3,000	\$2,000	\$1,750	\$1,000	\$800
<b>Complimentary conference registrations</b>	7	6	5	4	2
<b>Meals included with conference registrations</b>	All meals	All meals	All lunches	No meals	No meals
<b>Booth staff passes+</b>	4	4	4	3	3
<b>Conference scholarships awarded in your name*</b>	\$1500	\$1000	\$500	0	0
<b>Link on conference website</b>	Logo	Logo	Logo	Logo	Name
<b>Event app presence</b>	Featured + profile + 1 notification	Featured + profile + 1 notification	Featured + profile + 1 notification	Profile	Profile
<b>Acknowledgment(s) at conference</b>	Plenaries + dinner	Plenaries + dinner	Dinner	None	None
<b>Logo in mailed promotional material</b>	✓	✓	✓	✓	✓
<b>Logo on program book back cover and exhibit hall guide</b>	✓	✓	✓	✓	✓
<b>Booth location upgrade+</b>	✓	✓	✓	✓	✓
<b>Pasa Theater welcome video acknowledgement</b>	✓	✓	✓		
<b>Acknowledgement of support on Pasa's social media</b>	✓	✓	✓		
<b>Linked logo in conference emails, sent to all registrants</b>	✓	✓			
<b>Linked logo in full-network promotional emails</b>	✓	✓			
<b>Logo on registration folder</b>	✓	✓			

\* Pasa selects recipients of all scholarship funds.

+ Sponsors must opt into a booth when they sign on to support the conference to receive this benefit.

# EXHIBIT AT THE CONFERENCE

Our conference 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, our schedule provides long breaks to give attendees time to engage with you at your booth. Our trade show is also where we host coffee and snack breaks, as well as evening receptions.

*Sponsors receive a credit (\$800-\$3,000) to use towards exhibiting and/or advertising.*

## All exhibitors receive:

- **1 full conference** registration
- Up to **2 booth staff passes**
- Sign with name, table with cloth, pipe and drape, two chairs, wastebasket
- Listed with contact information in the trade show guide
- Listed with a link to your website on the conference website
- Profile on the event app

## BOOTH OPTIONS

<b>Compact</b>   6x8' space with 6' table	<b>\$600</b>
<b>Standard</b>   8x10' space with 8' table	<b>\$800</b>
<b>Double standard</b>   8x20' space with two 8' tables	<b>\$1,500</b>
<b>End cap</b>   10x16' space with two 8' tables	<b>\$2,000</b>

## BOOTH LOCATION UPGRADE | \$200

Exhibitors who select this upgrade will be assigned a booth in a premium location (i.e., near food and beverage tables or other high-traffic areas). Limited availability. Not available for compact booths.

*Exhibiting companies that sponsor will be assigned a premium location and do not need to select this option.*

Exhibitors set up hours are Wednesday 12 pm - 6 pm and Thursday 7 am - 11 am.

# ADVERTISE AT THE CONFERENCE

Advertising opportunities give you tools to reach our conference attendees and our full network.

*Sponsors receive a credit (\$800–\$3,000) to use towards exhibiting and/or advertising.*

## PROGRAM BOOK DISPLAY ADS

Our program book is the printed guide all attendees receive at check-in. All advertisements are black and white.

<b>Full page</b>   8.5"x11"	<b>\$700</b>
<b>Half page</b>   8"x5.125"	<b>\$500</b>
<b>Quarter page</b>   3.875"x5.125"	<b>\$300</b>

## TRADE SHOW VIDEO & STILL ADS

We will integrate your advertorial and educational content into a video that will be broadcast in the trade show, as well as made available on our event platform. This video will be played on rotation, so your content will appear multiple times throughout the event.

<b>Still advertisement slide</b>   5-second display	<b>\$100</b>
<b>Short advertorial video</b>   up to 2 minutes	<b>\$250</b>
<b>Long advertorial video</b>   2–5 minutes	<b>\$500</b>
<b>Educational video</b>   up to 15 minutes	<b>\$600</b>

## REGISTRATION FOLDER INSERT | \$750

Send us your promotional material and we'll include it in the folder we give out at check-in for our in-person conference attendees. Limited to one per business.

### **ATTENDEE EMAIL CALL-OUT | \$500**

We'll include a short paragraph and your logo in one of our emails to our in-person conference attendees. Limited to one per company.

### **EVENT PLATFORM PUSH NOTIFICATIONS | \$150**

We'll send your brief message to all attendees through the virtual event platform. Max three per company.

### **CONFERENCE SCHOLARSHIPS | \$250 to \$2,500**

Each year, over 200 current and aspiring farmers, food system activists, and other members of our community receive support from our scholarship funds. We will award scholarships in your name.

## **Explore other unique ways to connect your brand with conference attendees**

- Ask us about additional ways to showcase your business. Some unique sponsoring opportunities include our coffee breaks, wi-fi, event technology, our youth program, the trade show stage, and our recharge stations.
- Contact Gina Langley at [gina@pasafarming.org](mailto:gina@pasafarming.org) or 814.349.9856 x704 to begin crafting a unique package that works for you.



# SPONSOR OUR SEASONAL EVENTS

Connect your brand to our seasonal educational and community events that cover a wide range of topics on farming and food systems.

Your support for advancing farms and food systems that nourish, heal, and empower will gain visibility and make a difference. Your sponsorship will be tied to *all* of the events we host within the season(s) you choose to support.

## Our events

- 10 to 20 virtual and in-person events per season
- 5 to 200 attendees at each event, with an average of 45 per event
- Over 60% of our event attendees are current or aspiring farmers
- Our farmer attendees have an average of 14 years of experience

For each season, your support will be recognized with the following:

- Logo in an email announcing our seasonal event lineup (1 per season)
- Logo on each event page on pasafarming.org (10 to 20 per season)
- Tagged social media acknowledgments throughout the season in event promotional posts; excludes paid ads (at least 10 per season)
- One branded promotional item provided by your team handed out at in-person events
- A verbal “featured sponsor” acknowledgment at one virtual event per season

## SEASONAL EVENTS SPONSORSHIP OPTIONS

Single season of events	\$2,500
Full year of events	\$7,000

**Event seasons are:**

**SPRING** (March to June 2024)

**SUMMER** (June to September 2024)

**FALL/WINTER** (September 2024 to March 2025)



# YEAR-ROUND MARKETING

## Our reach

- 19,000+ people passionate about sustainable agriculture receive our email communications
- 23,000+ follow us on social media

### Full network email newsletter promotional call-out | \$750

We'll include a short paragraph and your logo in one of our emails to our full email list of contacts. Scheduled year-round.

### Sponsored advertisement on Pasa's social media | \$750

Get a stand-alone ad on our Instagram, Facebook, and Twitter feed tied to your support of our work.

*Limited year-round marketing opportunities are available — sign up early before they sell out!*

## Let's work together!

- Whether you are looking to reach your target audience at the conference or throughout the year, we can support your individual business outreach needs.  
**Ready to become a sponsor, exhibitor, or advertiser? [Sign up here.](#)**
- To discuss unique opportunities and marketing solutions, **contact Gina Langley at [gina@pasafarming.org](mailto:gina@pasafarming.org) or 814.349.9856 x704.**