



SPECIAL EXHIBITOR OPPORTUNITY 2021

Launching a new product? Need to gather leads for a program? Want to host an interactive customer promotion?

As a leader in local food systems – locally, nationally, and around the globe – Portland Farmers Market is top-notch organization and an outstanding partner for businesses looking to connect with the Portland community in a meaningful way.

Frequently ranked in the top ten best farmers markets in the world, Portland Farmers Market (PFM) offers you association with a well-respected organization working tirelessly to support family farmers and food artisans while promoting healthy lifestyles for our community.

Without a doubt, one of the top foodie experiences in Portland includes a visit to the Portland Farmers Market, where local growers, cheese makers, bakers, flower growers, food artisans and craft beverage producers all come together to create a vibrant marketplace experience featuring the freshest of the Pacific Northwest. PFM operates five farmers markets in the Portland Metro area, connecting farmers and vendors with shoppers throughout the city. Our flagship market at Portland State University (PSU) enjoys an average of 9,500 customers weekly, with as many as 16,000 on a summer day.

We seek special exhibitors (one day only or limited engagement) that complement our vendor mix, enhance the overall shopper experience, and align with our market values. In exchange, we offer an unparalleled opportunity for face-to-face engagement, product sampling and lead generation for brands/businesses seeking to connect with our audience.

Let's discuss and see if we're a good fit!

Katy Kolker, Executive Director

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TOP REASONS TO EXHIBIT AT OUR MARKET

1. **ENGAGE** with customers face-to-face in a relaxed, comfortable, feel-good environment.
2. **CONNECT** with a demographic that reflects higher income, higher education, healthy and sustainability lifestyle.
3. **REACH** an average of 10,000 shoppers with your brand message
4. **LAUNCH** a new product or a promotion and gather new customer leads at one of Portland's top consumer events.
5. **ALIGN** with a local lifestyle, and values that support family farmers, food artisans, sustainability and health.

CUSTOMER PROFILE / STATS

At our flagship market on Saturdays at PSU:

- **Gender:** Leans female (64%)
- **Age:** largest age group 35-44
- **Income:** 46% between \$60 to \$125k annually
- **Occupations:** professional/technical, self-employed, homemaker, white collar
- **Consumer style:** premium brands, healthy, sustainable
- **Shopper Counts:** 482,00 annually; 9,500 weekly average; 16,000 peak attendance
- **Shopper Profile:** Shoppers from throughout the region, state, nation and globe; a broad range of age and ethnicity, families, singles and visitors

*Data collected from our 2017 shopper survey and 2018 social media stats and Google Analytics.

SPECIAL EXHIBITOR PACKAGE

Price per day: \$500 to \$5,000

As a guest exhibitor, your company has the opportunity to shine at our flagship market on the dynamic campus of Portland State University.

Pricing is customized for each exhibitor, based on your space size/footprint and logistical requirements. In addition, the following marketing perks can be added to your package for an additional investment:

- Social media promotion in advance of your exhibit day
- Exhibit day social media marketing
- Advertising on the PFM website (monthly or seasonal)
- On-site announcements/signage promoting your presence
- Opportunity to exhibit at one of our neighborhood markets