

TENNESSEE FFA STATE CONVENTION & EXPO

SPONSOR & EXHIBITOR GUIDE

ABOUT THE TENNESSEE FFA STATE CONVENTION & EXPO

Once a year, more than 6,000 of Tennessee's brightest and most dedicated agricultural students gather in one place for the Tennessee FFA State Convention & Expo. Your investment enhances the convention experience for members, advisors, alumni, and guests, while giving your organization unmatched access to the future of Tennessee's food, fiber, and fuel sectors.

These 6,000+ attendees represent the future workforce, customers, innovators, supporters, and advocates for countless companies and organizations. There is no better time to connect with these driven young agriculturists than during this week of leadership, recognition, and career exploration.

By choosing to engage with Tennessee's premier youth leadership organization, you are not only supporting students but also investing in the future of Tennessee agriculture. Our goal is to ensure that every supporter clearly sees the value of their investment in the Tennessee FFA State Convention & Expo.





SPONSOR

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 offers many opportunities for your organization to become part of a memorable and impactful experience. Attendance has grown to more than 6,000 participants, and the event continues to expand each year with the support of dedicated partners like you. Within this guide, you will find sponsorship levels that demonstrate your commitment to the future of agriculture and FFA.

As a partner in developing Tennessee's future workforce, the Tennessee FFA Foundation is committed to creating marketing opportunities that align with your organization's goals. To secure one or more of these opportunities, please contact the Tennessee FFA Foundation at marisahughes@tnffa.org. All convention sponsorships should be confirmed by February 1 to ensure adequate exhibit space and production timelines are met.

Customized sponsorship opportunities are available.


Farm Bureau
Tennessee
The Voice of Agriculture
Since 1921
Sponsored by: Tennessee
Federation and Service Compan
2023
RISE UP
CO-OP

EXHIBIT

GOLD EMBLEM SPONSOR

Gold Emblem sponsors will receive the baseline Tennessee FFA State Convention Expo experience.

- *Best for: Organizations wanting a basic exhibit presence with brand visibility.*
- *What makes it unique: Affordable entry-level participation with full exhibitor benefits.*

Includes:

- 10' x 10' Booth with Pipe and Drape
- 1 Skirted Table, 2 Chairs, Wastebasket
- Registration and Lunch for 2 Exhibitors
- Wi-Fi and Electricity Included
- Listing in Convention Program

Investment.....$750

EXHIBIT ONLY RATES

BOOTH SIZE	DIMENSIONS	RATE	TABLES & CHAIRS	EXHIBITOR REGISTRATIONS
Standard	10' x 10'	$750	1 Skirted Table, 2 Chairs	2 Registrations
Double	10' x 20'	$1,500	2 Skirted Tables, 4 Chairs	4 Registrations
Triple	10' x 30'	$2,250	3 Skirted Tables, 6 Chairs	6 Registrations
Quad	10' x 40'	$3,000	4 Skirted Tables, 8 Chairs	8 Registrations
Premium	20' x 20'	$4,000	4 Skirted Tables, 8 Chairs	8 Registrations





ONE STAR SPONSOR

ONE STAR SPONSOR

The One Star Sponsorship is a step beyond the standard Expo experience, offering organizations deeper engagement with FFA members, advisors, and alumni. This level provides added visibility and exclusive benefits that elevate your impact at the Tennessee FFA State Convention & Expo.

- *Best For: Organizations seeking stronger engagement beyond the booth.*
- *Unique Feature: Direct educational engagement with attendees through a workshop.*

One Star Sponsor Amenities:

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

Also Includes:

- 10' x 10' Booth with Pipe and Drape
- 1 Skirted Table, 2 Chairs, Wastebasket
- Registration and Lunch for 2 Exhibitors
- Wi-Fi and Electricity Included
- Listing in Convention Program

Investment.....$1,500



TWO STAR SPONSOR

TWO STAR SPONSOR

INDIVIDUAL SESSION SPONSOR

Tennessee FFA State Convention sessions are high-energy moments where students celebrate achievements and draw inspiration from their peers. With seven sessions held throughout the week, the Two Star Sponsorship gives your organization exclusive visibility during one full session, providing powerful outreach in addition to your presence in the State Convention Expo.

- *Best For: Companies wanting on-stage visibility and session recognition.*
- *Unique Feature: Exclusive sponsorship of a full general session*

Two-Star Sponsor Amenities:

- Your partnership as a session sponsor will claim the session of your choice as “Presented by Your Company”.
- Logo Displayed on Session Screen
- 1 -Minute Video During Session; Sponsor must provide video
- 2-Minute Greeting to the Audience
- Photos from sponsored session

Also Includes:

- 10' x 20' Booth with Pipe and Drape
- 2 Skirted Tables, 4 Chairs, Wastebasket
- Registration and Lunch for 4 Exhibitors
- Wi-Fi and Electricity Included
- Listing in Convention Program
- Access to Discounted Room Block
- 30-Minute Breakout Workshop

Investment.....$3,000





THREE STAR SPONSOR

THREE STAR SPONSOR

TALENT SPONSOR

FFA members are not only dedicated young agriculturalists, but also talented performers who shine on stage. As the Tennessee FFA Talent Sponsor, your organization will be highlighted during every talent showcase, giving you exceptional visibility throughout the convention.

- *Best For: Companies wanting high visibility throughout the week.*
- *Unique Feature: Branding featured during every talent performance throughout convention.*

Three-Star Sponsor Amenities:

- Every talent act will be associated with company; example "Tennessee FFA Talent presented by Your Company"
- Logo on session screen behind each talent act
- 1 -Minute Video During Session; Sponsor must provide video
- Promotional items may be distributed before talent performance

Also Includes:

- 10' x 20' Booth with Pipe and Drape
- 2 Skirted Tables, 4 Chairs, Wastebasket
- Registration and Lunch for 4 Exhibitors
- Wi-Fi and Electricity Included
- Listing in Convention Program
- Access to Discounted Room Block

Investment.....$6,000








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FOUR STAR SPONSOR

FOUR STAR SPONSOR
KEYNOTE SPEAKER SPONSOR

As a Four Star Sponsor, your organization can take center stage by sponsoring the convention's Keynote Speaker. This premier opportunity places your brand in front of thousands as a renowned speaker inspires and energizes the audience. It is a powerful platform to elevate your visibility and make a lasting impression on attendees.

- *Best For: Companies seeking standout exposure during one of the most-attended moments of convention.*
- *Unique Feature: Premium visibility as the official sponsor of the convention's headline keynote session*

Four-Star Sponsor Amenities:

- Your company will be featured as the official Keynote Sponsor, such as "Barrett Keene, Keynote Speaker, presented by Company Name."
- Logo on screen throughout the keynote session.
- 1 -Minute Video Before Keynote Address; Sponsor must provide video
- A representative from your organization may introduce the Keynote Speaker and share 2-minute remarks.

Also Includes:

- 10' x 20' Booth with Pipe and Drape
- 2 Skirted Tables, 4 Chairs, Wastebasket
- Registration and Lunch for 4 Exhibitors
- Wi-Fi and Electricity Included
- Listing in Convention Program
- Access to Discounted Room Block
- 30-Minute Breakout Workshop

Investment.....$12,000



FOUR STAR SPONSOR

FOUR STAR SPONSOR

STATE OFFICER CANDIDATE SPONSOR

Tennessee FFA State Officer candidates represent the organization's most committed young leaders, dedicating months to prepare for an intensive five-day interview process. This sponsorship supports their accommodations, interview needs, and the Saturday evening welcome banquet, while prominently featuring your company throughout the selection process and on the session screen.

- *Best For: Organizations that want to support Tennessee's most dedicated young leaders and gain meaningful visibility during one of the convention's most respected processes.*
- *Unique Feature: Exclusive branding throughout the multi-day State Officer selection process, including signage in interview areas and recognition during the formal introduction of candidates.*

Four-Star Sponsor Amenities:

- Representative at Saturday evening dinner with candidates
- Branded signage will be posted in interview and candidate holding rooms
- 1 -Minute Video During Session; Sponsor must provide video
- A representative may bring 2-minute greetings when state officer candidates are introduced.

Also Includes:

- 10' x 20' Booth with Pipe and Drape
- 2 Skirted Tables, 4 Chairs, Wastebasket
- Registration and Lunch for 4 Exhibitors
- Wi-Fi and Electricity Included
- Listing in Convention Program
- Access to Discounted Room Block
- 30-Minute Breakout Workshop

Investment.....$12,000







FIVE STAR SPONSOR

FIVE STAR SPONSOR

PRESENTING CONVENTION SPONSOR

Five Star Sponsorship represents the highest level of support for the Tennessee FFA State Convention & Expo. As the presenting sponsor, your company stands at the forefront of the event with broad, high-impact visibility reaching more than 6,000 attendees. This premier partnership offers unparalleled exposure while meaningfully enhancing the convention experience for every participant.

- *Best For: Organizations seeking the highest level of visibility and influence at the Tennessee FFA State Convention & Expo.*
- *Unique Feature: Exclusive presenting sponsorship with event-wide branding and recognition woven into every major session and experience.*

Five-Star Sponsor Amenities:

- Your logo displayed on session screens throughout the entire convention
- Logo placement on the front cover of the convention program
- A full-page feature or the option for the program's back cover
- Prominent branded signage in the convention hall, on stage, and throughout the Expo
- 1 -Minute Video During Opening Session & Pre-Sessions; Sponsor must provide video
- Opportunity for a representative to deliver up to two minutes of greetings to the full convention audience

Also Includes:

- 20' x 20' Booth with Pipe and Drape
- 4 Skirted Tables, 8 Chairs, Wastebasket
- Registration and Lunch for 8 Exhibitors
- Wi-Fi and Electricity Included
- Listing in Convention Program
- Access to Discounted Room Block
- 30-Minute Breakout Workshop

Investment.....$25,000



SUPPORT

UNIVERSITIES & AFFILIATED ORGANIZATIONS

University-affiliated sponsors, including colleges, departments, student organizations, fraternities, sororities, and Collegiate FFA chapters, receive the standard Tennessee FFA Expo exhibitor experience. Additional booth space may be purchased by multiplying the base booth rate by the number of 10-foot increments desired.

Includes:

- 10' x 10' Booth with Pipe and Drape
- 1 Skirted Table, 2 Chairs, Wastebasket
- Registration and Lunch for 2 Exhibitors
- Wi-Fi and Electricity Included
- Listing in Convention Program

Investment.....$500

TEACHER & EXHIBITOR BREAK AREA SPONSOR

This package supports the hardworking agricultural educators and exhibitors who devote their week to creating an exceptional convention experience for FFA members. It is an ideal option for organizations that want to contribute to the Tennessee FFA State Convention even if they cannot attend in person, though representatives are always welcome.

Includes:

- Prominent signage displayed in the educator and exhibitor break area
- Sponsorship of light snacks and beverages provided throughout the convention
- Opportunity to address the Tennessee Association of Agriculture Educators (TAAE) meeting for up to five minutes
- Recognition in the convention program as the official Teacher & Exhibitor Break Area Sponsor
- One 10' x 10' pipe and drape booth space in the Expo

Investment.....$5,000





KEY HIGHLIGHTS

TIER	2026 PRICE	BOOTH SIZE	WORKSHOP	SESSION OR EVENT RECOGNITION	VIDEO RIGHTS	LIVE REMARKS	PRIMARY UNIQUE BENEFIT
Gold Emblem	$750	10' x 10'	No	No	No	No	Budget-friendly exhibitor package
One Star	$1,500	10' x 10'	Yes	No	No	No	Includes a workshop + room block
Two Star	$3,000	10' x 20'	Yes	Session Sponsor	1 min	2 min	Exclusive general session sponsor
Three Star	$6,000	10' x 20'	Yes	Talent Sponsor	1 min	2 min	Branding at every talent performance
Four Star	$12,000	10' x 20'	Yes	Major Event Sponsor	1 min	2 min	Owns a flagship convention event
Five Star	$25,000	20' x 20'	Yes	Presenting Sponsor	Video in every pre-session	2 min	Convention-wide top-tier visibility



NEW IN 2026

TIER	2026 PRICE	BOOTH SIZE	WORKSHOP	SESSION OR EVENT RECOGNITION	VIDEO RIGHTS	LIVE REMARKS	PRIMARY UNIQUE BENEFIT
Chapter Award Sponsor	$5,000	10' x 10'	No	Yes	1 minute	2 minutes	Exclusive Sponsor for Chapter Awards during Opening Session; Branding on-screen for all Chapter Awards

REGISTER

SPONSOR & EXHIBITOR REGISTRATION

Registration:

- Submit your registration at: www.tnffa.org/sponsorship-registration
- Deadline to register: Friday, February 1, 2027

Billing Options:

- An invoice will be sent upon registration.
- Checks payable to Tennessee FFA Foundation. Mailing Address: Tennessee FFA Foundation, Box 5034, TN Tech University, Cookeville, TN 38505.

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 21 (1:00-6:00 P.M.)
- Expo Open: Monday, March 22 (8:00 A.M.- 6:30 P.M.) and Tuesday, March 24 (8:00 A.M.-4:00 P.M.)
- Tear-Down: Tuesday, March 23 (4:00 P.M. - 9:00 P.M.)

EXPO REGULATIONS

ELIGIBLE EXHIBITS

- The Tennessee FFA Foundation 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 6 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. The Tennessee FFA Foundation will not be liable for any refunds or other expenses in this instance. Tennessee FFA reserves the right to approve the sale of any items in accordance to the FFA mission, values, and goals.

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. The Exhibitor is solely responsible for his/her own exhibit material and should insure his/her exhibit against loss or damage.



SEE YOU SOON!

CULTIVATE THE FUTURE WORKFORCE WITH TENNESSEE FFA

Nearly 7,000 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 I Cookeville, TN 38505
P: 931-372-6050 I 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.