

# 2025 UNITED STATES LAVENDER CONFERENCE

Lavender: The Aroma of Success



SPONSORSHIP AND EXHIBITOR  
OPPORTUNITIES

ST. CHARLES, MISSOURI  
JANUARY 24-25, 2025



CONTACT:  
EVENT@USLAVENDER.ORG

[www.uslavender.org/uslc-2025](http://www.uslavender.org/uslc-2025)

# ABOUT US

The United States Lavender Growers Association (USLGA) is the first national organization of its kind. Originally founded to represent lavender farmers, the organization has expanded to include suppliers, wholesalers, retail product providers, and a wide variety of lavender-related industries.

Our conference attendees love discovering new resources and desire to connect with:

- Equipment Suppliers
- Retail Wholesalers
- Education Providers
- Business Support and B2B Opportunities
- Online Tools for Business
- Agricultural Suppliers
- Labeling & Bottling Suppliers
- Customized Product Suppliers and much more!

At USLGA, we are committed to providing exceptional resources and events for our members to grow, strengthen, and advance the U.S. lavender industry. Our US Lavender Conference (USLC) 2025 theme, “Lavender: The Aroma of Success,” sums up both our event program and our prospectus for sponsorships.



## UNIQUE SPONSORSHIP OPPORTUNITIES

Choose from an array of sponsorship opportunities, listed on the following page, which are designed to showcase your company to our USLGA members.

These sponsorship opportunities allow you to custom fit your direct marketing needs to specific conference events and tailored branding of items.

Depending on your level of spend on these opportunities, you may qualify for additional benefits listed on our Awards Level Page (5). We are excited to offer the unique sponsorship opportunities that are available to you at USLC 2025!

# USLC 2025 SPONSORSHIP OPPORTUNITIES



## KEYNOTE SESSION/ GENERAL MEETING

**2 opportunities**

Logo will be featured in conference printed program, on door signage, projected on screen, and website. Given opportunity for a brief presentation or video.

**\$2500**

Qualifies Sponsor for Perennial Silver Award Level



## PRECONFERENCE ACTIVITIES

**3 opportunities**

Logo will be featured in conference printed program, on door signage, and website. Moderator will acknowledge and thank the sponsor as session begins and your branded materials distributed.

**\$1000**

Qualifies Sponsor for Bronze Bundle Award Level



## CONCURRENT SESSIONS

**12 opportunities**

Logo will be featured in conference printed program, and on door signage and website, and projected on screen. Moderator will acknowledge and thank the sponsor and your branded material can be put on each chair.

**\$1000**

Qualifies Sponsor for Bronze Bundle Award Level



## REGISTRATION TABLE

**1 opportunity**

Your logo and material will be featured at our check in desk (where each attendee will be greeted), in our conference booklet and website. Member of your staff is welcome to greet attendees at check in desk.

**\$1000**

Qualifies Sponsor for Bronze Bundle Award Level



## WELCOME RECEPTION

**1 opportunity**

Your sponsorship will be recognized with signage, and in conference booklet and website. You can provide material for each cocktail table and logo drink tickets are available for an additional charge.

**\$1500**

Qualifies Sponsor for Bronze Bundle Award Level



## MEAL SPONSORSHIP

**3 opportunities**

Your sponsorship will be recognized with signage, in conference booklet and website and material at each table (you provide). Opportunity for brief presentation or video.

**\$2500**

Qualifies Sponsor for Perennial Silver Award Level



## SNACK BREAK

**4 opportunities**

Sponsor one of our snack breaks and be featured with signage, in conference booklet and website. This could be ice cream sundaes, popcorn or a coffee/tea pastry break. You decide!

**\$1000**

Qualifies Sponsor for Bronze Bundle Award Level



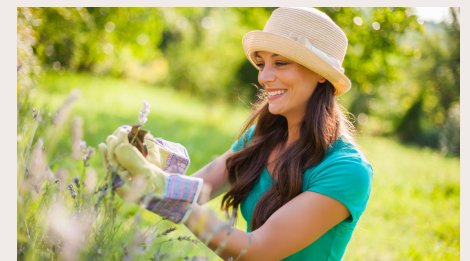
## CUSTOM TOTE OR NOTEBOOK

Make an impact as soon as each attendee registers by branding a tote or journal notebook with your logo.

**Tote with one color logo - \$1800**

**Notebook with one color logo - \$1800**

Other swag opportunities available for purchase



## GREEN THUMB SPONSORSHIP

For both companies and individuals, this offers a unique opportunity to support the USLGA and its educational initiatives in a significant, "above and beyond" manner. Sponsors at this level will be featured in the conference booklet, website and acknowledged and thanked at our annual meeting.

**\$500**

CONTINUE FOR INFORMATION ABOUT OUR SPONSORSHIP AWARD LEVELS

# USLC 2025 SPONSORSHIP AWARD LEVELS

**As a sponsor of the USLC 2025, you qualify for additional benefits!  
(Select one or more from the previous page to get added value)**



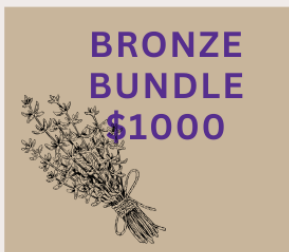
**Spend \$5000 (choose two or more of the listed sponsorship opportunities) and receive the following additional benefits:**

- A two-year membership to the USLGA (includes membership contact list)
- Complimentary double-space exhibit table in premium location
- Top-level billing on sponsorship signage at the USLC 2025, in the conference booklet, and on the USLGA Website (does not expire)
- Company name and logo prominently displayed on all conference-related emails
- Exclusive access to the leadership of USLGA during conference events
- Special recognition and an opportunity to introduce yourself and your company during the General Session Meeting
- Conference registration for two included (with meals)
- Opportunity to provide swag for each attendee
- Social media shout-out and thank you email blast (with a company link).



**Spend \$2500 (choose one or more of the listed sponsorship opportunities) and receive the following additional benefits:**

- A one-year membership to the USLGA (includes membership contact list)
- Complimentary single-space exhibit table in choice location
- Company name/logo featured signage at the USLC 2025, in the conference booklet, and on the USLGA Website (does not expire)
- Company name and logo prominently displayed on all conference-related emails
- Special recognition at the General Session Meeting
- Business listing and website in conference book
- Prominent logo in the conference book
- Conference registration for one included (with meals)







**Spend \$1000 (choose one or more of the listed sponsorship opportunities) and receive the following additional benefits:**

- Company name/logo featured signage at the USLC 2025, in the conference booklet, and on the USLGA Website (does not expire)
- Company name and logo displayed on all conference-related emails
- A one-year membership to the USLGA (includes membership contact list)
- Special recognition at the General Session Meeting
- Business listing and website in conference book



**Spend \$500 and receive the following additional benefits:**

- Company name/logo featured signage at the USLC 2025, in the conference booklet, and on the USLGA Website (does not expire)
- Business listing and website in conference book
- Attendee contact list

<h2>USLC Award Levels at a Glance</h2>	<b>Green Thumb</b> \$500 	<b>Bronze Bundle</b> \$1000 	<b>Perennial Silver</b> \$2500 	<b>Lavender Gold</b> \$5000 
Exclusive access to USLGA Executive Team during USLC 2025				X
Social media shout outs and email blast for your company				X
Opportunity to provide company branded swag to attendees				X
Prominent company logo in conference booklet and emails			X	X
Complimentary conference registration (includes meals)			for one	for two
Complimentary exhibitor space			single (choice)	double (premium)
Complimentary USLGA membership (includes member contact information)		one year	one year	two years
Special recognition at General Meeting		X	X	X
Company name on USLC 2025 webpage (never expires)	X	X	X	X
Company name in USLC 2025 conference booklet	X	X	X	X
Company name on USLC 2025 conference signage	X	X	X	X

# USLC 2025 EXHIBITOR OPPORTUNITIES

**Come meet our great members and make money as you do it!**



The lavender industry is unique in that there aren't as many dedicated suppliers and wholesalers specifically designed to serve them. This means that our members are always looking for resources to run their farms as well as their distilling, retail and wholesale businesses. Attendees love to meet their favorite suppliers in person, and this is a great opportunity to reach new customers too.

One of the highlights of our exhibitor program is that you will not be restricted to certain times or put in a hard-to-find area. You will have access to our attendees from the opening reception/registration until our closing.

We have two tiers of Exhibitor opportunities - **one for those who are registered to attend the USLC 2025** (includes all content and meals), and **one for those who just want to show and go** (includes food at snack breaks and reception, but no access to educational sessions, lunches, and dinner). There is an additional fee for box lunches (available through the Convention Center Vendor Portal) and for any employee or vendor assistant who is not registered for the conference.

## **Cost of Exhibition Area and Additional Associates**

### **Exhibitor registered for USLC 2025**

Single area - \$500  
Double area - \$750

### **Exhibitor not registered for USLC 2025**

Single area - \$600  
Double area - \$850

### **Additional assistants/associates**

If they are registered for conference - FREE!  
Not registered for conference- \$125 each