



2021 VIRTUAL CONFERENCE: COMING HOME

Sponsorship and Exhibitor Opportunities

January 21- 23, 2021

We know farmers (and exhibitors!) will drive through the snow and ice to attend the PFI annual conference. But this year, with the risks of COVID-19, we won't ask you to. Stay where you are; PFI is Coming Home. From kitchen tables and coffee tables, Coming Home will be a conference of learning and sharing, relaxing and reconnecting while building resilient farms and communities.

Our format has expanded to span three days, with live presentations and roundtable discussions scheduled in the mornings, and features each evening including: the premiere of *Livestock on the Land*, a keynote address, and a night of storytelling featuring PFI farmers. As always, our content will include dozens of sessions featuring innovative farmers and practices that span many interests and enterprises.

	Thursday, January 21	Friday, January 22	Saturday, January 23
Morning		Business Meeting	
	Farmer-led sessions and moderated roundtables		
Afternoon	Time for peer-meetings, interactive exhibitor hall, meet-ups, freewill viewing of recorded content on the conference platform		
Evening	Happy Hour/Potluck		
	Movie Night	Keynote	Storytelling

Exhibitor Virtual Experience

For our first-ever virtual conference, we have chosen a top-notch platform that will provide an enormous opportunity for sponsors to engage with attendees. As an exhibitor, you will have a customizable virtual trade show booth, where you can video chat with visitors, and upload videos and documents. You can see a list of your booth visitors, retrieve leads and contact leads within the platform to set up appointments (*see last page for examples of exhibitor booths and a virtual trade show*).

In addition to traditional exhibitor and sponsor levels, this year we are also offering a la carte sponsorship options. These new offerings will allow you to put your brand where it will have the most impact with your customers.

We hope you'll join us this year for PFI's first-ever virtual annual conference: Coming Home!

Sign up today!

practicalfarmers.org/2021-annual-conference-sponsorship-options

Questions?

Contact PFI's Conference Exhibitor Coordinator Kathy Eastman at **keastman33@gmail.com** for assistance.

Exhibitor and Sponsorship Levels

Perks	Exhibitor	Sponsor Level B	Sponsor Level A
	\$150	\$1,000	\$2,500
Attendee tickets	1	2	5
Virtual exhibitor booth	X	X	X
Ability to embed videos in virtual booth	X	X	X
Ability to upload attendee handouts	X	X	X
Live video chat in virtual booth	X	X	X
In-platform messaging with attendees	X	X	X
◆ Booth visitor lead retrieval and visit list	X	X	X
Sponsor logo in email marketing		X	X
Sponsor logo on conference platform's dedicated sponsor page		X	X
Sponsor logo on PFI's permanent sponsor opportunities page		X	X
*Sponsor logo in printed brochure (5,000 copies)		X	
**Sponsor logo in printed program (sent to all pre-registrants)		X	
**Sponsor logo on cover of printed program (sent to all pre-registrants)			X
Sponsor recognition in all conference news releases			X
*Sponsor logo on cover of printed brochure (5,000 copies)			X
Sponsor logo scrolling on conference platform home page			X
The ability to purchase targeted a-la-cart sponsor opportunities (listed on next page)	X	X	X

◆ List available of all attendees that visit virtual booth; contact information available for all attendees who submit request for more information to exhibitors.

* Deadline to be included in the pre-conference brochure is Nov. 2

** Deadline to be included in the printed conference program for attendees is Dec. 1

A la Carte Sponsorship Options

Evening Feature Sponsorship Opportunities

Movie Night: Livestock on the Land

- \$2,000
- Grab your popcorn! On Thursday night, all conference attendees will watch the premier of Livestock on the Land, PFI's first feature-length film. Featuring over 20 Iowa farmers, and just as many Iowa sunrises, this film highlights the important role livestock plays for our rural communities.
- Limited to three sponsors
- Sponsorship includes recognition in printed brochure and program (pending deadline listed above), logo on movie premier item in virtual agenda and on the movie premier session page, and recognition during the movie premier introduction.

Keynote Address

- \$2,000
- The keynote address is the centerpiece of the PFI annual conference. This year, the keynote will be a similar draw, and will have all attendees in attendance on Friday evening. Speaker TBD.
- Limited to three sponsors
- Sponsorship includes recognition in printed brochure and program (pending deadline listed above), logo on keynote item in virtual agenda and on the keynote session page, and recognition during the keynote introduction.

Storytelling Night

- \$2,000
- We all know a few farmers who tell a good story; get ready for an evening with some of our favorites! This will be an emceed, Moth-style storytelling event, featuring a diverse set of farmer-storytellers.
- Limited to three sponsors
- Sponsorship includes recognition in printed brochure and program (pending deadline listed above), logo on storytelling item in virtual agenda and on the storytelling session page, and recognition during the storytelling introduction.

Sponsorship Opportunities for Prominent Platform Visibility

Sticky Footer on Conference Agenda

- \$2,000
- Limited to five sponsors
- The agenda page on the conference platform is the high-visibility hub where attendees will be coming and going between sessions and other activities. A sticky footer will display a banner showcasing sponsor logos across the bottom of the screen, always visible ("stuck") while attendees scroll up and down the agenda.

(Example of a conference agenda in similar platform. With the addition of a "sticky footer," your logo would always appear at the bottom of the viewer's window as they scroll.)

The screenshot displays the 'Vision Summit' conference agenda interface. At the top, there's a navigation bar with 'Home', 'Schedule', 'People', 'Exhibitors and Sponsors', 'Conversations', 'Game', 'Social Wall', and 'Account'. Below this is a search bar and navigation tabs for 'VIEW MY AGENDA', 'CALENDAR VIEW', 'EXPORT', and 'PRINT'. The main content area shows the agenda for Thursday, December 17, and Friday, December 18. A prominent orange banner on the right side reads 'Add sessions and meetings to your personal agenda.' The agenda items include a keynote session 'Becoming a Category of One' by Meryl Streep (Sony Pictures) at 2:00 PM - 3:00 PM EST, and three sessions at 3:30 PM - 4:30 PM EST: '11 Ways To Get the Media To Chase YOU For Interviews' by Jonathan Bray (Pathable), 'Cloud-Computing in The 21st Century' by Patrick Samberg (Amazon), and 'Create Your Three Year Speaking Business Plan' by Charlie Alles (Galorath Incorporated). At the bottom, a dark red sticky footer contains the text 'Sticky footer featuring sponsor logos here'.

Sticky footer on “Best of PFI”

- \$1,000
- Limited to five sponsors
- The PFI portal page on the conference platform will be a resource page for attendees to visit for featured, archived content. A sticky footer will display a banner showcasing sponsor logos across the bottom of the screen, always visible (“stuck”) while attendees scroll through the content.

Promotional video sponsor

- \$1,000
- PFI will produce promotional videos for the 2021 Annual Conference featuring our farmers and clips from Livestock on the Land. These videos will be viewable on PFI’s website and YouTube channel, and shared widely on PFI and partners’ social media platforms. Promotional video sponsors will have their logo featured in all videos.
- Deadline to be included in all videos is Nov. 2.

Branded notebook sponsor

- \$1,000
- Limited to five sponsors
- For the first 500 registrants that become PFI members, renew their PFI membership, or are existing PFI members, we will send them a limited edition conference-branded notebook along with their conference program. Sponsors of this notebook will have their logo included.
- Deadline to be included on the notebook is Dec. 1.

Social Time Sponsorships:

The next round is on YOU! Each evening will feature a happy hour prior to the evening features, where attendees can join a selection of Happy Hour Rooms. Room sponsors will get to choose the room theme, have their logo featured in the happy hour room, and have their logo on the happy hour in the virtual agenda.

Happy Hour Theme Room, Thursday

- \$1,000
- Limited to three sponsors

Happy Hour Theme Room, Friday

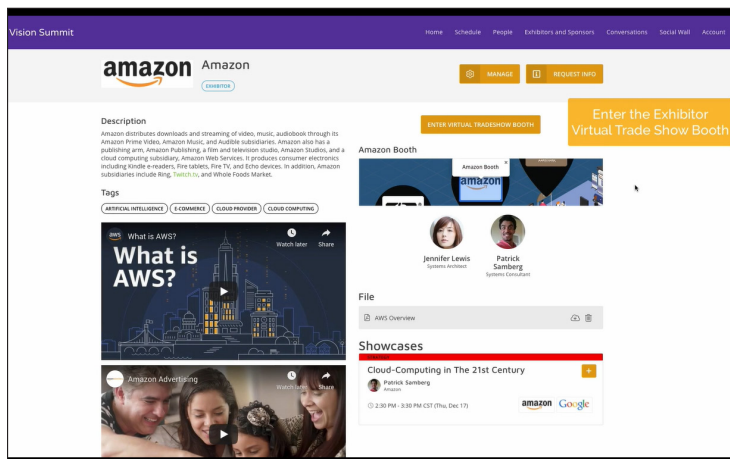
- \$1,000
- Limited to three sponsors

Happy Hour Theme Room, Saturday

- \$1,000
- Limited to three sponsors

Example virtual exhibitor booth

- Attendees “enter” a virtual tradeshow booth, and can join you in a live video conversation.
- Customize with your organization’s logo, description, videos and documents
- Get real-time insights of which attendees are visiting your booth
- Set up 1 on 1 meetings with attendees



Example virtual trade show

- Set up your organization profile using keyword tags that attendees can search and sort by
- Link to your exhibitor booth or your website

