



BECOME A FABulous FEATURED PRODUCT SHOWCASE SPONSOR

BASIN FOOD SUMMIT & BUYERS EXPO (FABX)! OCTOBER 24-26, 2024 | NAKUSP, BC

Are you ready to join our tradition of uniting producers, farmers, and buyers from across the Columbia Basin region?

As our 6th annual Basin Food & Buyers Expo (FABx) approaches, we're excited to provide more value than ever before, not just to attendees but to our valued sponsors.

ABOUT THE EVENT

FABx provides a wealth of opportunities for food producers, buyers and industry stakeholders, including:

- Business development workshops
- 🗣️ Influential speakers
- 👥 Industry networking
- ✂️ Valuable feedback
- Essential insights to propel food businesses to new heights
- 🍴 A farm-to-table dinner
- ➡️ Incredible local giveaways
- 🗺️ Local farm tours
- 🔥 And this year...HOT SPRINGS!

GET YOUR PRODUCT IN FRONT OF AN AUDIENCE OF LOCAL FOOD LOVERS!

Why join us? FABx plays a critical role in fostering economic development, community support, and social connectivity related to the local food industry in the Columbia Basin. Being the only event of its kind in the region, the value delivered to stakeholders, buyers and producers is immense.

Your participation as a featured producer is primarily all about showcasing your product, but it will also be an essential pillar of our event's success. Your sponsorship contributes directly to the event's operational costs, helping us to continue to host this remarkable event.

SPONSORSHIP PERKS:

- Your product will be exposed to hundreds of people at this one-of-a-kind event.
- 🍷 Your product will be enjoyed by a community of passionate food enthusiasts, creating a buzz around your brand.
- Through our marketing and communication channels, we'll get your brand in front of our highly-engaged audience.
- 🌱 You'll contribute to our thriving food community.
- 🗣️ You'll have unique networking opportunities to create meaningful connections with professional food buyers + consumers.
- 🔥 You'll help cultivate a unique industry experience that invests in our local food economy.





"We came with a goal in mind to secure a specific retailer. We did just that and then some. We secured multiple retailers to carry our product and have many others that we made initial contact with. We took approximately \$2,000 in orders from retailers at the expo and need to follow up for initial orders with two others."

-Local Producer at FABx23



GET YOUR MESSAGE ACROSS TO A HIGHLY-ENGAGED AUDIENCE:

300-400 people including stakeholders, buyers and producers from across the Columbia Basin and beyond.
(Annual In-person attendance changes each year based on venue capacity and does not include the public who attend the market day events)

FABx23 had 267 registrants including:
63 Buyers + 112 Exhibitors +
67 Food Industry + Speakers

#BASINFOOD REACH
Instagram:
1,100+ followers

Email List:
900+ subscribers
65% average open rate (industry standard: 20%)

SPONSORSHIP TIERS



SEED SPONSOR
\$250 - \$500 of product
minimum 200 servings

- Logo profiled on website and social media
- Onsite promo material space at event
- 1 general admission ticket to the event.



SPROUT SPONSOR
\$500 - \$750 of product
minimum 300 servings

- Logo profiled on website and social media
- Onsite promo material space at event
- Branding on event material and slides
- 2 general admissions / or 1 exhibitor table



BLOSSOM SPONSOR
\$750 - \$1500 of product
minimum 400 servings

- Logo profiled on website and social media
- Onsite promo material space at event
- Branding on event material and slides
- 2 general admission tickets
- 1 exhibitor table / or two dinner tickets
- Exclusive Event Block Sponsor Highlight with Logo Profiled at event focal point
- Custom blog post (Socials Takeover) created by our team featuring your company

* With all sponsorship tiers your featured product will be showcased to attendees during a "Taste of the Basin" snack break or incorporated into one of three meal offerings mindfully crafted by a local chef. Our aim is to highlight your product in the best scenario for sharing!



"Thank you for putting on such a great event. What a team! What a dinner! The whole event was so good. We made so many great connections for both our store and as a representative for (our community agriculture group.)"

-FABx23 Buyer + attendee

Don't miss the chance to showcase your commitment to our vibrant food community! We genuinely appreciate your consideration of sponsoring this fantastic event, and we sincerely hope you'll join us.

Here's to making this year's event even more memorable together!

Sincerely,
Shauna Fidler & Damon Chouinard
FABx Organizer Team

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FOOD
BASIN & EXPO
BUYERS

