

2027 ANNUAL CONFERENCE

Sponsorship and Exhibitor Opportunities
January 8-9, 2027

DES MOINES LOCATION

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



*"Best conference we have been to yet. High quality speakers, covered a lot.
Nice amount of time. Good space in facility." - 2026 Attendee*



ABOUT THE CONFERENCE

From 2026 Exhibitors:

- "Great conference! Great networking opportunity!"
- "Space was great, layout is perfect for traffic flow and view of exhibitors."
- "There is a vibe of community engagement and cooperation. Outstanding staff and volunteer assistance!"
- "This is a fantastic conference! I find it to be so organized and filled with curious folks."

1,000+
ATTENDEES

100+
EXHIBITORS

**60+ BREAKOUT
SESSIONS**

84% of 2026 attendees reported they are likely to continue a connection with someone they met at the conference.

New Sponsorship Opportunities

\$250

Farmer-to-Farmer Sponsor *(multiple sponsors accepted)*

The Farmer-to-Farmer Sponsorship is a way for farms, farmers and friends of farmers to be recognized for their support of farmer-led education, research and business viability. Farmer-to-Farmer Sponsors will be recognized as listed in the matrix on the following page by name of farm, farmer, household or individual – according to preference indicated.

\$5,000

Legacy Lounge Sponsor *(exclusive to one sponsor)*

The Legacy Lounge is a comfortable place for annual conference attendees to connect, rest and reflect. The lounge will be open the duration of the conference and located in an easy to access space. It will include information, cards and writing materials for those who wish to write supportive notes to PFI members have recently lost loved ones. Legacy Lounge sponsors' logos will be included on the signage for this space the entire weekend in addition to the sponsor benefits listed in the matrix on the following page.

\$7,000

Scholarship Sponsor *(exclusive to one sponsor)*

The Scholarships Sponsors ensures that farmers and ranchers attend the conference, who would otherwise not have economic access to the costs of registration, meals and lodging. One sponsorship will provide 20 scholarships, connecting farmers with farmer-led education and a supportive community. The Scholarship Sponsors will receive significant visibility as listed in the matrix on the following page.

\$25,000

2027 Resilience Sponsor *(multiple sponsors accepted)*

The Resilience Sponsorship is our top tier, annual sponsorship opportunity with significant value-added recognition as listed in the matrix on the following page. This opportunity is designed to be flexible to meet your specific sponsorship goals for the entire year, providing added convenience for your planning.



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



SCAN HERE TO SIGN UP TODAY! bit.ly/sponsorac27

Questions? Contact PFI's membership manager, Steve Carlson, at steve.carlson@practicalfarmers.org.

Primary Sponsor Benefits

NEW

	\$250 Farmer-to-Farmer Sponsor	\$500 Nonprofit Exhibitor	\$600 Exhibitor	\$1,750 Level B Sponsor	\$3,000 Level A Sponsor
Listed in 1,200 conference program books**	X	X	X	X	X
Listed in the 2028 summer magazine as an FY27 donor	X	X	X	X	X
Listed on PFI website	X	X	X	X	X
Annual conference registration with meals^		1	1	2	2
10' x 10' space with 8' table and pipe and drape included; limited space based on date of registration		X	X	X	X
Logo on PFI website and displays at the conference				X	X
Logo on 7,000+ pre-conference brochures*, 1,200 conference program books**				X	X
Logo on PFI tote bags given to all conference attendees					X
Acknowledged in all conference news releases sent to over 100 media outlets					X
Logo and verbal recognition during the PFI business meeting					X
Organization-level PFI membership (1 year)					
Verbal recognition during the event introduction or signage recognition for meals and snacks					
Social media shout out					
Verbal and logo recognition at 60+ 2027 PFI Field Day events and prime logo space on 7,000+ printed Field Day Guides					
Exhibit table at five 2027 PFI Field Day events of your choice					
Logo printed in 2027 annual report and 2028 summer magazine					

* The deadline for getting your logo into the pre-conference brochure is **Oct. 8, 2026**.

** The deadline for being included in the conference program listing is **Dec. 4, 2026**.

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

+ Exclusive to one organization



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Premium Sponsor Benefits

	NEW						NEW		NEW
	\$5,000 Legacy Lounge Sponsor*	\$5,000 Keynote Sponsor*	\$5,000 Storytelling Sponsor*	\$5,000 Saturday Breakfast Sponsor*	\$7,000 Friday Lunch Sponsor*	\$7,000 Saturday Lunch Sponsor*	\$7,000 Scholarship Sponsor*	\$10,000 Snacks Sponsor*	\$25,000 Resilience Sponsor
Listed in 1,200 conference program books**	X	X	X	X	X	X	X	X	X
Listed in the 2028 summer magazine as a FY27 donor	X	X	X	X	X	X	X	X	X
Listed on PFI website	X	X	X	X	X	X	X	X	X
Annual conference registration with meals^	5	5	5	5	5	5	5	5	8
10' x 10' space with 8' table and pipe and drape included; limited space based on date of registration	X	X	X	X	X	X	X	X	X
Logo on PFI website and displays at the conference	X	X	X	X	X	X	X	X	X
Logo on 7,000+ pre-conference brochures*, 1,200 conference program books**	X	X	X	X	X	X	X	X	X
Logo on PFI tote bags given to all conference attendees	X	X	X	X	X	X	X	X	X
Acknowledged in all conference news releases sent to over 100 media outlets	X	X	X	X	X	X	X	X	X
Logo and verbal recognition during the PFI business meeting	X	X	X	X	X	X	X	X	X
Organization-level PFI membership (1 year)	X	X	X	X	X	X	X	X	X
Verbal recognition during the event introduction or signage recognition for meals and snacks		X	X	X	X	X	X	X	X
Social media shout out					X	X	X	X	X
Verbal and logo recognition at 60+ 2027 PFI Field Day events and prime logo space on 7,000+ printed Field Day Guides									X
Exhibit table at five 2027 PFI Field Day events of your choice									X
Logo printed in 2027 annual report and 2028 summer magazine									X

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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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