



Lower Mainland Horticultural Conference

January 21-23, 2027
TRADEX, Abbotsford

SPONSORSHIP OPPORTUNITIES

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About the Lower Mainland Horticultural Conference

The **Lower Mainland Horticultural Conference** is a premier three-day gathering for growers and agricultural professionals, held alongside the Pacific Agriculture Show in Abbotsford. It's an opportunity to connect with industry peers, explore emerging trends and gain practical insights that can support the success of your operation.

The conference delivers an engaging program of informative sessions focused on the issues and opportunities shaping horticulture today. Topics include production practices, pest management, water management, innovation, farm business management and market insights, with sessions tailored to the diverse needs of the Lower Mainland's horticultural sector.

The program features expertise and insights relevant to blueberry, raspberry, strawberry, potato, field vegetable, greenhouse vegetable, floriculture, ornamental and organic producers—providing valuable information to help producers navigate challenges, identify opportunities and stay ahead in a changing industry.

The Lower Mainland Horticultural Conference is delivered by the B.C. Ministry of Agriculture and Food in partnership with the Pacific Agriculture Show.

Funding for the conference is provided in part by the governments of Canada and British Columbia through the Sustainable Canadian Agricultural Partnership, a federal-provincial-territorial initiative.

The Lower Mainland Horticultural Conference is actively seeking sponsors to support a world-class program and networking event that can inform, educate and inspire a competitive, sustainable and resilient Lower Mainland horticultural sector.

Sponsorship opportunities, costs and benefits are outlined below.

For more information on the show, please visit our website at: gov.bc.ca/agriconferences

SPONSORSHIP OPPORTUNITIES

Gold Sponsorship | CA\$18,000

Exclusive Opportunity

- Exclusive sponsor of the two lunches (Thursday and Friday)
- Opportunity to speak (3 min) as part of the opening remarks on the first day of the conference (Thursday) and the second day of the conference (Friday)
- Opportunity to coordinate a panel discussion on a topic of interest in collaboration with the Ministry
- Opportunity to show promotional video (3-5 mins) during coffee breaks
- Recognition during emcee remarks on each day of the conference (Thursday, Friday, Saturday)
- Opportunity to present a prize to attendees
- Twenty (20) complimentary three-day passes with access to the conference and trade show
- Logo displayed exclusively on signage during both lunches*
- Right to display promotional materials on the tables during both lunches and in all conference rooms*
- Inclusion in sponsor recognition in marketing outreach (*where applicable*)*
- Inclusion in Country Life Ad Buy (deadline: Nov. 1)*
- Logo on the event program
- Logo on all sponsor recognition event signage
- Logo on all marketing materials, including conference webpage

*Indicated new for 2027

Secure Your Opportunity

We welcome the opportunity to partner with you. Start the sponsorship conversation by contacting:

lmhc@pacegroup.com

Silver Sponsorship | CA\$7,000 ea.

Five Opportunities

- Shared sponsorship of all (5) coffee break refreshments (Thursday, Friday, and Saturday)*
- Opportunity to present a new product/service innovation (up to 10 min) during a designated breakout sponsored session OR Opportunity to introduce or thank (3 min) conference session*
- Opportunity to show promotional video (1-2 mins) during all coffee breaks (Thursday, Friday, Saturday)*
- Recognition during emcee remarks on each day of the conference
- Ten (10) complimentary three-day passes including access to the conference and trade show
- Logo displayed on signage during coffee breaks
- Right to display promotional materials on the tables within the conference rooms*
- Inclusion in sponsor recognition in marketing outreach (*where applicable*)*
- Inclusion in Country Life Ad Buy (deadline: Nov. 1)*
- Logo on the event program
- Logo on all sponsor recognition event signage
- Logo on all marketing materials, including conference webpage

Bronze Sponsorship | CA\$2,500 ea.

Unlimited

- Recognition during emcee remarks on each day of the conference
- Three (3) complimentary three-day passes including access to the conference and trade show
- Logo on the event program
- Logo on all sponsor recognition event signage
- Logo on all marketing materials, including conference webpage