

ACRES<sup>USA</sup>  
HEALTHY  
SOIL  
SUMMIT



This year in Monterey Bay!

## EXHIBITOR SPONSORSHIP OPPORTUNITIES

**Healthy Soil Summit | August 23-24, 2023**

**Seaside, CA | Embassy Suites By Hilton Monterey Bay**

The fifth annual Healthy Soil Summit is an in-person event that will convene production-scale farmers, growers, ranchers and agricultural professionals from around the world to share practical and innovative methods for soil health management. Healthy Soil Summit sponsors will receive exclusive access to professionals who are serious about investing in their farms and operations to show how your products or services will help them become more efficient, economical and resilient in their approach.

Let us help you position your company as a trusted resource for these committed growers. Contact Jorge Abrego to learn more and ensure your spot.

**Email: [events@acresusa.com](mailto:events@acresusa.com) | Call: 512-838-6166**

**Complete event details available at [soil.acresusa.com](http://soil.acresusa.com)**

ACRES<sup>USA</sup>

## New This Year *Tour Sponsorship Package*

Establish relationships and demonstrate the ways your brand can boost production by exclusively engaging farmers in-person during a half-day tour.

(Go to page 5 for more information.)

# SPONSORSHIP OPPORTUNITIES

## Diamond: \$7,500

- Commercial during event, 1 minute
- Round Table Discussion Package\* (see pg. 4)
- Two-page native ad in Healthy Soil Booklet (see pg. 3)
- Attendee eBlast (opt-ins only)
- Dog ear on the cover of the Healthy Soil Booklet
- Digital ad included in one event email, reaching 15,000+ subscribers
- VIP Code for attendees, 15% discount
- 4 Attendee registrations
- 6x marketplace ad run in the *Acres U.S.A.* magazine
- Table in exhibit hall

## Platinum: \$6,000

- Commercial during event, 1 minute
- Round Table Discussion Package\* (see pg. 4)
- Two-page native ad in Healthy Soil Booklet (see pg. 3)
- Attendee eBlast (opt-ins only)
- Digital ad included in one event email, reaching 15,000+ subscribers
- 2 Attendee registrations
- 6x Marketplace ad run in the *Acres U.S.A.* magazine

## Gold: \$3,500

- Commercial during event, 1 minute
- Half-page ad in Healthy Soil Booklet (see pg. 3)
- Digital ad included in one event email, reaching 15,000+ subscribers
- 2 Attendee registrations
- 6x Marketplace ad run in the *Acres U.S.A.* magazine

## Silver: \$2,500

- Company slide shown before a session (logo and tagline)
- Half-page ad in Healthy Soil Booklet (see pg. 3)
- Digital ad included in one event email, reaching 15,000+ subscribers
- 2 Attendee registrations

## Keynote: \$2,500

- Your company representative introduces a keynote speaker, 2-3 minutes
- Digital ad included in one event email, reaching 15,000+ subscribers
- Half-page ad in Healthy Soil Booklet (see pg. 3)
- 2 Attendee registrations

## WiFi: \$2,500

- Company slide shown before a session (logo and tagline)
- Ability to set the Wi-Fi password of your choosing - could be your company name!
- Digital ad included in one event email, reaching 15,000+ subscribers
- 2 Attendee registrations

## NEW! Tour Sponsorship: \$5,000

- A 5-10 minute address during the tour
- Full-page native ad in the Healthy Soil Problem Solving Booklet
- A chance to distribute collateral/materials to tour attendees
- A 5-10 minute address during the tour
- **Plus more!** See page 5 for full list of benefits

## All Sponsors Receive

- Logo included on website and in every event e-newsletter
- Logo included in sponsor block used throughout event
- Recognition (logo) in the full-page, post-event sponsorship thank-you ad in *Acres U.S.A.* magazine

\* *Round Table Discussion Package: During the event, your company representative will host a round table discussion with up to 10 participants. This round table will position your company as an expert in an area of farming or soil health to our event audience. See pg. 4.*

# EXHIBITOR OPPORTUNITIES

## EXHIBITOR TABLE TOP: \$775

- One 6' table, two chairs, and a waste basket
- One conference registration
- Listing on conference signage
- Listing on the website

CONTACT US TODAY TO LEARN MORE AND ENSURE YOUR SPOT!

JORGE ABREGO AT [JABREGO@ACRESUSA.COM](mailto:JABREGO@ACRESUSA.COM) |

CALL: 512-838-6166

COMPLETE EVENT DETAILS AVAILABLE AT [SOIL.ACRESUSA.COM](http://SOIL.ACRESUSA.COM)

# HEALTHY SOIL PROBLEM SOLVING BOOKLET

Acres U.S.A. is producing a special booklet to accompany the 2023 Healthy Soil Summit and help readers solve specific problems in their fields. The booklet will consist of short, informative articles that allow your company to solve a problem for the reader and convert them into loyal customers

## Who will it reach? The Booklet will be...

- distributed digitally to all virtual attendees at the Healthy Soil Summit
- mailed in print to 6,000+ subscribers of Acres U.S.A. in our September issue
- emailed to 15,000+ Acres U.S.A. email subscribers
- posted for download on EcoFarmingDaily.com, with 46,000 page views per month

## Ads Available – Native/Sponsored Content Spread

When you purchase an ad in the booklet, you will be provided with a template native article (around 285 words) that can address a topic of your choice that is relevant to your target audience. Your article will be printed alongside your full-page display ad as a spread in the booklet. \*\*Cover positions available to premium sponsors only.

## Pricing

- A La Carte – \$1,600
- Sponsors Upgrade: \$700  
(Sponsors can upgrade their half-page booklet ad to a two-page native ad for \$700)

## Fulfillment/Specs

### Article – 285 Words

The native piece facing your display ad can be about a preset Problem or the Problem can be customized, with editorial approval. Native layout and design is preset and should follow template for consistency across publication. Articles more than 285 words or sections longer than their prescribed length will be edited for length by our editorial director for Acres U.S.A. Acres U.S.A. maintains the right to edit the final piece for style and accuracy, or refuse any content we feel is inaccurate or not in the spirit of teaching ecological-based soil management techniques.

### Full-Page Ad – Full color

- Dimensions – 5.375" x 8.375" trim w/ .125" bleed
- Safe area for text & logos – 5.00" x 8.00"
- All ads should be submitted in press quality (at least 300 dpi) pdf format

Ad Space Deadline – July 10th, 2023

Ad Materials Deadline – July 14th, 2023



# Round Table Discussion Package: \$975

Maximize your event ROI by generating leads and fostering stronger connections with this unique, personal engagement opportunity.

Establish relationships and gather critical insight by exclusively engaging farmers in-person at your very own branded lunch-time Round Table. Taking place on the second day during a lunch provided by the venue, this engagement package includes digital media pre-event to build awareness and drive participation, while nurturing your leads by sharing key aspects of your discussion with the Acres U.S.A. audience. Choose from topics such as: Plant Health, Soil Biology, Organic Fertilization, Soil Amendments, Nutrient Use Efficiency, or Soil Testing.

## What you'll get:

- Face-to-face interaction with the Acres U.S.A. audience
- Host up to 10 participants in-person with exclusive table-top branding
- A chance to connect your brand to the event content
- 2 weeks before the event, digital marketing will be sent via Acres U.S.A. eNewsletters to 15,000+ recipients, driving awareness and participation
- 2 weeks after the event, digital marketing will be sent via Acres U.S.A. eNewsletters to 15,000+ recipients, sharing key aspects of your discussion

The logo for Acres USA, featuring the word "ACRES" in a large, red, serif font, with "USA" in a smaller, red, sans-serif font to its right, followed by a registered trademark symbol (®).

**Contact us today to learn more and ensure your spot!**

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HEALTHY SOIL SUMMIT IS AN ACRES U.S.A. EVENT.

Acres U.S.A. is North America's premier publisher and event producer for production-scale regenerative agriculture. For more than five decades, Acres U.S.A. has helped farmers and ranchers grow food without harmful, toxic chemistry. Sign up for our newsletters at [www.acresusa.com/newsletters](http://www.acresusa.com/newsletters)

# NEW: Tour Sponsorship: \$5,000

Maximize your event ROI by generating leads and fostering stronger connections with this educational, personal engagement opportunity.

Establish relationships and demonstrate the ways your brand can boost production by exclusively engaging farmers in-person during a half-day tour. Taking place on the first day, host a tour of more than 40 people at a local growing operation and showcase the innovations your company has made while sharing your materials and collateral with this one-of-a-kind opportunity!

## What you'll get:

- Face-to-face interaction with the Acres U.S.A. audience
- At least one dedicated email for the tour with exclusive branding, reaching 15,000+ recipients
- Dedicated social media posts sharing your brand with more than 15,000 followers across four social media platforms
- A chance to distribute collateral/materials to tour attendees
- A 5-10 minute address during the tour
- Full-page native ad in the Healthy Soil Problem Solving Booklet
- 2 registrations to the full Healthy Soil Summit event
- Logo included in sponsor block used throughout the event
- Logo included on website and in every event e-newsletter
- Recognition (logo) in the full-page, post-event sponsorship thank-you ad in Acres U.S.A. magazine

The logo for Acres U.S.A. features the word "ACRES" in a large, red, serif font. To the right of "ACRES" is the word "USA" in a smaller, red, sans-serif font, followed by a registered trademark symbol (®).

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