



APPPA

American Pastured Poultry
Producers Association



**2021
CONFERENCE
SPONSORSHIP
OPPORTUNITIES**

Professional Pastured
Poultry Conference

January 15 -19, 2020
Virtual

About APPPA



The American Pastured Poultry Producers Association is a non-profit trade organization that encourages the production, processing, marketing, and purchasing of poultry raised on pasture. We see pastured poultry as the model for environmentally and economically sensible poultry production that can feed local communities uniquely nutritious, delicious, and humanely-raised chicken, eggs, turkey, ducks, geese and guineas.

Our 2020 Conference Supporters:

Resaca Sun Feeds

Fertrell

Barn2Door

Moyers Chicks

Kraut Creek

Welp Hatchery

Lonestar Feeds

Stoltzfoos Layers

Hilltop Acres

Poultry Man

Metzer Farms

Dawson Gap Naturals

FarmApp

Keith Smith

Windy Meadows Hatchery

Grower's Discount Labels

Egg Carton Store

Clark's Farm Products

Anchor Packaging

Murray McMurray

Coastal Solar

Thorvin

New Country Organics

Weston A. Price

Gilardi's Family Farm

Stockman Grass Farmer

Farm to Consumer Legal Defense Fund

We're Online



The 2021 conference will be hosted online on January 18-19, 2021 with in-depth training courses delivered prior to the main conference. By making the decision to stay virtual, the conference committee can put all of its resources into making sure sponsors and attendees receive maximum value.

The conference team knows that sponsorship in a virtual environment can be challenging. We know this because many of you have told us. In response, we've designed our sponsor packages to be simple, focused, and value-based.

APPPA encourages sponsors to participate in the conversation with attendees. There's no better way to understand the ever-changing needs of your customers than by participating in a conversation with 50, 100, or 200 professionals. This engagement is the x-factor in your sponsorship package. When we go virtual, your involvement becomes vitally important to keep up with the pulse of the conference and the attendees.

The focus on conversation will remain in 2021, and we encourage you to join us. We look forward to your support and presence at our conference in 2021.



Sponsorship Opportunities

Reasons to Join APPA:

Position your business as an industry leader & strategic future partner.

Elevate your visibility within our growing network of pasture-based farmers.

Support the continued education and business health of your customers.

Customize your level of support to maximize your business' investment.

As a conference sponsor, you have the opportunity to connect, interact, and network with Pastured Poultry Producers from all over the United States, Canada, and beyond!

While all sponsorship packages have valuable marketing benefits for any size budget, these packages are not static. We look forward to working with you to customize a sponsorship package that suits your needs.



Sponsorship Levels



Supporter \$1,700

- 30 Minute scheduled conference session
 - Use as a webinar or group consulting session
 - Recorded for playback
- 60 second video commercial
 - Played minimum of 2 times during conference
 - Sponsor recorded
- Banner images on event app
- Product showcase video or livestream
- Up to 2 brochure handouts in PDF format
- Logo acknowledgment on event website
- Post event recognition in APPPA Grit
- Public recognition on social media
- Virtual exhibit booth (see next page)
- 4 conference registrations

Advocate \$1,000

- 60 second video commercial
 - Played minimum of 1 time during conference
 - Sponsor delivers finished file
- Banner images on event app
- Product showcase video or livestream
- Virtual product handouts
- Logo acknowledgment on event website
- Post event recognition in APPPA Grit
- Public recognition on social media
- Virtual exhibit booth (see next page)
- 2 conference registrations

See the next page for more sponsorship levels.

Become a conference sponsor & enhance your exposure to over 1,000 APPPA members!

Sponsorship Levels



Promoter
\$400

- Product showcase video
- Banner images on event app
- Virtual product handouts
- Logo acknowledgment on event website
- Post event recognition in APPPA Grit
- Public recognition on social media
- 1 conference registrations

Virtual Exhibit Booth

A virtual exhibit space is included included with the **Supporter** and **Advocate** sponsor levels. The virtual booth can be set up and managed by you. Documentation will be provided to help setup and manage your booth.

Features of the virtual exhibit booth include:

- Setup a **profile**
- Create **deals and offers**
- Create **raffles, giveaways, and coupons** on exhibitor profile
- **Collect leads** of interested attendees
- Upload an additional **product video** or livestream
- Provide up to additional **2 handouts** in PDF format
- Assign **booth staff** from list of registered attendees

Become a conference sponsor & enhance your exposure to over 1,000 APPPA members!



Claim Your Spot

2021 Conference Agenda

The conference will occur over four days with 2 days preconference courses and 2 days of conversation focused sessions.

Preconference Instruction (January 15-16, 2021):

Introduction to Heritage Poultry Breeding

Foundations of Profitable Pastured Poultry

Main Conference (January 18-19, 2021):

Ready to Commit?

Know what sponsor package you want?

Get it now before it's gone.

<http://apppa.org/Sponsorships>

Have questions?

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

