



PORTLAND  
FARMERS MARKET

SINCE 1992

# EXHIBITOR OPPORTUNITIES 2026





*Launching a new product?*

*Gathering leads for a program or project?*

*Want to host an interactive customer promotion?*

**Become a Portland Farmers Market Exhibitor!**

Portland Farmers Market (PFM) provides outstanding opportunities for businesses to connect with the Portland community in a meaningful way. Frequently ranked in the world's top ten best farmers markets, PFM offers an 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 PFM, where local farmers, ranchers, 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 farmers market at Portland State University (PSU) enjoys an average of 7,000 customers weekly, with as many as 9,000 on a summer day.

We welcome special exhibitors (single-day or limited engagement) that complement our vendor mix, enhance the overall shopper experience and align with the values of PFM.

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!*

**Amber Holland**  
**Executive Director**

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# TOP REASONS TO EXHIBIT PORTLAND FARMERS MARKET

**REACH** more than half a million visitors annually at our five vibrant farmers markets, and through our robust online presence.

**PROMOTE** your company's commitment to quality, local economy, community, and/or sustainability.

**ENGAGE** with customers face-to-face in a relaxed, comfortable, feel-good environment.

**LAUNCH** a new product or promotional campaign, and gather new customer leads at one of Portland's top events.


**CONNECT** with shoppers aligned with your business values and target demographics.


**SUPPORT** a highly regarded nonprofit providing essential services and vibrant gathering spaces for local food producers and the community at large.


## OUR AUDIENCE

### 2025 DIGITAL REACH

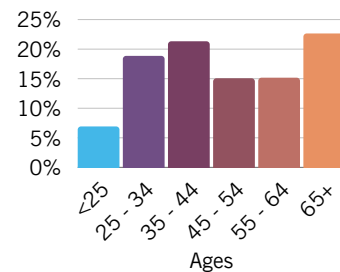
 176K unique website users

 50.1K Instagram followers  
*Micro Influencer*  
Reached 240K unique IG users

 36.1K Facebook followers  
Reached 316K unique FB users

 9.1K Email subscribers  
Average 34% email open rate  
and 7% click through rate

### SHOPPER INFO



#### Consumer Style

Health, sustainability, community,  
farm-fresh foods, supporting  
small businesses & local economy

#### Geography

Portland Metro Area residents, visitors  
from around the country and around the  
world

\*Based on data collected in shopper surveys conducted at our five markets.

## FLAGSHIP MARKET



### **PSU Farmers Market**

*Saturdays in Downtown Portland, Year-Round*

Our year-round flagship market on the campus of Portland State University, welcomes up to 9,000 shoppers on a summer Saturday. Portland-area residents and chefs, along with visitors from around the world, visit to the market to browse as many as 120 vendor stalls.

## MID-SIZED MARKETS



### **King Farmers Market**

*Sundays in Northeast Portland, May through November*

Situated one block south of the vibrant Alberta Arts District and adjacent to King School Park, this market is a family-centric Sunday destination. Shoppers can find up to 30 farmer and food vendors.



### **Shemanski Park Farmers Market**

*Wednesdays in Downtown Portland, May through October*

Located in Portland's South Park Blocks, this market is a popular destination for lunch and grocery shopping. It features over 24 vendors, selling farm-fresh produce and locally-made foods under a lush green canopy of trees.

## SMALL MARKETS



### **Kenton Farmers Market**

*Wednesdays in North Portland, June through September*

This market features over a dozen vendors selling local farm fresh produce and food with a lively street-fair atmosphere in a vibrant business district.



### **Lents International Farmers Market**

*Sundays in Southeast Portland, June through November*

This market provides fresh, local, and culturally relevant produce to the diverse neighborhood. There is an average of 14 vendors weekly offering a variety of produce & flowers, local salmon, and artisanal food products.



# EXHIBITOR OPPORTUNITIES

As exhibitor, your company has the opportunity to shine at our markets!

Pricing ranges from \$300 to \$5,000 depending on the your company size, season and location. Opportunities can be customized for each exhibitor, based on your space size, footprint and logistical requirements. Discounts for multi-date packages are available.

In addition to the promotional booth, digital promotion and other assets can be added to your package for an additional investment.

## FLAGSHIP MARKET

Pricing ranges from \$1,250 to \$3,600

At-market benefits can include:	Digital benefits can include:
On-site announcement and banner promoting your presence at the market	Social media promotion
Your branded collateral available to shoppers at our market booth	Mention of your exhibit day in our monthly newsletter or weekly reminder email.
Opportunity to exhibit at both PSU and one of our markets	Banner ad with link on high-traffic page of PFM's website

## MID-SIZED MARKETS

Pricing ranges from \$600 to \$1,350

At-market benefits can include:	Digital benefits can include:
On-site announcement and banner promoting your presence at the market	Social media promotion
Your branded collateral available to shoppers at our market booth	Mention of your exhibit day in our monthly newsletter or weekly reminder email.

## SMALL MARKETS

Pricing ranges from \$360 to \$810

At-market benefits can include:	Digital benefits can include:
On-site announcement and banner promoting your presence at the market	Social media promotion

We also offer sponsorship opportunities at our markets. For more info, visit the [BECOME A MARKET SPONSOR OR EXHIBITOR](#) page on our website.