

2025 BUSINESS OPPORTUNITIES

Sponsor · Exhibit · Advertise

Connect your 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 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 or 814.349.9856 x704 if you need help identifying the right package for you or to craft a unique package to meet your goals.
- **Early sign-up bonus! Sign up by Sept. 1, 2024, to lock in last year's trade show rates.**
 - ◆ Sponsors will be recognized on our conference website and in our promotional mailer sent to 8,500 farm businesses and households. Learn more about sponsorships on page 5.

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

19,000+

e-newsletter
subscribers

23,000+

social media
followers

8,500

farms and households
receiving mailed
conference promotional
materials

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 and 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 mid-Atlantic region and the U.S.**
- **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%**

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.

	CHAMPION	LEADER	STEWARD	PARTNER	PATRON	GUARDIAN
	\$50,000	\$25,000	\$10,000	\$7,500	\$5,000	\$2,500
Exhibiting/advertising credit	\$5,000	\$3,000	\$1,700	\$1,300	\$1,000	\$800
Complimentary conference registrations	15	10	6	4	3	1
Meals included with registrations	All meals	All meals	All lunches	All lunches	No meals	No meals
Booth staff/trade show passes+	10	8	4	4	2	2
Conference scholarships awarded in your name¹	\$1500	\$1000	\$700	\$500	0	0
Link on the conference website	Logo	Logo	Logo	Logo	Name	Name
Event app presence	Featured + 1 notification + profile	Featured + 1 notification + profile	Profile + 1 notification	Profile	Profile	Profile
Acknowledgment(s) at conference	Plenaries + all meals	Plenaries + dinner	None	None	None	None
Mailer acknowledgement	Logo on back cover	✓	✓	✓	✓	Name
Program book & trade show guide acknowledgment	Premium placement	✓	✓	✓	✓	Name
Booth location upgrade²	Premium location	✓	✓	✓		
Acknowledgment on Pasa's social media	✓	✓				
Linked logo in conference registrant emails	✓	✓				
Linked logo in full-network promotional emails	✓					
Looped advertorial video³ played in high-traffic areas	✓					

1. Pasa selects recipients of all scholarship funds.

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

3. Video content to be provided by sponsor.

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. Exhibitor setup hours are Wednesday 8 am – 12 pm (other hours may be available by request). Sponsors receive a credit (\$800–\$5,000) to use towards 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 wastebasket
- Trade show guide listing with contact information
- Conference website listing with link to your website
- Profile on the event app

BOOTH OPTIONS	Before Sept 3, 2024	Sept 3, 2024 – Jan 5, 2025	Jan 6, 2025 – Feb 1, 2025
Compact 6x8’ space with 6’ table	\$600	\$750	\$900
Standard 8x10’ space with 8’ table	\$800	\$950	\$1,100
Double standard 8x20’ space with two 8’ tables	\$1,500	\$1,750	\$1,900
End cap 10x16’ space with two 8’ tables	\$2,000	\$2,250	\$2,400

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 companies that sponsor at the Partner level or higher will be assigned a premium location and do 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 black and white. *Ad files must be received by December 31, 2024.*

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

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 email 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 NOTIFICATIONS | \$150

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

CONFERENCE SCHOLARSHIPS

Help make our conference more accessible by directly supporting registrations.

Each year, over 200 current and aspiring farmers, food system activists, and other members of our community receive support from our scholarship funds. We'll 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 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** 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 or 814.349.9856 x704.