

SPONSORSHIP GUIDE 2017

The national voice of
America's favorite fruit.
USApple.org



USApple
ASSOCIATION

About

U.S. Apple Association

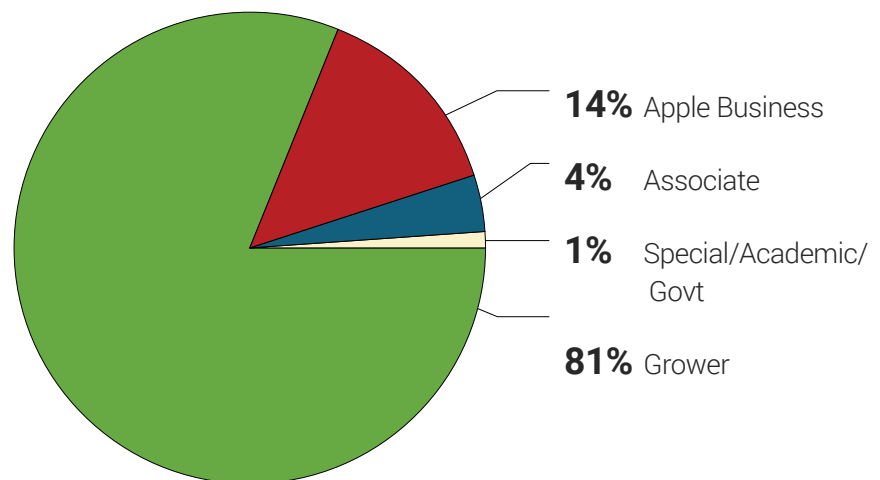
The U.S. Apple Association (USApple) is the only national trade association organization solely dedicated to representing the entire vertically integrated apple industry. The farm-gate value of the U.S. apple industry is about \$4 billion per year, with a downstream value after packing, shipping, marketing and processing of about \$14 billion per year.

USApple is committed to providing all segments of the industry the means to profitably produce and market apples and apple products. We serve the entire industry, representing it on national issues, increasing the demand for apples and apple products and providing information on matters pertaining to the apple industry.

USApple is a member-driven association that represents all segments of the industry, including growers, packers, shippers, marketers, processors, suppliers, state/regional associations and other businesses engaged in the industry.

Our Mission

To advocate for American apple growers and their industry partners on national issues in order to promote the profitable production and marketing of apples and apple products.



As a sponsor, you are promoting the profitability of the entire American apple industry from farm to table.

Sponsorship Opportunities

USApple is pleased to offer a range of opportunities for your organization to achieve unsurpassed levels of continued exposure to the apple industry. Select the unique sponsorship package that best fits your budget and needs from the opportunities listed below.

ALL SPONSORS RECEIVE:

Benefits Package

- Recognition on USApple website (company logo with website link)
- Repeat exposure to conference attendees
- Your company logo/website link on the conference website
- Your company logo on all pre-, onsite, and post-conference materials
- Complimentary products/services listing in the conference onsite guide
- Your company logo on conference signage
- One time use of pre- and post-conference attendee mailing lists (list distributed electronically to include – name, title, company, and mailing address)
- Recognition on USApple website (company logo with website link)

Platinum \$20,000

Outlook Conference Onsite Guide

Every registered attendee will receive the conference onsite guide. Recognition includes your company's logo prominently displayed on the front cover, plus a full page ad on the inside back cover.

Outlook Conference Networking Reception

Full conference attendees are invited to join us for Thursday evening's Networking Reception. *The Packer* will also present the award to the Apple Person of the Year. The event will include an open bar and hors d'oeuvres.

USApple Annual Review

Annual publication that recaps the great work USApple is doing on behalf of the U.S. apple industry. This professionally designed and printed report is distributed at various trade shows throughout the country and mailed to all members.

FOR MORE INFORMATION,
CONTACT JESSA ALLEN AT
JALLEN@USAPPLE.ORG

Outlook
is the
premier
event of
the year for
the apple
industry!

FOR MORE INFORMATION,
CONTACT JESSA ALLEN AT
JALLEN@USAPPLE.ORG

PLATINUM SPONSORS RECEIVE:

- Opportunity to address conference attendees during general session or sponsored event
- Four full conference registrations (includes tickets to all social activities)
- Banner ad in *Apple Bites* (four issues)
- Full-page ad in the conference onsite guide
- Promotional insert in the conference registration materials (limited to a single item not to exceed 8 ½" x 11")
- Sponsor ribbons for all company representatives attending sponsored event
- One year of USApple membership
- Benefits Package (Page 3)

Gold \$15,000

Production & Utilization Analysis Report

This annual compendium is the only source of data, analysis and general information about the U.S. apple industry.

USApple Board of Directors Dinner

The Board of Directors meets face-to-face two times a year (March and August). Opportunity to address dinner attendees and reserved seat with Board officers.

USApple Capitol Hill Day

Every March, apple leaders from coast to coast convene in Washington, D.C., for USApple's annual Capitol Hill Day. Attendees meet with congressional offices and bring a number of national issues and USApple priorities to their attention.

GOLD SPONSORS RECEIVE:

- Opportunity to address conference attendees during general session or sponsored event
- Two full conference registrations (includes tickets to all social activities)
- Banner ad in *Apple Bites* (two issues)
- 1/2 page ad in the conference onsite guide
- Promotional insert in the conference registration materials (limited to a single item not to exceed 8 ½" x 11")
- Sponsor ribbons for all company representatives attending sponsored event
- One year of USApple membership
- Benefits Package (Page 3)

Silver

\$7,500 USApple member

\$9,000 Non-member

Apple Pouch

Your logo will be prominently displayed on one of the apple-shaped zippered pouches that keep fruit from bruising and other damage. An apple pouch will be given to all conference attendees.

Become
a sponsor
today and
achieve
unsurpassed
levels of
continued
exposure to
the apple
industry.

FOR MORE INFORMATION,
CONTACT JESSA ALLEN AT
JALLEN@USAPPLE.ORG

Conference Flash Drives

Your logo will be prominently displayed on one side of the flash drive given to all conference attendees.

Conference Tote Bag

Your logo will be prominently displayed on one side of the tote given to all conference attendees.

Exclusive Hotel Keys

Your logo will be prominently displayed on one side of the hotel room keys given to all conference attendees. The custom key is handed out by hotel staff during check-in.

Hotel Guest Room Drop

Imagine the attendees returning to their room and having a gift from your company placed on their bed. Also includes delivery of one promotional piece.

Networking Refreshment Break

Refreshment areas are highly visible centers of activity during session breaks. Includes snacks and beverages for the attendees along with signage.

General Session

Highlight your company to the entire group of attendees during the general session. Includes the option to distribute a promotional flyer on ballroom seating.

SILVER SPONSORS RECEIVE:

- One full conference registration (includes tickets to all social activities)
- Banner ad in *Apple Bites* (one issue)
- Business card ad in the conference onsite guide
- Promotional insert in the conference registration materials (limited to a single item not to exceed 8 ½" x 11")
- Sponsor ribbons for all company representatives attending sponsored event
- Benefits Package (Page 3)

Bronze

\$5,000 USApple Member

\$6,500 Non-Member

Badge Lanyards

Your logo will be prominently displayed on lanyard given to all conference attendees.

Conference Mints

Your logo will be prominently displayed on the mints given to all conference attendees.

Conference Notepads

Your logo will be prominently displayed on the notepads given to all conference attendees.

Can't find a sponsorship level that is right for you? Have an idea for a special event or sponsorship? Contact Jessa Allen at jallen@usapple.org or 703.442.8850 to customize your sponsor package.

FOR MORE INFORMATION,
CONTACT JESSA ALLEN AT
JALLEN@USAPPLE.ORG

Conference Pens

Your logo will be prominently displayed on the pens given to all conference attendees.

BRONZE SPONSORS RECEIVE:

- Promotional insert in the conference registration materials (limited to a single item not to exceed 8 ½" x 11")
- Sponsor ribbons for all company representatives attending sponsored event
- Benefits Package (Page 3)

Additional Sponsorship Opportunities

Young Apple Leaders Program

\$2,000 / One (1) Young Apple Leader

The Young Apple Leaders (YAL) program equips the next generation of American apple growers and leaders. Each sponsored YAL join us for USApple's annual Capitol Hill Day where they gain an understanding of federal regulatory and legislative apple issues, learn from peers and apple leaders from around the country. Sponsorships cover all costs associated with program participation (airfare, hotel, meals, etc).

Tote Bag Insert

\$1,500 USApple Member | \$3,000 Non-Member

One promotional insert will be included in the conference registration materials (limited to a single item not to exceed 8 ½" x 11").

Advertising

Conference Onsite Guide

The conference onsite guide will be given to all conference attendees. Don't miss this opportunity to promote your company's products and services

Full Page	\$600 USApple Member \$750 Non-Member
1/2 Page Horizontal	\$400 USApple Member \$550 Non-Member
Business Card	\$150 USApple Member \$250 Non-Member

Apple Bites

USApple's bi-weekly e-newsletter recapping news for and about the apple industry. Apple Bites is sent to 1,000+ members.

Banner (6 issues)	\$750 USApple Member \$900 Non-Member
Banner (4 issues)	\$500 USApple Member \$650 Non-Member
Banner (2 issues)	\$300 USApple Member \$450 Non-Member



Sponsorship Application

BASIC DETAILS

Company _____

First Name _____ Last Name _____

Title _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Website _____

SPONSORSHIP PACKAGES

Please select preferred sponsorship option below. Assignment is on a first-come, first-served basis.

PLATINUM \$20,000

- Outlook Conference Onsite Guide
- Outlook Conference Networking Reception
- USApple Annual Review

GOLD \$15,000

- Production & Utilization Analysis Report
- USApple Board of Directors Dinner
 - March August
- USApple Capitol Hill Day

SILVER

- \$7,500 member \$9,000 non-member
- Apple Pouch
- Conference Flash Drives
- Conference Tote Bag
- Exclusive Hotel Keys
- Hotel Guest Room Drop
- Networking Refreshment Break
- General Session

BRONZE

- \$5,000 member \$6,500 non-member
- Badge Lanyards
- Conference Mints
- Conference Notepads
- Conference Pens

ADDITIONAL SPONSORSHIP OPPORTUNITIES

YOUNG APPLE LEADERS PROGRAM

- \$2,000 x _____ YAL(s)

TOTE BAG INSERT

- \$1,500 member \$3,000 non-member

ADVERTISING

CONFERENCE ONSITE GUIDE

- Full Page
 - \$600 member \$750 non-member
- 1/2 Page
 - \$400 member \$550 non-member
- Business Card
 - \$150 member \$250 non-member

APPLE BITES

- Banner (6 issues)
 - \$750 member \$900 non-member
- Banner (4 issues)
 - \$500 member \$650 non-member
- Banner (2 issues)
 - \$300 member \$450 non-member

COMPANY DESCRIPTION

(email to jallen@usapple.org)

Please submit approximately 100 words for sponsor directory in Conference Onsite Guide.

How are you involved in the apple industry?

MAIN CONTACT (to be listed in sponsor directory)

First Name _____

Last Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Email _____

METHOD OF PAYMENT

- Invoice Me
- Check (payable to USApple)
- Charge:
 - VISA MasterCard AmEx Discover

Total \$ Amount _____

Name on Card _____

Credit Card # _____

Exp. Date _____ CSC Code _____

Signature _____

RETURN APPLICATION TO

USApple | 7600 Leesburg Pike, Suite 400 East | Falls Church, VA 22043
703.790.0845 (fax) | jallen@usapple.org

SAVE THE DATE



**2018 APPLE CROP OUTLOOK
& MARKETING CONFERENCE**

August 23 - August 24, 2018
The Swissotel • Chicago, IL



USApple
ASSOCIATION

7600 Leesburg Pike, Ste. 400 East | Falls Church, VA 22043
703.442.8850 | USApple.org