



## PASA's 27th Annual *Farming for the Future* Conference

STATE COLLEGE, PENNSYLVANIA • FEBRUARY 7-10

# You are invited to join us at the 2018 *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 to 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 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 RAFFLE** Show your generosity while showing off your best products! Donations are included in the popular Benefit Raffle. *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 \$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 x20 - [helen@pasafarming.org](mailto:helen@pasafarming.org)**

**Click here for  
pledge form**

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# 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

Sponsorship price includes a booth.  
 PASA must receive a minimum of \$500  
 at the time of the pledge. Save \$100  
 if you pay in full by October 27!

Sponsorship Level	Cost	Registration Store Credit	Sponsorship Recognition			
			Website	Program Book	On-site Posters	Brochure
<b>Patron</b>	\$5,000	\$600	Logo	Logo	Logo	Logo
<b>Guardian</b>	\$2,500	\$500	Logo	Logo	Logo	Name
<b>Champion</b>	\$1,750	\$400	Name	Name	Name	Name
<b>Ally</b>	\$1,250	\$300	Name	Name	Name	Name
<b>Advocate</b>	\$1,000	\$250	Name	Name	Name	Name
<b>Backer</b>	\$750	\$200	Name	Name	Name	Name

\* **Registration Store Credit** Can be used towards attending programming, meals, and 'booth only passes' (\$10/person/day). Any unused credit will be automatically applied to a special scholarship pool for use in the current conference.

## Trade Show Booth

All booths are reserved for sponsors. Location options are determined by sponsorship level, see page 3.

Booths include one 6' x 2' table, two chairs, and a waste basket. Drayage and additional items available through Spectrum Associates and electricity available through The Penn Stater (order forms for these services will be sent to you along with confirmation of your approved sponsorship pledge). Booths are 6' deep 6' wide except in Deans Hall booths are 10' wide (see Trade Show Booth Map). The online pledge form will ask you to indicate whether you intend to take advantage of the Trade Show Booth and will also give you the opportunity to express a desired location.

All sponsors with booths may register up to three 'booth only passes' per day (programming and food not included with booth only pass) at \$10/person/day.



[Click here for pledge form](#)

# 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
- Champion ..... \$1,750
- Ally ..... \$1,250
- Advocate ..... \$1,000
- Backer ..... \$750
- 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. Support from our underwriters is acknowledged through signage or logos within the area of support, as well as listed in the program book and other materials like the brochure and website. For programming, support will be additionally acknowledged in the classroom during the moderator's introduction. 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!

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Type	Cost
<p><b>Educational Programming</b> We'll work with you to select topics that fit your message.</p>	<p>\$100 per Fri/Sat Workshop <i>(max of 6 per company)</i></p> <p>\$250 per Thu Session <i>(max of 2 per company)</i></p> <p>\$500 per Wed Track <i>(max of 1 per company)</i></p>
<p><b>Future Farmers Program</b> Three days of programming just for kids (K to 8th Grade) runs Thu to Sat.</p>	<p>\$1,500</p>
<p><b>Mercantile &amp; BookNook</b> Thu through Sat, this area features books, book signings by speakers, and lots of PASA swag!</p>	<p>\$1,500</p>
<p><b>Cheese Tasting</b> PA cheese makers bring their wares for attendees to sample and buy during the Social Hour on Thursday evening.</p>	<p>\$300 <i>(3 available)</i></p>
<p><b>Complimentary Coffee by Webster's Bookstore Café</b> Coffee and tea is provided free-of-charge Thu through Sat.</p>	<p>\$1,000 per station <i>(2 available)</i></p>
<p><b>Farmers Market Café</b> This popular lunch option on Fri and Sat features local food vendors with grab-and-go meals and snacks.</p>	<p>\$1,500</p>
<p><b>Seed Swap</b> The self-serve community seed swap tables are set up Thu to Sat.</p>	<p>\$750</p>
<p><b>Movie</b> Free-of-charge to all conference attendees, on Friday evening.</p>	<p>\$750</p>
<p><b>Live Music</b> Music and dancing follows dinner on Thursday evening.</p>	<p>\$1,000</p>

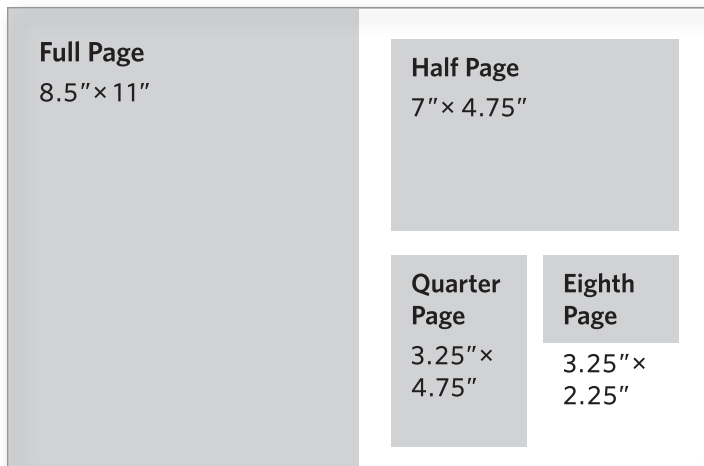
# Advertising Opportunities

Click here for pledge form

## 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



## 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
Inside Pocket Logo 1 available	\$1,000	\$500
Pocket Stuffer 5 available <i>Item must be pre-approved.</i>	\$700	\$350
Back Cover Logo 4 available	\$600	\$300



## 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
Splash Screen Logo Logo displayed on startup screen. <i>Limited to one company</i>	\$1,000	\$500
Main Banner Ad <i>Limited availability.</i>	\$400	\$200
Interactive Map Listing Have your company listed on the map of the conference center.	\$200	\$100
Push Notification Get your message to all app users. <i>Limited availability.</i>	\$200	\$100
Sponsored Survey/Poll Get to know conference attendees' perspectives while generating interest in your company.	\$200	\$100
Area Map Listing 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