



## PASA's 26th Annual *Farming for the Future* Conference

STATE COLLEGE, PENNSYLVANIA • FEBRUARY 1-4, 2017

# You are invited to join us at the 2017 *Farming for the Future* Conference!

The Annual *Farming for the Future* Conference is PASA's signature event and our main vehicle for community building. Widely regarded as the best of its kind in the east, this event brings together farmers, processors, consumers, students, environmentalists, and business and community leaders. Each year, we feature:

- Over 120 educational programs ranging from full-day intensives to 80-minute workshops.
- A three-day Trade Show with exhibitors representing the best of the sustainable agriculture business community.
- Delicious social hour receptions and meals featuring regionally sourced ingredients.
- An ag-themed Future Farmers program for kids (K through Grade 8).
- Many more special events to educate and entertain.

## PASA Conference Business Opportunities

### *Support PASA and spread the word about your good work!*

It's easy to support one of the top sustainable agriculture events in the country. We have a variety of ways for your company to get involved, and we would welcome the opportunity to work with you to combine a number of these opportunities to create an experience that is the best fit for you. As a business you can:

- **SPONSOR & EXHIBIT** Sponsors receive recognition in our conference promotion and materials, and have access to Trade Show booths (additional fee) for an on-site presence. Sponsorship support contributes significantly to our ability to keep our registration costs low while bringing together a top notch program. *See page 2 for details.*
- **UNDERWRITE** Partner with PASA to present various elements of the conference. We will work with you to identify educational programming or conference events that are in line with your mission. With our underwriting program, we can be creative and flexible to find the best fit for you. *See page 4 for details.*
- **ADVERTISE** Getting your name in front of our attendees is easy with a variety of ways to advertise — choose from the printed **program book**, the mobile **event app & guide**, or the **registration folder**. Sponsors and underwriters receive a 50% discount. *See page 5 for details.*
- **DONATE TO THE BENEFIT AUCTION** Show your generosity while showing off your best products! Donations will be featured in the celebrated on-site Benefit Auction. *Indicate your interest on your pledge form.*
- **DONATE TO OUR MEALS** Our exceptional conference meals are renowned for their farm-to-table ingredients. Help set the table for the PASA family! *Indicate your interest on your pledge form.*
- **GENERAL INFORMATION** We also have a community information sharing space, with tables and bulletin boards. You may bring your own for free, or mail it ahead with a \$25 stocking fee. *Contact Helen directly about this opportunity.*



When you're ready to pledge your support, please visit [conference.pasafarming.org/be-a-sponsor](http://conference.pasafarming.org/be-a-sponsor) to fill out your pledge form. Or, contact Helen Kollar-McArthur at (814) 349-9856 x 20 • [helen@pasafarming.org](mailto:helen@pasafarming.org)

# Sponsorship Opportunities

All sponsors may take advantage of:

- A complimentary 1 year business membership
- Early access to the Penn Stater lodging code
- 50% off of all conference advertising opportunities
- Access to a Trade Show booth add on

**Deduct \$250 from the sponsorship cost if you pay in full by October 24!**  
 If you opt out of paying in full, PASA must receive the lesser of \$500 or the full amount due by October 24 to confirm your participation.

Patron	Guardian	Champion	Ally	Advocate	Backer
\$5,000	\$2,500	\$1,500	\$1,000	\$750	\$500
<b>Complimentary Registrations &amp; Meals</b> <i>All registrations include continental breakfast.</i>					
<b>5</b> Thu PM, Fri & Sat reg. + Thu lunch & dinner Fri lunch & dinner Sat lunch	<b>4</b> Thu PM, Fri & Sat reg. + Thu lunch & dinner Fri lunch & dinner Sat lunch	<b>3</b> Thu PM, Fri & Sat reg. + Thu lunch Fri lunch & dinner Sat lunch	<b>2</b> Fri & Sat registration + Thu lunch Fri lunch Sat lunch	<b>1</b> Fri & Sat registration + Fri lunch Sat lunch	<b>1</b> Fri & Sat registration
<b>Sponsorship Recognition</b>					
<b>LOGO:</b> ▪ Website ▪ Brochure ▪ Program Book ▪ On-Site Posters	<b>LOGO:</b> ▪ Website ▪ Program Book ▪ On-Site Posters  <b>NAME:</b> ▪ Brochure	<b>NAME:</b> ▪ Website ▪ Brochure ▪ Program Book ▪ On-Site Posters	<b>NAME:</b> ▪ Website ▪ Brochure ▪ Program Book ▪ On-Site Posters	<b>NAME:</b> ▪ Website ▪ Brochure ▪ Program Book ▪ On-Site Posters	<b>NAME:</b> ▪ Website ▪ Brochure ▪ Program Book ▪ On-Site Posters

## Trade Show Booth

### \$250 Optional Add On

All booths are reserved for sponsors.  
 Location options are determined by sponsorship level.



- Booths include one 6' x 2' table, two chairs, and a waste basket.
- Booths are 6' deep and range from 6' to 10' wide, with the exception of a few booths that are double width.
- Drayage and additional booth items are available through Spectrum Associates and electricity is available through The Penn Stater. *Order forms will be sent to you upon confirmation of your pledge.*



Empty trade show booth

All Trade Show booths include up to two booth only access passes per day (programming and food not included).

# Trade Show Booth Map

Our Trade Show features over 90 exhibit booths and highlights the expertise, variety and depth of our agricultural community. Unlike many trade shows, booths are in various locations where conference goers travel regularly on the way to meals or workshops. Booth location will be assigned according to sponsorship level and availability, please see the map of the exhibit areas. Booths are only available to sponsors.

**KEY**

- Patron/Guardian ..... \$5,000/\$2,500 + \$250 booth fee
- Champion ..... \$1,500 + \$250 booth fee
- Ally ..... \$1,000 + \$250 booth fee
- Advocate ..... \$750 + \$250 booth fee
- Backer ..... \$500 + \$250 booth fee
- Farmers Market Café ..... *please inquire*
- PASA



# Underwriting Opportunities

Show support for the conference by underwriting a part of the conference, whether it's programming or a special event. We've shared several options here, but we are also happy to work with you to find a unique opportunity that is the right fit for your company. Many of the options below have limited availability, so please express your interest as early as possible!

All underwriters may take advantage of:

- A complimentary 1 year business membership
- Early access to the Penn Stater lodging code
- 50% off of all conference advertising opportunities



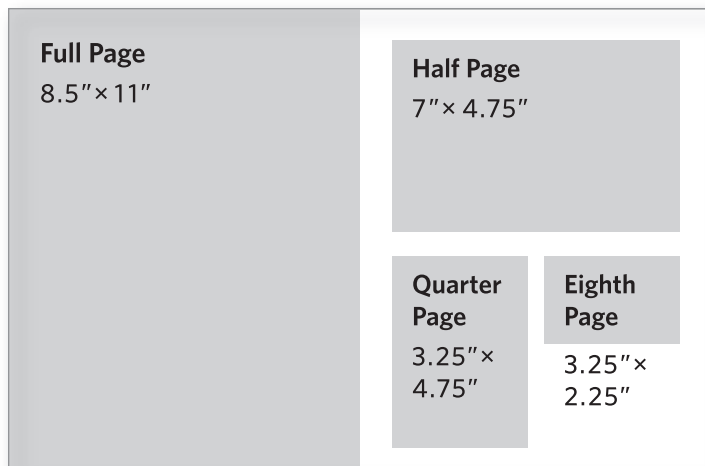
Placement	Cost	Description
<b>Educational Programming</b>	<ul style="list-style-type: none"> <li>▪ \$100 per Friday/Saturday Workshop (max of 6 per company)</li> <li>▪ \$250 per Thursday Session (max of 2 per company)</li> <li>▪ \$500 per Wednesday Track (max of 1 per company)</li> </ul>	Support the keystone of our event, the programs that inspire and enlighten our attendees. We'll work with you to select topics that fit your message.
<b>Future Farmers Program</b>	<ul style="list-style-type: none"> <li>▪ \$1,000 with single company or</li> <li>▪ \$250 with max of 3 companies</li> </ul>	We can't leave out our future farmers, K to 8th graders who attend the conference! Three days of programming just for kids runs Thursday to Saturday.
<b>Mobile App</b>	<ul style="list-style-type: none"> <li>▪ \$3,500 with single company or</li> <li>▪ \$1,000 with a max of 3 companies</li> </ul>	This useful tool has become essential for many of our attendees! You'll be recognized in all app promotions, get your logo on the splash screen, and have complimentary access to all of the mobile advertising options (see next page for details).
<b>Cheese Tasting</b>	<ul style="list-style-type: none"> <li>▪ \$1,000 with single company or</li> <li>▪ \$300 with max of 3 companies</li> </ul>	Attendees just love sampling cheese from our best cheese makers! This event takes place during the Social Hour on Thursday evening.
<b>Complimentary Coffee by Webster's Bookstore Café</b>	<ul style="list-style-type: none"> <li>▪ \$2,000 for both stations or</li> <li>▪ \$750 for one station with max of 2 companies</li> </ul>	Coffee is a must for many of our attendees, and we have teamed up with Webster's to offer it free-of-charge Thursday through Saturday.
<b>Farmers Market Café</b>	<ul style="list-style-type: none"> <li>▪ \$2,000 with single company or</li> <li>▪ \$750 with max of 3 companies</li> </ul>	This popular lunch option on Friday and Saturday features local food vendors with grab-and-go meals and snacks.
<b>Seed Swap</b>	<ul style="list-style-type: none"> <li>▪ \$1,000 with single company or</li> <li>▪ \$250 with max of 3 companies</li> </ul>	The self-serve community seed swap tables are available Thursday to Saturday.
<b>Movie</b>	<ul style="list-style-type: none"> <li>▪ \$1,000 with single company or</li> <li>▪ \$250 with max of 3 companies</li> </ul>	Friday evening entertainment includes a movie, hosted free-of-charge to all conference attendees.

# Advertising Opportunities

## Program Book

Get your ad into our program book, the go-to guide all attendees receive when they check in. All program book advertisements are black and white.

Placement	Cost	Sponsor or Underwriter Cost
Full Page	\$570	\$285
Half Page	\$310	\$155
Quarter Page	\$170	\$85
Eighth Page	\$110	\$55



## Mobile App

Get noticed on the conference's electronic guide, hosted in CrowdCompass. A host of features will entice our attendees to download and use the guide throughout the event, so don't miss the chance to grab their attention!



Placement/Type		Cost	Sponsor or Underwriter Cost
<b>Main Banner</b>	Top of screen, displayed 5 second intervals in cycle. <i>Limited availability.</i>	\$500	\$250
<b>Highlighted Exhibitor</b>	Make your listing pop by adding company photos, documents, and more!	\$300	\$150
<b>Survey/Poll</b>	Get to know conference attendees' perspectives while generating interest in your company. <i>Limited availability.</i>	\$300	\$150
<b>Push Notifications</b>	Get your message featured front and center to all app users. <i>Limited availability.</i>	\$150	\$75
<b>Interactive Map</b>	Have your company listed on the map of the conference center.	\$150	\$75
<b>Area Map Listing</b>	Appear on the external map and entice conference attendees to visit your nearby location.	\$100	\$50

## Registration Folders

Get your name or materials into the hands of every attendee through our customized registration folders.

Placement/Type	Cost	Sponsor or Underwriter Cost
<b>Back Cover Logo</b>	4 spots available	\$300
<b>Inside Pocket Logo</b>	1 spot available	\$600
<b>Pocket Stuffer</b>	5 spots available <i>Item must be pre-approved.</i>	\$700

