



2025 Potato Association of America Conference Sponsorship Opportunities

July 27-31 · Monona Terrace Community & Convention Center · Madison, WI USA

Showcase your brand at the 2025 PAA Conference and earn invaluable recognition as a sponsor. Connect with industry professionals involved in potato research, extension, production and utilization. The following sponsorship opportunities below are available for 2025

DIAMOND SPONSOR BENEFITS \$10,000

- Opportunity to address attendees at President’s Reception or Auction Dinner (2-3 min)
- Display table in common area*
- 2 complimentary conference registrations
- *Plus all Crystal level benefits*

Choice to sponsor one of the following:

Item	Number Available
Auction Dinner	1
Conference Audio Visual	1
Companion Tour Program	1
President's Reception	1
Custom	Multiple

CRYSTAL SPONSOR BENEFITS \$7,500

- Logo in conference emails
- Display table in common area*
- 1 complimentary conference registration
- *Plus all Platinum level benefits*

Choice to sponsor one of the following:

Item	Number Available
Conference Mobile App	1
Breakfast	3
Lunch	2
Welcome Reception	1
Custom	Multiple

PLATINUM SPONSOR BENEFITS \$5,000

- Logo in the meeting Mobile App with company bio
- Display table in common area*
- *Plus all Gold Level benefits*

Choice to sponsor one of the following:

Item	Number Available
Delegate Bags	1
Lanyards	1
Ice Cream Social (during posters)	1
Wifi Password	1
Custom	Multiple

GOLD SPONSOR BENEFITS \$3,750

- Signage recognition at the meeting
- *Plus all Silver level benefits*

Choice to sponsor one of the following:

Item	Number Available
Coffee Break	2
Sponsor a Program Session	TBD
Field Trip Transportation	2
Custom	Multiple

*Option to add a Table Top \$1,500 **

SILVER SPONSOR BENEFITS \$2,500

- Insert branded item in delegate bag (*must be approved*)
- *Plus all Bronze level benefits*

Choice to sponsor one of the following:

Item	Number Available
Grad Student Activity	1
Orientation Email	TBD
Registration Confirmation Email	2
Custom	Multiple

*Option to add a Table Top \$1,500 **

BRONZE SPONSOR BENEFITS \$1,200

- Name on looping slides during meeting
Plus all Supporter level benefits

SUPPORTER SPONSOR BENEFITS \$500

- Name on meeting website

*All Table Top Sponsors are welcome to participate in a giveaway at their table that will be marketed to attendees via mobile app push notifications