

# PBH SIGNATURE EVENTS

PBH's signature events bring together produce industry stakeholders, food system leaders, and top-tier consumer influencers to advance the food dialogue and demonstrate the undeniable power of collaboration and connectivity from industry to influencer – and ultimately, **THE CONSUMER.**



**THE CONSUMER  
CONNECTION**  
ANNUAL CONFERENCE

April 18-20, 2022 | Scottsdale, Arizona



**FRESH  
CONCEPTS**  
CULINARY & FOODSERVICE EVENT

July 29-31, 2022 | Monterey, California  
Hosted alongside The Foodservice Conference



**RETAIL  
AMBASSADOR**  
IMMERSION EVENT

October 26-29, 2022 | Orlando, Florida  
Hosted alongside The Global Produce & Floral Show

**“The only way to shift consumption behaviors is through collaboration. This conference has the right people in the right place to do so. Change begins here.”**

– Bil Goldfield, Director of Corporate Communications  
Dole Food Company and 2019 PBH VP Chair of the  
Board In reference to The Consumer Connection

# THE CONSUMER CONNECTION CONFERENCE

**THE PLACE** where produce industry stakeholders, food system thought leaders, and top-tier consumer influencers **UNITE** to advance the food dialogue and elevate fruit and vegetable consumption to a national priority.

For those seeking thought leadership, influencer engagement, educational and/or product promotion opportunities, this event is a powerful all-in-one marketing tactic.

**Sponsors will have the opportunity to:**

- Demonstrate thought leadership through a full audience general session address
- Gain business-boosting insights through immersive educational experiences
- Build and diversify your network in an intimate environment and conduct your own pre-scheduled 1:1 business meetings
- Showcase your product or commodity in captivating plant-FIRST culinary experiences that build upon top food trends
- Boost your brand visibility and expand your reach in real-time with an on-site social media activation, led by a handpicked Have A Plant® Ambassador



**THE CONSUMER CONNECTION ANNUAL CONFERENCE**

**The official prelude to the first-ever National Fruit & Vegetable Consumption Summit in 2023!**

**April 18-20, 2022**

**The Omni Resort & Spa at Montelucia  
Scottsdale, Arizona**

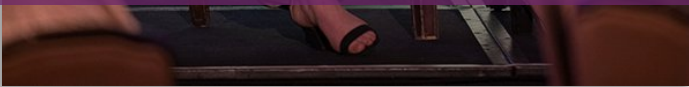
**Inspire | Influence | IGNITE**

[LEARN MORE ABOUT THE EVENT](#)





## 2019 Consumer Connection Conference Highlights



plant Fruits & Veggies—Have A Plant was live.  
April 23 at 9:15 PM

Have you heard about the new PBH movement?! Coborn's Registered Dietitians, Ashley and Emily, are here to talk all about the #haveaplant movement! They are talking all about how to incorporate more fruits and veggies in easy and fun ways! Watercress, Arctic Apples, Campbell's Kitchen, Prego



68 8 Comments 17 Shares 5.8K Views

Like Comment Share



# 2022 CONSUMER CONNECTION SPONSORSHIP PACKAGES

## 1 Exclusive Full-Audience 45-min General Session

A powerful thought leadership opportunity to share your message and initiatives with our full audience.

## 2 Private Have A Plant® Ambassador Networking Hour

An intimate hour designed around your brand or product to make meaningful connections with top-tier PBH Ambassadors.

**\$15,000**

## 3 Celebrating the Roots Of Our Food Social Soirée Food and Social Station

You and a PBH Nutrition & Lifestyle Ambassador will collaborate to design a live tasting experience for attendees, to be shared and amplified for a plant-passionate consumer audience online.

**\$12,500**

## 4 Chairman's Breakfast Feature and Audience Address

Showcase your thought leadership in front of all attendees during the official Chairman's welcome breakfast, featuring your product.

## 5 Have A Plant® Nation Networking Party Station

Feature your product in an appetizer or signature during this fun, high-engagement networking party.

## 6 Culinary & Sensory Science Luncheon Feature

Allow our expert chefs to pair your product during a unique flavor exploration, where culinary techniques meet science expertise.

## 7 Exclusive Break Bar

Boast your brand and signature product during a high-traffic 30-min break session.

**\$10,000**

## PACKAGE PERKS

All sponsorship packages include a set of high-value perks.

**No additional cost to you!**

- 1) (2) Complimentary Registrations
- 2) Unlimited 1:1 CONNECT Appointments with VIP PBH Ambassadors
- 3) VIP Ambassador Networking Guide with full profiles, contact information and an introductory Pre-Conference Webinar
- 4) Event App Company Profile
- 5) Brand Recognition before, during and after the conference
- 6) Best-in-class Sponsorship Concierge Service with end-to-end planning support

# 2022 CONSUMER CONNECTION A LA CARTÉ SPONSORSHIP MENU

## 1 Plant-Packed Boxed Lunch (\$8,000)

Impress VIPs and departing attendees with a branded box lunch featuring your product or snack of choice.

## 2 All-Attendee Wi-Fi (\$7,500)

Subliminally reinforce your brand and message with your own password and landing page.

## 3 Coffee & Hydration Station (\$6,000)

Snatch their attention with energy-boosting beverages at this branded high-traffic coffee and hydration station.

## 4 Exclusive In-Room VIP Gift Delivery (\$5,000)

Make a lasting first impression with a custom in-room gift delivery to our entire VIP Ambassadors.

## 5 Networking Reception Band (\$5,000)

Set the mood for a festive welcome party and seize the opportunity to introduce the band and your brand.

## 6 Shared Break Bar (\$4,000)

Introduce your new pre-packaged snack to attendees for immediate and post-conference consumption.

## 7 Exclusive Fitness Session (\$4,000)

Share your own energy-fueling snack or beverage during with a high-energy fitness class led by one of our Have A Plant® Ambassadors.

## 8 Exclusive Room Key (\$4,000)

Be the first to “greet” attendees with your branded design prominently featured on every key card throughout their stay.

## 9 All-Attendee Video Segment (\$2,000)

Extend the life, reach and visibility of your promotional video by sharing with our full audience.

### A LA CARTÉ SPONSORSHIPS INCLUDE:

- Company profile in Consumer Connection mobile app
- Recognition before, during and after the conference
- End-to-end planning support

# THANK YOU

We live at the center of produce, partnership and passion. **JOIN US!**

To learn more about this event and other PBH engagement opportunities, see our [2022 Prospectus](#) and/or contact:

**Sharese Roper**

**Member Engagement Director**

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Servicing you from New Castle, Delaware (eastern time)



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**REGISTER NOW**

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