



APPPA

American Pastured Poultry
Producers Association



2023 CONFERENCE SPONSORSHIP OPPORTUNITIES

Professional Pastured
Poultry Conference

January 19-21, 2023
Dallas, Texas

A Growing Conference

The Professional Pastured Poultry Conference started seven years ago as a "conference about nothing" meaning we didn't have a planned agenda or a big list of speakers. In truth, that time together meant everything to the producers who solidified their community.

As the conference has grown, APPPA brought in outside experts to go deep on marketing and business topics while preserving our fluid format.

The 2023 Conference will feature three tracks for:

- Homesteader
- New Producers
- Professional Producers

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

A separate track will focus on 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.

Meet Our Attendees

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

In 2022, survey data revealed that:

- 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 five years or more.
- 62% of attendees report spending greater than 50% of their farming time on their pastured poultry enterprise.

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.

Quick Facts 2023

Location: Courtyard by Marriott Dallas Allen at the Event Center 210 East Stacy Road Allen, Texas 75002

Preconference Marketing Track

- January 19, 2023.
- Featured Speakers
 - Brooks Hitzfield, GrazeCart and Seven Sons
 - Jon Arbuckle, Singing Pastures
 - Angela Faughtenberry

Main Conference Dates

- January 20-21, 2023
- Three Tracks
 - Homesteaders
 - Producers
 - Professional Producers
- Featured Speakers
 - Joel Salatin, Polyface Farms
 - Jon Arbuckle, Singing Pastures
 - Jean Finney & Eileen Kelly, Farm Hounds

Registration and Fees

Three day registration will range from \$330 to \$375 for APPPA members, and from \$387 to \$456 for non-members. Prices are tiered based on registration date and number of days.

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, and social media posts.

We will also provide resources, as needed to help our supporting businesses promote their involvement in the conference.

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.

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.



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 and reach your goals.

We encourage you to customize your experience.

We launched our conference format six years ago with the goal to provide an experience that would be tailored by the attendees. It's time we extend that same tailored experience to sponsors.

We'll provide a common starting point with benefits that all sponsors enjoy. We'll then suggest some potential ways to tailor your sponsorship experience to achieve your goals. **We'll listen to your goals and seriously consider your requests.**

We look forward to working with you to customize a sponsorship package that meets your goals.

See the following pages for details.

Sponsorship Options



Base Package \$1000

Every sponsor will receive the following:

- In-person exhibitor booth in Dallas for January 20-21, 2023
- Virtual Whova Exhibitor Hub (see page 11)
- 2 conference registrations (January 20-21)
- 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 the following pages for creative ideas on how to tailor your sponsorship. Then contact us for details.

Exhibitor Only \$500

- In-person Exhibit booth in Dallas for January 20-21, 2023
- Includes 1 conference registration (January 20-21)
- Whova Exhibitor hub

Tailor Your Experience



Get Noticed

- Sponsor lunch, dinner, coffee, or dessert
- Host a networking reception
- Host a room (naming rights)
- Preferred ad placement in program guide / full page upgrade
- Preferred booth location
- Place your brand on the conference lanyards
- Sponsor a contest
- Host a movie viewing
- Email announcement to attendees (pre-conference or during)
- Sponsor conference swag

Educate + Demonstrate

- Partner in a conference breakout session (collaboration)
- Product demonstration space
- Distribute samples to all attendees
- Present virtual preconference courses

Beyond the Conference

- Co-present educational programs w/ APPPA throughout year
- Email your editorial to APPPA's member & non-member lists
- Live Sponsor showcase or featured product announcement
- Direct mail to APPPA members (not a mailing list)

Have an idea that you don't see here?

Try us.

Whova for Sponsors & Exhibitors



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.

Whova for Sponsors: The Sponsor Center's main goal is to increase the sponsor company's brand awareness. Sponsor banners are shown throughout the Whova mobile and web apps.

Whova for Exhibitors: The Exhibitor Center's main goal is to help participants generate leads. It allows exhibitors to collect lead info when attendees sign up for the exhibitor's offering or when an exhibitor scans an attendee's QR code at the booth.

Note: All sponsors are also exhibitors.

The virtual booth can be set up and managed by you. Documentation will be provided to help setup and manage your booth.

Deadlines & Policies



Mark Your Calendar

- **Sponsor Deadline. December 1, 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. 10:** 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. 30:** Program guide due to printer.
- **Dec. 30:** Deadline to Exhibit Only (no sponsor).
- **Jan. 19:** Exhibitor set up at conference center (afternoon).
- **Jan. 20-21:** Exhibit at conference. Exhibit space opens at 7am.

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

Exhibitor Policies

We believe you can make the best decision about how to staff your booth. There is no booth requirement. APPPA does encourage you to be at sessions participating with the attendees. This is a relationship heavy conference and that means you'll sometimes to have to meet the people where they are - in session. Our program sessions have very high attendance rates. Suitcasing will not be tolerated.



Claim Your Spot

*2022 Conference
Agenda*

January 19, 2023
Marketing Pre-Conference

January 20-21, 2023
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

