

2026 ANNUAL CONFERENCE

Sponsorship and Exhibitor Opportunities
January 9-10, 2026

DES MOINES LOCATION

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



*"I was surprised how much networking I did and how helpful people were!
So much knowledge. So much diversity." – 2025 Attendee*



ABOUT THE CONFERENCE

From 2025 Exhibitors:

- "I enjoyed many great conversations and captured many names for follow-up communications."
- "I met a number of new faces and many that we have never seen before. Traffic and conversation were great!"
- "Great layout and great schedule. Lots of time for participants to engage with exhibitors."
- "This is our favorite conference of the year!"

1,000+
ATTENDEES

90+
EXHIBITORS

**70+ BREAKOUT
SESSIONS**

80% of 2025 attendees reported they are likely to continue a connection with someone they met at the conference.

Primary Sponsor Opportunities

Level	Acknowledgement & Recognition	Registrations & Meals [^]	Table & Space	Price
Level A Sponsor	You will be acknowledged: <ul style="list-style-type: none"> In every conference news release Logo in 7,000 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	You will be acknowledged: <ul style="list-style-type: none"> Logo in 7,000 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 	\$1,500
Exhibitor	You will be acknowledged: <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 Nonprofit For non-profit organizations only	You will be acknowledged: <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 	\$400



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

* The deadline for getting your logo into the pre-conference brochure is **Oct. 9**.

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



SCAN HERE TO SIGN UP TODAY! bit.ly/sponsorac26

Questions? Contact PFI's Membership Manager
 Steve Carlson at steve.carlson@practicalfarmers.org.

Premium Sponsor Opportunities

All of these sponsor opportunities include the same perks as a Level A sponsor, plus the details described below. Each of these is only available for 1 organization!

Package	Details	Price
Conference Snacks	Level A perks plus the following: <ul style="list-style-type: none">• 3 additional attendee registrations• Recognition in conference program and signage on all snack tables the entire weekend**• Option to provide handouts on snack tables• Shoutout in a PFI social media post	\$10,000
Friday Lunch	Level A perks plus the following: <ul style="list-style-type: none">• 3 additional attendee registrations• Recognition in conference program, signage and displays throughout lunch hall**• Option to provide handouts on lunch tables• Option to set up exhibitor booth during lunch• Shoutout in a PFI social media post	\$7,000
Saturday Lunch	Level A perks plus the following: <ul style="list-style-type: none">• 3 additional attendee registrations• Recognition in conference program, signage and displays throughout lunch hall**• Option to provide handouts on lunch tables• Option to set up exhibitor booth during lunch• Shoutout in a PFI social media post	\$7,000
Saturday Breakfast	Level A perks plus the following: <ul style="list-style-type: none">• 3 additional attendee registrations• Recognition in conference program, signage and displays throughout breakfast hall**• Option to provide handouts on breakfast tables• Option to set up exhibitor booth during breakfast• Shoutout in a PFI social media post	\$5,000
Storytelling	Level A perks plus the following: <ul style="list-style-type: none">• 3 additional attendee registrations• Recognition in conference program and logo on display during the storytelling**• Verbal recognition during storytelling introduction• Option to provide handouts on breakfast tables• Option to set up exhibitor booth during breakfast• Shoutout in a PFI social media post	\$5,000
Keynote	Level A perks plus the following: <ul style="list-style-type: none">• 3 additional attendee registrations• Recognition in conference program and logo on display during the keynote**• Verbal recognition during keynote introduction• Option to provide handouts on breakfast tables• Option to set up exhibitor booth during breakfast• Shoutout in a PFI social media post	\$5,000

Interested in exploring additional, unique sponsor opportunities that fit your organization?
Contact Terri Speirs at terri.speirs@practicalfarmers.org to discuss some creative options!

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

* The deadline for getting your logo into the pre-conference brochure is **Oct. 9**.

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



SCAN HERE TO SIGN UP TODAY! bit.ly/sponsorac26

Questions? Contact PFI's Membership Manager
Steve Carlson at steve.carlson@practicalfarmers.org.



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



1615 Golden Aspen Drive, Suite 101 | Ames, IA 50010
(515) 232-5661 | info@practicalfarmers.org | practicalfarmers.org