

2025 MEDIA PARTNERSHIP OPPORTUNITIES

# Sponsor · Exhibit · Advertise

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



We offer a variety of in-person and virtual opportunities to connect with our network through our annual Sustainable Agriculture Conference

## Get started

- **Review this packet** to learn about our wide range of media partnership 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 if you need help identifying the right package for you or crafting a unique package to meet your goals.
- **Early sign-up bonus! Sign up by Dec. 2, 2024, to lock in last year's trade show rates.**

# About Pasa

*Pasa Sustainable Agriculture is a nonprofit that provides farmer-driven education, research, and 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 came together 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 sell their products locally to support the health and vibrancy of their 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+**

website visitors  
annually

**20,000+**

e-newsletter  
subscribers

**23,000+**

social media  
followers

# 2025 Sustainable Agriculture Conference

FEBRUARY 5-7, 2025 · LANCASTER, PA

*Our conference offers our most robust array of marketing opportunities.*



Our annual Sustainable Agriculture Conference, now in its 34th 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 production 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 many 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:

- **Wednesday, February 5** | 12-7 pm
- **Thursday, February 6** | 8 am - 7 pm
- **Friday, February 7** | 8 am - 1:30 pm

## CONFERENCE ATTENDEE DEMOGRAPHICS

- Our in-person conference draws **1,600 to 2,000+** attendees each year.
- Attendees join us **from across the United States**
- **Over 65%** of attendees grow or raise food or agricultural products for personal use or commercial markets.
- **Over 50%** 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 & NUTS • 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 5 years farming: **45%**
  - 5–10 years farming: **24%**
  - 11–15 years farming: **10%**
  - 15+ years farming: **15%**
- Farmers who attend our conference operate at diverse scales:
  - Less than 2 acres: **40%**
  - 2–10 acres: **23%**
  - 10–75 acres: **17%**
  - 76+ acres: **13%**

## MEDIA PARTNER PACKAGES

Increase your media outlet’s exposure to our network by personalizing the promotional tools available, with credit toward exhibiting or advertising.

Harness the power of our extensive network of farmers, food system professionals, and changemakers with one of the media partnership packages below.

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
<b>Package cost / Pasa’s advertising credit on your media outlet</b>	\$10,000	\$5,000	\$3,000	\$1,500	\$750
<b>Exhibiting/ advertising credit</b>	\$2,500	\$1,500	\$1,000	\$500	\$250
<b>Complimentary conference registrations</b>	5	4	3	2	1
<b>Meals included with registrations</b>	All meals	All lunches	No meals	No meals	No meals
<b>Link on the conference website</b>	✓	✓	✓	✓	✓
<b>Event app presence</b>	Featured + profile + 1 notification	Featured + profile + 1 notification	Profile	Profile	Profile
<b>Logo in program book</b>	✓	✓	✓	✓	✓
<b>Acknowledgment on Pasa’s social media</b>	✓	✓	✓		
<b>Linked logo in conference registrant emails</b>	✓	✓			
<b>Linked logo in full-network promotional emails</b>	✓				
<b>Booth location upgrade<sup>1</sup></b>	✓				
<b>Looped advertorial video<sup>2</sup> played in high-traffic areas</b>	✓				

1. Media Partner must opt into a booth when they sign on in order to receive this benefit.
2. Video content to be provided by Media Partner.

## EXHIBIT AT THE CONFERENCE

Our conference attendees value the opportunity to learn how your media outlet can connect them with the information they need to 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. Exhibitor setup hours are Wednesday 8 am – 12 pm (other hours may be available by request). Media partners receive a credit (\$250–\$2,500) to use toward exhibiting and/or advertising (see page 5 for details).

### All exhibitors receive:

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

<b>BOOTH OPTIONS</b>	<b>Before Dec 2, 2024</b>	<b>Dec 2, 2024 – Jan 5, 2025</b>	<b>Jan 6, 2025 – Feb 1, 2025</b>
<b>Compact</b>   6x8' space with 6' table	<b>\$600</b>	<b>\$750</b>	<b>\$900</b>
<b>Standard</b>   8x10' space with 8' table	<b>\$800</b>	<b>\$950</b>	<b>\$1,100</b>
<b>Double standard</b>   8x20' space with two 8' tables	<b>\$1,500</b>	<b>\$1,750</b>	<b>\$1,900</b>
<b>End cap</b>   10x16' space with two 8' tables	<b>\$2,000</b>	<b>\$2,250</b>	<b>\$2,400</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 higher-traffic areas). This option is not available for compact booths. Exhibiting outlets that sponsor at the Diamond level will be assigned a premium location and will not need to select this option. Availability is limited, so upgrade early!

## ADVERTISE AT THE CONFERENCE

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

Sponsors receive a credit (\$800–\$5,000) 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 in black and white. *Ad files must be received by December 31, 2024.*

<b>Full page</b>   8.5"x11"	<b>\$1000</b>
<b>Half page</b>   8"x5.125"	<b>\$750</b>
<b>Quarter page</b>   3.875"x5.125"	<b>\$500</b>

### SPONSORED SOCIAL MEDIA POST | \$750

We'll post a dedicated recognition of your support on our Instagram, Facebook, and LinkedIn feeds.

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

We'll include a brief paragraph and your logo in one of our emails to conference registrants. Limited to one per company.

### FULL NETWORK NEWSLETTER CALL-OUT | \$750

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

### STILL AD IN TRADE SHOW VIDEO | \$200

We'll integrate the advertorial content you supply into a looping video that will be played in the trade show throughout the conference.

### EVENT PLATFORM PUSH NOTIFICATION | \$150

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

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## CONFERENCE SCHOLARSHIPS

**Help make our conference more accessible by directly supporting registration.**

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. **Select scholarship amounts from \$250 to \$2,500.**

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

- Ask us about additional ways to showcase your media brand. Some unique sponsoring opportunities include our receptions, coffee breaks, wi-fi, event technology, youth program, the trade show stage, and 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.

## Let's work together!

- Whether you're 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.