



TENNESSEE FFA STATE CONVENTION & EXPO

SPONSOR & EXHIBITOR GUIDE



ABOUT THE TENNESSEE FFA STATE CONVENTION & EXPO

Once a year, more than 4,000 of Tennessee's brightest, most hardworking agricultural students are all together in one place. Investing in Tennessee FFA State Convention does not only better the experience of Tennessee FFA members, alumni, advisors, and guests, it allows sponsors invaluable outreach and interaction with the future of the Tennessee food, fiber, and fuel sectors.

The more than 4,000 attendees are the future workforce, members, supporters, advocates, and customers for numerous companies and organizations. There is not a better time than now to market to these driven young agriculturists.

Choosing to engage with Tennessee's premier youth leadership organization will not leave you disappointed. Our objective is to make sure supporters see the value in their investment during the Tennessee FFA State Convention & Expo.



CONNECT

ENGAGE

IMPACT

The possibilities to connect, engage, and impact at convention are endless, but the opportunities are not. Don't miss your chance to make an impact during Tennessee FFA's largest event of the year.

The Tennessee FFA State Convention & Expo provides a number of opportunities for your organization to be a part of the unforgettable convention experience. The event has grown to nearly 5,000 attendees and has the potential to grow even further with your support. Listed in this guide are sponsorship levels that will show you believe in the future of agriculture and FFA.

As a partner in creating a brighter future for Tennessee's workforce, the Tennessee FFA Foundation creates marketing opportunities to meet your specific needs. To learn how to secure one or more of our great opportunities, please contact the Tennessee FFA Foundation at marisahughes@tnffa.org. All convention sponsorships should be confirmed by February 2 to ensure adequate exhibit space and production times.

Customized sponsorship opportunities are available.



AGRI
Sponsored by: Tennessee Farm
Federation and Service Companies

"Voice of Agriculture"
★ Since 1921 ★



CO-OP
PROVIDING TO SERVE



GOLD EMBLEM SPONSOR

Gold Emblem sponsors will receive the baseline Tennessee FFA State Convention Expo experience. A package for companies/organizations who want to engage with FFA members, alumni, and advisors.

Includes:

- 10 x 10 pipe and drape booth space
- 1 skirted table
- 2 chairs (more available upon request)
- Free registration and lunch for 2 exhibitors
- Wastebasket
- Wi-Fi access
- Electricity included

Investment.....\$600

ONE STAR SPONSOR

One Star Sponsorship is the perfect package for any company or organization that wants to go further than the standard State Convention Expo booth. It allows sponsors to interact and engage FFA members, alumni and advisors on a more personal level. Plus, One Star Sponsors receive additional amenities listed below.

One Star Sponsor Amenities:

- Room block with discounted FFA price for exhibitors
- Use of break out area for 30-minute interactive workshop

Also Includes:

- 10 x 10 pipe and drape booth space
- 1 skirted table
- 2 chairs (more available upon request)
- Free registration and lunch for 2 exhibitors
- Wastebasket
- Wi-Fi access

Investment.....\$1,000



TWO STAR SPONSOR

TWO STAR SPONSOR INDIVIDUAL SESSION SPONSOR

The energy of a Tennessee FFA State Convention session is simply electric as students celebrate their achievements, get inspired, and see their fellow members onstage. Seven general sessions take place throughout the week that recognize award winners and motivate members to continue their success. Two Star sponsorship affords the company/organization invaluable outreach and the ability to advertise during an entire session along with the Tennessee FFA State Convention Expo.

Two-Star Sponsor Amenities:

- Your partnership as a session sponsor will claim the session of your choice as “Presented by: Your Company”.
- Logo and name displayed on session screen and recognized in convention program
- 1 minute video may be played during session; sponsor must provide video (optional)
- A representative of company will receive 2 minutes to greet audience
- Photos sent from sponsored session

Also Includes:

- 10 x 10 pipe and drape booth space
- 1 skirted table
- 2 chairs (more available upon request)
- Free registration and lunch for 2 exhibitors
- Wastebasket
- Wi-Fi access
- Room block with discounted FFA price for exhibitors
- Use of break-out area for 30-minute interactive workshops

Investment.....\$3,000



THREE STAR SPONSOR

THREE STAR SPONSOR TALENT SPONSOR

Not only are FFA members hardworking young agriculturalists, many also showcase their incredible talents as onstage entertainment. Your partnership as the Tennessee FFA Talent Sponsor will provide exposure during every talent performance.

Three-Star Sponsor Amenities:

- Every talent act will be associated with company; example "Tennessee FFA Talent presented by Your Company"
- Logo will be on session screen behind each act
- Recognition in convention program
- Advertising giveaways may be distributed before talent performances

Also Includes:

- 10 x 10 pipe and drape booth space
- 1 skirted table
- 2 chairs (more available upon request)
- Free registration and lunch for 2 exhibitors
- Wastebasket
- Wi-Fi access
- Room block with discounted FFA price for exhibitors
- Use of break-out area for 30-minute interactive workshop

Investment.....\$5,000





FOUR STAR SPONSOR

FOUR STAR SPONSOR STATE OFFICER CANDIDATE SPONSOR

The Tennessee FFA State Officer candidates are FFA's most determined young leaders. These students have spent months preparing for the rigorous five-day interview process as they vie for one of eight state officer positions. This sponsorship provides support for candidate hotel rooms, interview materials, and the Saturday evening welcome dinner while featuring your company throughout the entire process and on the session stage.

Four-Star Sponsor Amenities:

- Representative at Saturday evening dinner with candidates
- Branded signage will be posted in interview and candidate holding rooms
- A representative may bring 2-minute remarks to entire convention when state officer candidates are introduced
- 1-minute video played during State Officer Candidate Introduction Session

Also Includes:

- 10 x 10 pipe and drape booth space
- 1 skirted table
- 2 chairs (more available upon request)
- Free registration and lunch for 2 exhibitors
- Wastebasket
- Wi-Fi access
- Room block with discounted FFA price for exhibitors
- Use of break-out area for 30-minute interactive workshop

Investment.....\$10,000



FOUR STAR SPONSOR

FOUR STAR SPONSOR KEYNOTE SPEAKER SPONSOR

A Four Star Sponsor has the ability to sponsor the main attraction of the convention. The Keynote Speaker creates an atmosphere of inspiration for the entire convention. Not only does it allow you to play a major role in the convention, but it also gives your organization the opportunity to showcase your brand to a large audience. This is a great way for companies/organizations to increase visibility, gain valuable exposure, and make a big impact at the convention.

Four-Star Sponsor Amenities:

- Sponsor branding will be associated with keynote; example "Barrett Keene, Keynote Speaker, presented by *Company Name**"
- Sponsor Keynote Speaker's session with logo on screen during keynote and throughout the session
- 1-minute video played before keynote speaker (optional)
- Introduce the Keynote Speaker, bring remarks from sponsor
- Optional additional 10 x 10 pipe and drape booth space

Also Includes:

- 10 x 10 pipe and drape booth space
- 1 skirted table
- 2 chairs (more available upon request)
- Free registration and lunch for 2 exhibitors
- Wastebasket
- Wi-Fi access
- Room block with discounted FFA price for exhibitors
- Use of break-out area for 30-minute interactive workshop

Investment.....\$10,000



FOUR STAR SPONSOR

FOUR STAR SPONSOR STATE CONVENTION EXPO SPONSOR

The Tennessee FFA State Convention Expo sponsor will provide thousands of students the ability to seek future employers and educational opportunities. As its sponsor, your company will be featured throughout the State Convention Expo.

Four-Star Sponsor Amenities:

- Logo on banners at entrance of Expo
- Sponsor branding will be associated with the Expo; example: "Tennessee FFA State Convention Expo, presented by *Company Name*"
- Branded signage around Expo
- Sponsor recognition in Expo section of convention program
- Booth space up to 30' x 30'
- Choice of booth location
- Photos sent from Expo

Also Includes:

- 3 skirted tables
- 2 chairs (more available upon request)
- Free registration and lunch for 6 exhibitors
- Wastebasket
- Wi-Fi access
- Room block with discounted FFA price for exhibitors
- Use of break-out area for 30-minute interactive workshop

Investment.....\$12,500



FOUR STAR SPONSOR

FOUR STAR SPONSOR AGRISCIENCE FAIR SPONSOR

The FFA Agriscience Fair is designed to recognize students who gain real-world, hands-on experiences in agricultural enterprises. Students use scientific principles and emerging technologies to solve complex problems related to agriculture, food, and natural resources. This program also gives students a chance to demonstrate and display agriscience projects that are extensions of their agriscience courses.

Four-Star Sponsor Amenities:

- Branded signage in Agriscience Fair
- Join all Agriscience Fair finalists onstage to present plaques
- Sponsor name on all Agriscience Fair winner and runner-up plaques
- Logo featured on screen during Agriscience Fair onstage presentation
- Sponsor recognition in Agriscience Fair section of convention program
- Photos sent from the Agriscience Fair

Also Includes:

- 10' x 10' pipe and drape booth space
- 1 skirted tables
- 2 chairs (more available upon request)
- Free registration and lunch for 2 exhibitors
- Wastebasket
- Wi-Fi access
- Room block with discounted FFA price for exhibitors
- Use of break-out area for 30-minute interactive workshop

Investment.....\$12,500



FIVE STAR SPONSOR

FIVE STAR SPONSOR PRESENTING CONVENTION SPONSOR

A Five Star Sponsor is our largest level of sponsorship for the convention. Your company is the headlining sponsor of the Tennessee FFA State Convention & Expo. This sponsorship is providing days of non-stop advertising while enhancing convention for the more than 4,000 attendees.

Five-Star Sponsor Amenities:

- Logo will appear on convention posts on tnffa.org and social media
- Logo will be on front of convention program
- Full page spread or back cover of the convention program
- Branded signage will be posted around convention hall, stage, and in Expo
- Advertising video is played in every pre-session and during the opening session (1 minute; optional)
- Representative can bring greetings to the convention hall (up to 2 minutes)
- Optional additional 10 x 10 pipe and drape booth space

Also Includes:

- 10' x 10' pipe and drape booth space
- 1 skirted table
- 2 chairs (more available upon request)
- Free registration and lunch for 6 exhibitors
- Wastebasket
- Wi-Fi access
- Room block with discounted FFA price for exhibitors
- Use of break-out area for 30-minute interactive workshop

Investment.....\$20,000



UNIVERSITIES & AFFILIATED ORGANIZATIONS

A university-affiliated sponsor (colleges, universities, departments, student organizations, fraternities, sororities, and Collegiate FFA) will receive the baseline Tennessee FFA Expo experience. If you would like more booth space, you will be charged your original booth fee multiplied by the amount of booth width you would like in increments of 10'.

Includes:

- 10 x 10 pipe and drape booth space
- 1 skirted table
- 2 chairs (more available upon request)
- Free registration and lunch for 2 exhibitors
- Wastebasket
- Wi-Fi access
- Electricity included

Investment.....\$400

TEACHER & EXHIBITOR BREAK AREA SPONSOR

This package provides refreshments for the hardworking agricultural educators and exhibitors who dedicate their week to making the convention experience a great one for FFA members. It is perfect for those who want to sponsor a portion of the Tennessee FFA State Convention but cannot attend or send representatives to the convention. Representatives are, however, welcome and encouraged.

Includes:

- Signage in the break area
- Providing light snacks and beverages to educators & exhibitors throughout the convention
- Option to address TAAE (Tennessee Association of Agriculture Educators) meeting for up to 5 minutes
- Will be recognized as the teacher & exhibitor break room sponsor in the convention program
- 10 x 10 pipe and drape booth space in the Expo

Investment.....\$4,000



EXHIBITOR & SPONSOR REGISTRATION

Registration:

- Submit your registration at: www.tnffa.org/sponsorship-registration
- Deadline to register: Friday, February 2, 2024

Billing Options:

- An invoice will be sent upon registration.
- Mail a check for the amount due to: Tennessee FFA Foundation, Box 5034, TN Tech University, Cookeville, TN 38505
- Pay at tnffa.org/donate-now and leave a comment with your sponsorship package selection.

Electricity:

- All vendor packages include electricity. Please indicate if you do not plan to utilize it.

Venue:

- Gatlinburg Convention Center (234 Historic Nature Trail, Gatlinburg, TN 37738)

Dates: *All times are in EST.

- Setup: Sunday, March 24 (1:00-6:00 p.m.)
- Expo Open: Monday, March 25 (8:00 a.m.-6:30 p.m.) and Tuesday, March 26 (8:00 a.m.-4:00 p.m.)
- Tear-Down: Tuesday, March 26 (4:00 p.m.-9:00 p.m.)

EXPO REGULATIONS

ELIGIBLE EXHIBITS

- Tennessee FFA reserves the right to determine the eligibility of any Exhibitor. No Exhibitor shall sublet or share space. All promotional activities must be confined to the limits of the booth.

BADGES

- Exhibitor personnel will be provided with badges to permit entry to the convention. Exhibitors must be properly identified at all times. Tennessee FFA must be notified of personnel by February 2 so that badges can be prepared in advance.

EXHIBITORS' REGISTRATION

- All Exhibitors must check in at the Exhibitors' Registration desk on site.

RESTRICTIONS

- Tennessee FFA reserves the right to restrict exhibits which for any reason may become objectionable and may also evict any exhibit which in the opinion of Tennessee FFA detracts from the general character of the Exhibit. Tennessee FFA will not be liable for any refunds or other expenses in this instance.

LIABILITY

- Neither Tennessee FFA, nor their agents or representatives, will be responsible for any injury, loss, or damage that may occur to exhibit or personnel.



SEE YOU SOON!

CULTIVATE THE FUTURE WORKFORCE WITH TENNESSEE FFA

Nearly 5,000 attend the annual Tennessee FFA State Convention & Expo, including students, teachers, school administrators, former FFA members, and guests from across the state. It's one of the largest annual gatherings of students. These students are your future consumers, employees, leaders, and decision-makers.

Showcase your brand. Educate and inform FFA members about the possibilities for their future. Connect with people committed to your industry, products, and services. Talk face-to-face with your company's future consumers and employees.

The Tennessee FFA State Convention continues to grow every year. As an FFA supporter, we thank you for believing in the future of agriculture and for your continued support of the blue corduroy jacket.

There's no better investment.



TENNESSEE FFA FOUNDATION

Box 5034, TTU | Cookeville, TN 38505
P: 931-372-6050 | tnffa.org/foundation

THE TENNESSEE FFA FOUNDATION MISSION

The Tennessee FFA Foundation promotes the best interests of students and those involved in agricultural education/FFA in Tennessee in order to enhance opportunities that will enable every FFA member to reach their maximum potential as productive citizens.

THE FFA MISSION

FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success through agricultural education.