



APPPA
American Pastured Poultry
Producers Association

SPONSORSHIP OPPORTUNITIES



**Annual Conference
January 18-20, 2024**

**Courtyard by Marriott Dallas
210 East Stacy Road Allen,
Texas 75002**



Sponsorship Opportunities

Reasons to Join APPPA:

APPPA members are a niche group of farmers. Our members' needs are incredibly unique and many require a personalized approach to help with creative problem solving.

You can elevate your visibility within our growing network of pasture-based farmers by providing valuable insight and solutions to maximize your business' investment.

A conference environment like no other..

We launched our conference format eight years ago with the goal of providing an experience that attendees could customize to meet their needs by having a number of open-format discussions. These specialty sessions provide real-time peer-to-peer problem-solving and networking opportunities.

APPPA wants to replicate this same solutions-minded platform with our sponsors by providing personalized sponsorship options to help your business reach as many potential customers as possible.

We look forward to working with you to create a sponsorship package that suits work for your company!

A Growing Conference

The Professional Pastured Poultry Conference started eight years ago as a "conference about nothing" with no planned agenda or list of speakers and presentations. The goal was to engage in peer-to-peer problem solving.

As our conference attendance has grown, APPPA now brings outside experts to offer a wider breadth of experience and more in-depth knowledge of production, marketing, and business specific topics while preserving our fluid format.

The 2024 Conference will feature three tracks for:

- Homesteader
- New Producers
- Professional Producers

Workshops for homesteaders and new producers will be led by experienced experts.

A separate track will emphasize peer-to-peer discussion for professional producers. This is crowd-sourced learning for full-time farmers who need to bust the next-level bottlenecks in their farm business.

HIGHLIGHTS:

81% of the attendees said they had enough time to have meaningful conversations with sponsors/exhibitors.

100% of attendees would recommend this conference to a friend.

44% of attendees have been raising pastured poultry for at least five years.

62% of attendees report spending greater than 50% of their farming time on their pastured poultry enterprise.



Meet Our Attendees

Our ideal conference attendee is a farmer or homesteader who is serious about raising pastured poultry because it contributes in a meaningful way to their food sovereignty, farm health, or business.

By attending the conference, farmers make a deliberate choice to invest in their business by flying in from all parts of the United States and beyond. Our attendees value the peer-to-peer, transparent knowledge sharing while appreciating the business-focused training.

Farmers attend the conference to establish new relationships, reconnect with friends, and spend valuable face-time with the people they do business with. They're open to discovering new solutions from supporting businesses and attendees.





Sponsorship Options

*Base
Package*
\$1,500

Every sponsor will receive the following:

- In-person exhibitor booth
- Virtual Whova sponsor profile (see page 8)
- 2 conference registrations (January 19-20)
- Logo on conference signage and website
- 1/2 page ad in program guide
- In-Person acknowledgement
- Social media publicity leading up to, during, or post event

See page 6 for creative ideas on how to tailor your sponsorship. Then contact us for details.

Make Your Booth *Unforgettable!*

Don't be just another trade show booth - Here are some ways to draw attendees to your booth and leave a lasting impression!

- Schedule live product demonstrations in person or in Whova
- Distribute samples to attendees
- Live video and slideshows
- Hold prize raffles and games during breaks
- Livestream your booth on social media
- Conference guest Q&A's

*Exhibitor
Only*
\$750

Not ready to be a sponsor? Our exhibitor-only option includes one basic booth package and one conference attendee.

Additional attendees - \$250 each.

Sponsorship add-ons not available with exhibitor-only option.

Sponsorship Add-Ons

Meal Sponsor - Includes Table Tents & 10 Min Presentation

- Pre-Conference: Lunch - \$2,000
- Main Conference: Lunch - 2 Available - \$2,500 - Dinner - \$3,000

Refreshment Sponsor - Includes Beverage Station Signage

- Tea, Water & Coffee - 3 Available - \$1,000

Name Your Own Room - Includes 1 Custom Session - Sign & Banner Displays - Speaker Introduction for Each Session

- Ballroom - 1 Available - \$3,000
- Break Out Rooms - 2 Available - \$2,000

Event Lanyards - Includes Lanyards - \$1,000

NEW for 2024! APPPA Olympics - Title Sponsor - \$500

Conference T-Shirt Sponsor - Back for 2024!

- Year-long marketing on our APPPA Conference T-shirts. Includes Company Name or Logo - 12 Available - \$500

Full Page Program Guide Upgrade - \$250

Custom Pre-Conference Email to APPPA Members

- Offer custom promotional coupons to members, promo codes, and more! 5 Available - \$250

Attendee Scholarship - \$250

- Know a farmer who needs to be at this conference? Want to pay it forward for a farmer with financial hardship?

Double Booth Space OR Preferred Booth Location

- Cost Varies - Subject to Availability

*Have an idea that you don't see here?
We want to hear from you!*

Conference Marketing



APPPA will promote the conference through a variety of advertising and marketing channels, including APPPA Grit, direct email marketing, paid ads, direct mail, social media posts, and influencer YouTube videos.

Key Messages

The Professional Pastured Poultry Conference is about building and strengthening personal relationships within the community.

If you're serious about pastured poultry, we have a track that is applicable to your experience level.

We offer business training and expert resources that help attendees attain success on their farms. These topics go beyond the typical production and processing topics.

Whova for Sponsors

APPPA uses Whova, an event management system, to facilitate our in-person conference. Attendees, sponsors, and exhibitors can track the agenda, participate in discussions, and coordinate their own meet-ups.

Through the **Whova Sponsor Center** your company will receive continuous branding exposure through rotating banner ads.

- Host a product video.
- Schedule a live production demonstration.
- Provide digital document downloads.

Over 90% of APPPA's conference attendees download install the Whova app to engage with other attendees, sponsors, and exhibitors.

(Documentation will be provided to help setup and manage your booth.)

Deadlines & Policies



Mark Your Calendar

- **Sponsor Deadline. November 15, 2023.**
- **Due on Receipt of Invoice:**
 - Pay Invoice
 - Complete conference onboarding by sending the following information to grit@apppa.org:
 - Logo (used on website and signs).
 - Company description.
 - Event attendees (names & emails).
- **Dec. 1:** Program guide ad due.
 - Half Page: full color. 5.25" wide x 3.56" tall.
 - Full Page: full color. 5.25" wide x 7.25" tall.
- **Dec. 15:** Program guide due to printer.
- **Dec. 30:** Deadline to Exhibit Only (no sponsor).
- **Jan. 18:** Exhibitor set up at conference center (afternoon).
- **Jan. 19-20:** Exhibit at conference. Exhibit space opens at 7am.

If you tailored your sponsorship experience, you may have additional deadlines to meet.



NEW! APPPA OLYMPICS

Vendor donations for prizes & awards welcome!
Contact: grit@apppa.org



Claim Your Spot

*2024 Conference
Agenda*

January 18, 2024

Pre-Conference:
Fundamentals of
Pastured Poultry &
Intensive Marketing
Symposium

January 19-20, 2024

Main Conference

Ready to Commit?

Contact Mike Badger to discuss how you can put your business in the same room with a dedicated group of pastured poultry farmers.

grit@apppa.org or 888-662-7772

