

# 2021 VIRTUAL CONFERENCE

## BUSINESS OPPORTUNITIES

PRE-CONFERENCE: JANUARY 19-29 • MAIN CONFERENCE: FEBRUARY 1-5

### Connect your business or organization with our network.

Our annual Sustainable Agriculture Conference, now in its 30th year, draws a diverse audience of farmers, food system professionals, and homesteaders for educational programming on a wide range of food and farming topics.

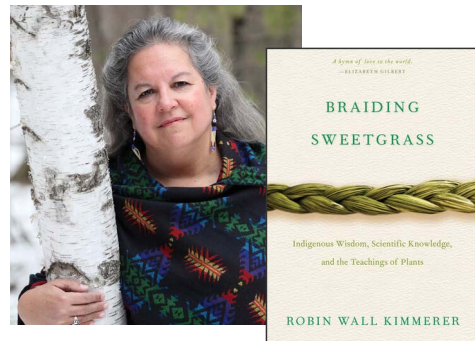
Our tools will help your business or organization develop meaningful leads and connections with our audience. Join us to reach a new and larger audience with unique opportunities as we go virtual for 2021!

**New format!** To create an engaging and valuable virtual conference experience, we're implementing many best practices for virtual events. This includes spacing out sessions to increase audience and partner engagement, which is why our virtual conference spans three weeks instead of our typical four days.

### KEYNOTE SPEAKER

**ROBIN WALL KIMMERER**

SCIENTIST & AUTHOR OF *BRAIDING SWEETGRASS: INDIGENOUS WISDOM, SCIENTIFIC KNOWLEDGE, AND THE TEACHING OF PLANTS*



### FEATURED SPEAKERS



**DR. RATTAN LAL**  
OHIO STATE UNIVERSITY &  
2020 WORLD FOOD PRIZE  
LAUREATE



**RICARDO SALVADOR**  
UNION OF CONCERNED  
SCIENTISTS



**JUDITH SCHWARTZ**  
AUTHOR OF  
*WATER IN PLAIN SIGHT*



**MALIK YAKINI**  
DETROIT BLACK COMMUNITY  
FOOD SECURITY NETWORK

GROW YOUR IMPACT AT  
[PAsAFARMING.ORG/SUPPORT](https://PAsAFARMING.ORG/SUPPORT).

>> Sign up by October 16, 2020 to get your logo or name in our promotional brochure.

## OUR REACH



**19,000+** people passionate about sustainable agriculture receive our email communications, and more than **19,500** follow us on social media. **270,000+** unique users visit our website each year.



**10,000+** people receive our printed conference promotional materials in the mail, and several hundred more receive these materials through other direct outreach.

## 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 2020 in-person conference drew **2,000+** attendees from across the mid-Atlantic region and U.S. We expect our virtual event to draw an even larger audience.

Attendees produce a wide array of agricultural products...

**VEGETABLES • HERBS • FRUITS & BERRIES • CUT FLOWERS • EGGS • 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...

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

...and operate at diverse scales.

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

# PARTNER PACKAGES

**Harness the power of our extensive network of farmers, food system professionals, homesteaders, and sustainable agriculture supporters with one of the packages below.**

As a partner, you'll get a complimentary Pasa membership and personal assistance to help you utilize your suite of promotional tools for the greatest impact.

- **Sign up by October 16, 2020** to get your name or logo included in our conference promotional brochure.
- **Want a custom package?** Explore the possibilities by contacting Lindsey Shapiro at [sponsor@pasafarming.org](mailto:sponsor@pasafarming.org) or 814.349.9856 x704.

	LEADER	STEWARD	PATRON	GUARDIAN	ALLY	BACKER
	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500	\$500
Recognition in promotional brochure (mailed to 20,000+ people)	Logo	Logo	Logo	Logo	Name	Name
Link on sponsor page of event website	Logo	Logo	Logo	Logo	Name	Name
Main conference event platform presence	Exhibit profile + splash screen + banner logo	Exhibit profile + banner logo	Exhibit profile + banner logo	Exhibit profile	Exhibit profile	Exhibit profile
"Schedule an appointment" link on main conference event platform profile	Fully customized	Fully customized	Customized with 2 questions	Customized with 1 question	Basic	None
Resource guide contact information listing	✓	✓	✓	✓	✓	✓
Credit toward article or ad in Resource Guide (see page 5)	\$900	\$600	\$340	\$220	\$140	\$0
Main conference registrations	12	10	8	6	4	2
Main conference scholarships awarded in your name	8	6	3	2	1	
Free Pasa memberships for you to distribute	20	15	10	5		
Event platform push notification(s)	3	2	1			
Linked logo in event emails (sent to all registrants)	✓	✓	✓			
Linked logo in promotional emails to our full list (sent to 19,000+)	✓	✓				
Live session acknowledgments (5-10 seconds)	4 featured + 1 keynote	4 featured				
Linked logo on main page of event website (25,000+ views)	✓					

# PARTNER EXHIBIT PROFILE

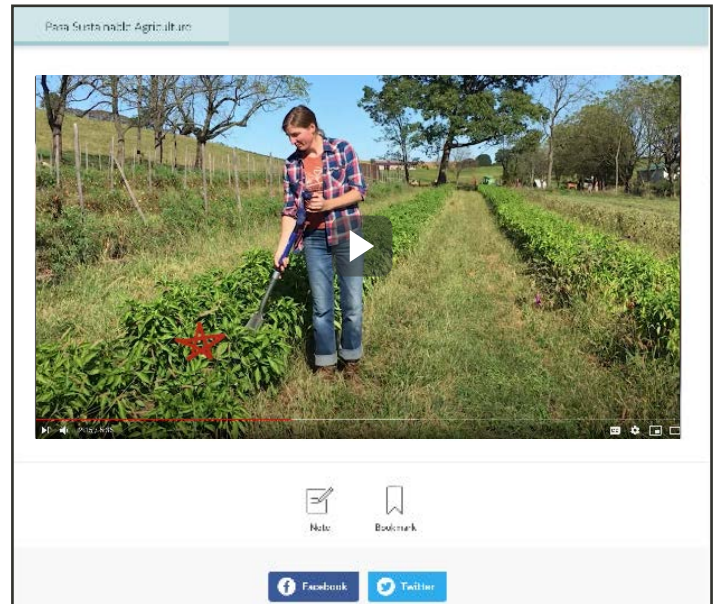
**No matter what partner package you choose (see page 3), you'll have a customizable profile on our virtual event platform with many tools to help you connect with attendees.**

Stocked with a diverse array of features, this virtual exhibiting space lets you showcase your business in creative ways. We'll help you maximize the dynamic features for greatest impact.

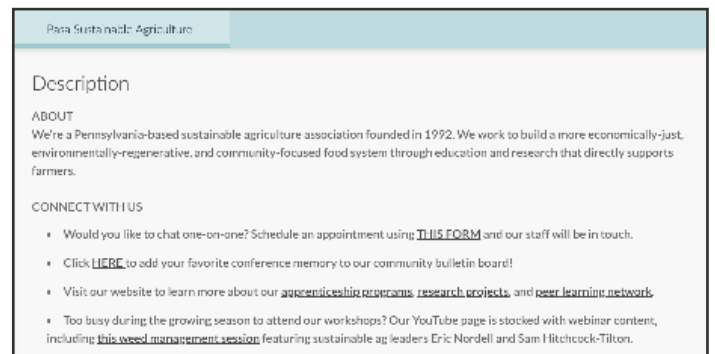
**Your profile can include any or all of the following features:**

- **Your logo and contact information**
- **Links to your website and social media pages**
- **Space to tell your story:** You'll have ample space to tell attendees about your business, and provide creative ways to connect with your work.
- **Images:** Upload multiple photos or graphics showcasing your products or services.
- **Video:** Introduce your business to attendees or highlight a product with a short video. The embedded video is the first thing attendees see when they navigate to your profile!
- **Documents:** You can upload multiple PDFs, including brochures, catalogs, and flyers.
- **“Schedule an appointment” link:** Partner with us at the Ally level or above and we'll include a link that lets attendees request a one-on-one appointment with you.

**Embed a video on your profile to introduce attendees to your business or feature product demonstrations.**



**Connect with attendees by adding links to your contact form, organizing meet-ups, hosting Q&As, and more.**



**Post photos and PDFs on your profile to highlight your products and services.**



# RESOURCE GUIDE

**New this year!** Our **full-color** Resource Guide contains informational and educational content, ads, and special promotions from our business and organization partners.

- Shared with attendees **directly by email** and through our virtual event platform
- Shared **publicly on our website** to reach a broader audience

Ads and articles due by **December 1, 2020**.

## ARTICLES

**Stand out to our audience by publishing an informational article on a topic that's important to your target audience!** This might include newly written content, or repurposed content from a previously published blog post, brochure, magazine, etc.

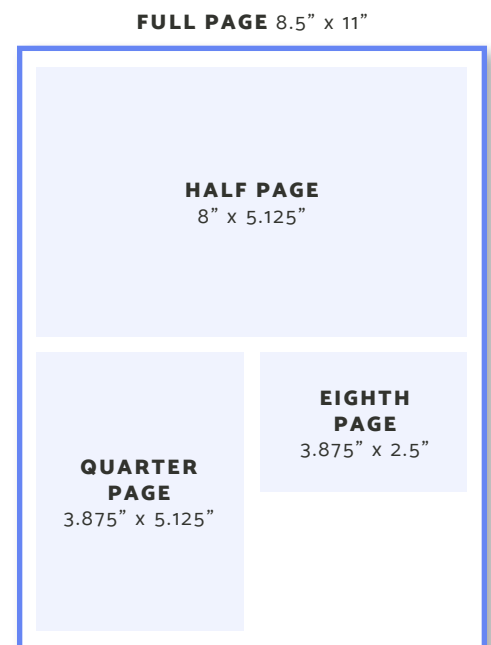
SIZE	COLOR PHOTOS	WORD COUNT	LOGO INCLUDED	COST
Two pages	2	Up to 1,100	✓	\$900
One page	1	Up to 550	✓	\$700
Half page	0	Up to 300	✓	\$400

## ADVERTISEMENTS

All ads are in **full color!**

SIZE	COST
Full page	\$600
Half page	\$340
Quarter page	\$220
Eighth page	\$140

**File specifications:** Files must be high-resolution, use RGB color, and formatted according to the dimensions specified (see image to right). Accepted file types are .jpeg, .png, .pdf, and .tiff.



# ADVERTISING ADD-ONS

Maximize the impact of your partner package with these powerful advertising opportunities.

## FULL NETWORK ADD-ON: \$750

Connect with our entire network in a promotional email sent to our full list of 19,000+ contacts. Includes a short description of your business or organization (200-character limit) and your logo in one conference promotional email sent sometime between October through January, to our full list. *To ensure the greatest level of exposure, we limit this add-on to one partner per email.*

## PRE-CONFERENCE ADD-ON: \$250

Direct your support to a pre-conference session. Includes logo on reminder emails to registrants and a 30-second message read by the moderator at the start of a session. We'll work with you to align your support with a session that's relevant to you. *To ensure the greatest level of exposure, we limit this add-on to one partner per session.*

*This session  
is made possible  
thanks to support from  
**YOUR COMPANY.***

## PUSH NOTIFICATIONS

## MAIN CONFERENCE ADD-ONS

<b>Push notification</b> Brief message sent through the virtual event platform for the main conference	<b>\$150</b>
<b>Session message</b> Message read by the moderator at the start of a main conference session, 30 seconds, limited to one sponsor per session	<b>\$400</b>
<b>Main conference informational email</b> Description and logo in the once daily email sent to all main conference attendees, 200 characters, limited to three per email	<b>\$500</b>

### Notifications

Fri, 05 Feb

- Ready to grow your farm? Get
- one-on-one advice from YOUR COMPANY'S experts through the "schedule an appointment link" on our profile page.

Fri, 05 Feb

- Robin Wall Kimmerer's keynote
- address starts in 30 minutes. "See" you there!

Tues, 04 Feb

- Wild for Salmon is donating 10% of its conference sales
- to Pasa! Visit their profile to purchase their amazing salmon products. →

Mon, 01 Feb

- Check out our "How to virtual" section to brush up your skills and get the most of the conference!
- →



# Ready to join us?

**Visit [PASAFARMING.ORG/SUPPORT](https://pasafarming.org/support)**

Sign up by **October 16, 2020** to get your logo or name  
in our promotional brochure!



## We're here to help!

- Have questions?
- Want personalized assistance for maximum impact?
- Interested in a custom package?

**Contact Lindsey Shapiro at [sponsor@pasafarming.org](mailto:sponsor@pasafarming.org)  
or 814.349.9856 x704**



**Pasa** SUSTAINABLE  
AGRICULTURE

[PASAFARMING.ORG/SUPPORT](https://pasafarming.org/support)