

2025 ANNUAL CONFERENCE

Sponsorship and Exhibitor Opportunities
January 10-11, 2025

DES MOINES LOCATION

The Iowa Events Center,
conveniently located just off
the intersection of I-35 and
I-80 in Des Moines.



"This was a great networking opportunity - the large umbrella combined with unified central vision of PFI is very effective." - 2024 Attendee



ABOUT THE CONFERENCE

From 2024 Exhibitors:

- "The layout worked nicely to bring people to our table; plenty of room so people could visit without blocking traffic flow."
- "New location allowed for easier traffic and increased exposure."
- "I made a higher than normal bunch of connections."
- "Blown away by the success of the event!"

1,000+
ATTENDEES

90+
EXHIBITORS

**60+ BREAKOUT
SESSIONS**

83% of 2024 attendees reported they are likely to continue a connection with someone they met at the conference.

Level	Acknowledgement & Recognition	Registrations & Meals [^]	Table & Space	Price
Level A Sponsor	<p>You will be acknowledged:</p> <ul style="list-style-type: none"> • In every conference news release • Logo in 5,000 pre-conference brochures* • Logo in conference program book** • Logo on PFI website • Logo on PFI tote bags given to all conference attendees • Logo on displays at the conference 	2	<ul style="list-style-type: none"> • 10' x 10' space with 8' table and pipe and drape included; premium location 	\$3,000
Level B Sponsor	<p>You will be acknowledged:</p> <ul style="list-style-type: none"> • Logo in 5,000 pre-conference brochures* • Logo in conference program book** • Logo on PFI website • Logo on displays at the conference 	2	<ul style="list-style-type: none"> • 10' x 10' space with 8' table and pipe and drape included; prime location 	\$1,300
Exhibitor	<p>You will be acknowledged:</p> <ul style="list-style-type: none"> • Listed in conference program book** • Listed on PFI website 	1	<ul style="list-style-type: none"> • 10' x 10' space with 8' table and pipe and drape included 	\$500
Exhibitor Basic <i>For non-profit organizations only</i>	<p>You will be acknowledged:</p> <ul style="list-style-type: none"> • Listed in conference program book** • Listed on PFI website 	1	<ul style="list-style-type: none"> • 8' table with pipe and drape included; limited space and/or availability based on interest 	\$350

Major Sponsor Opportunities

Host the Friday PFI Dinner	<p>Available for 1 organization!</p> <p>Includes:</p> <p>Level A perks + 3 additional attendee registrations; Recognition in conference program, signage and displays throughout dinner hall. Option to set up exhibitor booth during dinner or provide handouts.</p>	\$10,000
Sponsor the Conference Snacks	<p>Available for 1 organization!</p> <p>Includes:</p> <p>Level A perks + 3 additional attendee registrations; Recognition in conference program and signage on all snack tables</p>	\$7,000
Host the Saturday PFI Breakfast	<p>Available for 1 organization!</p> <p>Includes:</p> <p>Level A perks + 3 additional attendee registrations; Recognition in conference program, signage and displays throughout breakfast hall. Option to set up exhibitor booth during breakfast or provide handouts.</p>	\$5,000

[^]Registration for sponsor/exhibitor attendees includes lunch during setup on Friday, Friday dinner, and breakfast and lunch on Saturday.

* The deadline for getting your logo into the pre-conference brochure is **Oct. 10**.

** The deadline for being included in the conference program exhibitor directory is **Dec. 5**.



SCAN HERE TO SIGN UP TODAY! bit.ly/sponsorac25

Questions? Contact PFI's Conference Exhibitor Coordinator
 Kathy Eastman at keastman33@gmail.com.



Practical Farmers of Iowa is a non-profit, founded in 1985 as an organization for farmers, led by farmers. We are rooted firmly in farmer-to-farmer knowledge-sharing, network-building and farmer-led research, spanning topics within field crops, livestock, horticulture and habitat.

OUR **MISSION**

Equipping farmers to build resilient farms and communities

OUR **VALUES**

Welcoming everyone

Farmers leading the exchange of experience and knowledge

Curiosity, creativity, collaboration and community

Resilient farms now and for future generations

Stewardship of land and resources



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