

2026 SPONSOR & EXHIBIT GUIDE



US SWEET POTATO COUNCIL
22 Triplett Court, Dillsburg, PA 17019
ksrentzel@aol.com | (717)-329-8421



How can we help your business?

By partnering with the US Sweet Potato Council, you can leverage our relationships and outreach to expand your business!

In January 2026, Sweet Potatoes will experience the “Heartbeat of Texas” at the Fort Worth Stock Show and Rodeo, Stockyard Cattle Drive, Sundance Square, Water Gardens, and, of course, the traditional educational general sessions with plenty of opportunities for networking time!

The U.S. Sweet Potato Council is pleased to offer a range of opportunities for your organization to achieve unsurpassed levels of continued exposure to America’s Sweet Potato industry to help you connect with your prospects and customers in meaningful ways—from branding and lead generation to thought leadership and networking.

Select the unique sponsorship package that best fits your budget and needs from the opportunities offered or call us (717-329-8421) to create a custom sponsor package!



Special Convention Events

-  Dickies Arena for the Fort Worth Stock Show & Rodeo
-  Annual Banquet
-  Spouse Event
-  And MORE!

Sponsor opportunities are available to suit any budget. We welcome the opportunity to get to know you and your business, so we can make informed decisions on how best to connect you with the Sweet Potato industry members.

Schedule at a Glance

Sunday, January 18, 2026:
Opening Reception at Stock Yard Show & Rodeo

Monday, January 19, 2026:
General Session

Tuesday, January 20, 2026:
General Session
Annual Banquet

EVERYTHING is bigger in Texas and that’s why the nation’s SWEET POTATO industry will be in Fort Worth, Texas for the 2026 National Sweet Potato Convention. Don’t miss out on the BIGGEST event of the industry!



We look forward to hosting you and your company in Fort Worth!

US Sweet Potato Council

22 Triplett Court, Dillsburg, PA 17019 | 717-329-8421 | ksrentzel@aol.com

2026 SPONSOR OPPORTUNITIES

DIAMOND SPONSOR \$25,000+

Complimentary Premium Exhibitor Booth & Placement
4 Complimentary registrations
Company SWAG Bag gift item
Full page recognition in program
Event signage and recognition
Website recognition

- ◆ Opening Reception
Sunday, January 18
- ◆ Annual Banquet
Tuesday, January 20

PLATINUM SPONSOR \$20,000+

Complimentary Premium Exhibitor Booth & Placement
3 Complimentary registrations
Company SWAG Bag gift item
1/2 page recognition in program
Event signage and recognition
Website recognition

GOLD SPONSOR \$15,000+

2 Complimentary registrations
1/2 page recognition in program
Event signage and recognition
Website recognition

SILVER SPONSOR \$12,000+

2 Complimentary registrations
Event signage and recognition
Website recognition

BRONZE SPONSOR \$10,000+

1 Complimentary registrations
Event signage and recognition
Website recognition

INDUSTRY SPONSOR \$5,000+

1 Complimentary registration
Event signage and recognition
Website recognition



- ◆ Opening Reception
& Stockyard Show &
Rodeo
- ◆ Annual Banquet

- ◆ Hospitality Suite
- ◆ Annual Banquet

- ◆ Banquet Reception
- ◆ Keynote Speaker

- ◆ Speakers
- ◆ Breakfasts

- ◆ Spouse Event
- ◆ Transportation to
off-site events

SPONSOR COMMITMENT REGISTRATION



COUNT us in PARTNER!



COMMITMENT LEVEL	SPONSOR LEVELS	Comp Exhibit Booth	Comp Registration	SWAG Gift Item or Flyer	Program Ad	Website Recognition	Event Signage
	Diamond	1	4	Included	Full Page	Included	Included
	Platinum	1	3	Included	Full Page	Included	Included
	Gold		2	\$ 100	1/2 Page	Included	Included
	Silver		2	\$ 200		Included	Included
	Bronze		1	\$ 250		Included	Included
	Industry		1	\$ 300		Included	Included
	Full Page Ad				\$ 1,000		
	1/2 Page Ad				\$ 600		

Items in Blue may be added on to levels Gold, Silver, Bronze & Industry

Company _____

First Name _____ Last Name _____

Title _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Website _____

- SEND INVOICE to this address
- We are donating a convention prize

Return to: US SWEET POTATO COUNCIL
 Kay S Rentzel, Executive Director
 22 Triplett Court, Dillsburg, PA 17019
 ksrentzel@aol.com | (717)-329-8421



EXHIBIT OPPORTUNITIES



TRADE SHOW EXHIBITION

25 spaces available



Exhibit Space is 8' x 8'



Includes 6' skirted table, chair



\$3,000 per space*



2 Complimentary registrations

* \$2,500 Early Bird Discount if paid by July 15, 2025

** Drink ticket books will be available on-site, for purchase and distribution to your booth visitors

DOOR PRIZES & CONTESTS

If you would like to donate a convention prize to be given out DURING the Banquet, please be sure to note your intention on your form. Exhibitors are encouraged to offer booth prizes for attendees.

NOTE: Individual booth prizes will not be announced during the convention.

Company _____

First Name _____ Last Name _____

Title _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Website _____

We are donating a convention prize

Return to:

US SWEET POTATO COUNCIL
Kay S Rentzel, Executive Director
22 Triplett Court, Dillsburg, PA 17019
ksrentzel@aol.com | (717)-329-8421



**Don't let the SUNSET on these
great sponsor and exhibit
opportunities!**

