



# Welcome T50!

## 2024 MARKS THE 50TH ANNIVERSARY OF THE TILTH MOVEMENT NOVEMBER 14-16 • VANCOUVER, WA

From a meeting of 800 producers at a farm in Ellensburg in 1974 to a network of thousands of food system professionals and activists spread throughout the Pacific Northwest, Tilth has had a profound impact on our region's food culture over the last 50 years. From influencing regional, statewide, and national policy to hands-on programs centered in communities across Washington State, partnership is at the core of everything we do.

This November 14-16, hundreds of farmers, organizations, businesses, wholesalers, food systems professionals, researchers, and educators will join to work, learn, and build solidarity as we honor our history and look forward to our next 50 years. Join us to celebrate, reflect, network and grow!

### WHAT TO EXPECT

T50 features three days of activities including more than 25 producer-focused workshops, lectures and panel discussions, a half-day research symposium, a vibrant two-day trade show, engaging national keynotes, a policy roundtable, social events and more, plus a special half-day *Taste of Pacific Northwest Organic* Trade Show and panel presentation to help foster connections between organic producers and wholesale buyers. The PNW is one of the country's organic epicenters, and is known for its abundance of organic farms, food businesses, and food consciousness consumers. Washington State is only second to California in farmgate sales of organically grown food – at 1.1 billion in sales. For more information about taking part in the Taste of PNW, contact [sherylwiser@tilthalliance.org](mailto:sherylwiser@tilthalliance.org).

### WHY SPONSOR?

Farmers, food systems stakeholders, academics, agencies, and organizations from around the Pacific Northwest attend this highly anticipated gathering. Your sponsorship sends a clear message to attendees that your business values and supports the well-being of organic and sustainable producers and their communities, especially the next generation. Additionally, sponsorship helps support full conference scholarships for farmers and makes participation in the conference accessible for as many people as possible.

### OUR REACH

- 45% are between the ages of 24-45
- Approximately 50% of attendees are farmers and farm workers from Washington State
- More than 45% have been farming for 10 years or more; approximately 30% have been farming for 1-5 years
- 500+ attendees expected. 5,000+ monthly email subscribers, 32,000+ social media engagers, 5,000 postcards mailed in the fall, a dedicated event website and earned media campaign will help promote T50.

# Sponsor the Tilth Conference

	Icon \$15,000 <i>1 available</i>	Leader \$10,000 <i>2 available</i>	Champion \$5,000 <i>4 available</i>	Sustaining \$2,500	Harvest \$1,500
<b>Complimentary conference registration (includes all meals)</b>	6	4	2	1	1
<b>Complimentary ad in Tilth Conference program</b>	Back Cover, Color	Inside Front/Back, Color*	Full page	1/2 page	1/4 page
<b>Trade show booth + T50 Trade Show Passport</b>	Premium Package**	Premium Package**	Included	Included	Included
<b>Conference scholarships awarded in your name ***</b>	2	1			
<b>Social media posts</b>	4	3	2	1	1
<b>Program recognition</b>	Logo	Logo	Logo	Logo	Name
<b>Website recognition</b>	Logo & link	Logo & link	Logo & link	Logo & link	Name & link
<b>Verbal Recognition at main stage events &amp; meals</b>					
<b>Merch or collateral in tote bag</b>					
<b>Linked logo in conference emails, sent to all registrants</b>					
<b>Friday Night Banquet &amp; Social Events Sponsor</b>					

\* First to reserve has ad location preference – inside front or inside back cover

\*\* Premium booth space includes double table and booth location in high traffic/visibility area

\*\*\* Tilth Alliance selects all scholarship recipients

*Custom sponsorship packages available.*

***Continue reading for additional sponsorship opportunities, advertising and trade show.***

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Taste of Pacific Northwest Trade Show	\$5,000
Conference Tote Bag Sponsor*	\$3,000
Friday Keynote & Lunch	\$2,000
Thursday WSU Symposium	\$1,000
Session Sponsor	\$500

\* Subject to Tilth Alliance's approval.

# Exhibit at the Tilth Conference

## T50 TRADE SHOW - FRIDAY & SATURDAY

**\$500 – All exhibitors to receive:**

- One 6' table
- Up to 2 booth staff passes
- Table with cloth, two chairs, wastebasket
- 15% discount on conference program advertising
- Opportunity to take part in T50 Trade Show Passport \*\*\*NEW\*\*\*
- Includes access to Friday Happy Hour, Banquet, and all social events
- Opportunity to buy individual meals
- 15% off conference registration fees (meals included)

## POWER + WI-FI

The Hilton Vancouver Washington charges for Wi-Fi and power. We can provide power at no charge for 12 booths in the trade show space, which will be first come, first reserved. Regarding Wi-Fi, you are welcome to use a hot spot, however we have been told coverage can be spotty in The Heritage Ballroom.

You can also reserve and pay for power and Wi-Fi in advance via the Hilton Vancouver Washinton's Event Now website. We understand this is a different setup compared to other conference locations. Please contact Sheryl Wiser at [sherylwiser@tilthalliance.org](mailto:sherylwiser@tilthalliance.org) for more information.

## TRADE SHOW LOCATION

The Heritage Ballroom, which will also serve as the location for all conference meals, coffee breaks, keynotes, and happy hour activities. We will have space for approximately 40 trade show tables in the Heritage Ballroom and several tables in the Heritage pre-function space just outside the Ballroom. We recommend reserving trade show space early!

## TRADE SHOW HOURS

- Fri., Nov. 15; 8 a.m.-6:30 p.m.
- Sat., Nov. 16; 8 a.m.-1 p.m.

## TRADE SHOW LOAD IN/LOAD OUT

- Fri., Nov. 15; 6 a.m.-8 a.m. (No exceptions)
- Sat., Nov. 16; 1 p.m.-3 p.m. (No exceptions)

## VENUE LOCATION, SHIPPING AND EXHIBITOR GUIDELINES

- Hilton Vancouver Washington 301 W. 6th Street Vancouver, WA.
- Trade show and exhibitor guidelines will be emailed after your trade show registration is completed online.

## RESERVE YOUR SPONSORSHIP AND TRADE SHOW PACKAGE

Deadline for sponsorship/trade show reservations is Tuesday, September 17.

[CLICK HERE TO RESERVE](#)

Contact Sheryl Wiser, sherylwiser@tilthalliance.org for more details. Custom packages available.



## TASTE OF PNW ORGANIC TRADE SHOW

Heritage Ballroom, Hilton Vancouver Washington

Thu., Nov. 14; 1-7 p.m. (Includes Happy Hour from 5-6:30 p.m.)

In partnership with Oregon Organic Coalition, Tilth Alliance will lead a “Taste of PNW Organic” Trade Show and networking event for organic producers and buyers (makers, retailers and distributors) in Washington and Oregon to learn, network, sample and explore sales relationships. Included will be a panel presentation of regional buyers, processors, and distributors of organic grains, fruits, and vegetables to share information on how producers can access their supply chains; along with organic producers who can share experience and recommendations for entering these markets.

### WHO SHOULD ATTEND?

This event is for organic producers, and regional buyers, processors, and distributors of organic grains, fruits, and vegetables in Washington and Oregon to learn, network, sample and explore sales relationships.

## TRADE SHOW LOAD IN/LOAD OUT

Thu., Nov. 14; 8 a.m.-1 p.m. / 7:30-8:30 p.m. (No exceptions)

## RESERVE TASTE OF PNW ORGANIC TRADE SHOW EXHIBIT SPACE

Deadline for Taste of PNW Organic Trade Show reservations is Tue., Oct. 1. If you are interested in having a trade show table, please contact Sheryl Wiser at sherylwiser@tilthalliance.org for more details.

# Advertise at the Tilth Conference

## PURCHASE AD SPACE

Reach our conference attendees and our full network! Our program book is a printed guide all attendees receive at check-in and all advertisements are black and white unless specified otherwise.

Ad Size	Dimensions (width x height)	Price
Full Page	7" x 9.5"	\$500
Half Page	7" x 4.5"	\$300
Quarter Page	3.5" x 4.5"	\$200

Ads must be submitted greyscale, in one of these file formats: PDF, AI, EPS, PNG, JPG, PSD.

## RESERVE YOUR AD SPACE

Deadline for Tilth Conference program ads is Tuesday, October 11. We do not guarantee that ads received after this date will be printed.

[CLICK HERE TO RESERVE](#)

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