



# Sponsorship & Advertising Prospectus





### OUR MISSION

To advocate for American apple growers and their industry partners on national issues in order to promote the profitable production and marketing of apples and apple products.

## About

The U.S. Apple Association (USApple) is the only national trade association solely dedicated to representing the entire vertically integrated apple industry.

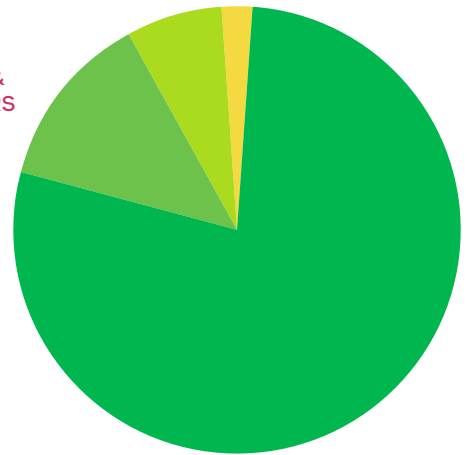
USApple represents the United States' 27,000 apple growers, nearly 40 state and regional apple associations and more than 3,700 apple-related companies.

The U.S. grows more than 11 billion pounds of apples a year on average; the U.S. apple industry supports nearly 150,000 jobs, generating more than \$8 billion in total wages, and is responsible for almost \$23 billion in economic output.

7% SUPPLIERS  
4% STATE ORGS

13%  
PACKERS,  
SHIPPERS &  
PROCESSORS

76%  
GROWERS



USApple's member representation in the industry.

76%

OF MEMBERS  
ARE GROWERS

Looking for solutions from companies like yours.

# Outlook 2026

The Ritz-Carlton, Chicago  
August 19-21

Outlook is the only national gathering of the U.S. apple industry, held at the beginning of the new crop marketing season – just days after the USDA August apple crop forecast.



Participate in the premier conference of the apple industry and promote your organization as a solution provider. With four sponsor levels to select from and an exhibitor option, you will be a valued sponsor of Outlook and raise your company's exposure with financial decision-makers in the apple industry.

## Sponsorship Opportunities

BENEFIT	PLATINUM \$25,000	GOLD \$17,000	SILVER \$8,600	BRONZE \$6,000	EXHIBITOR \$3,950
Conference registrations for staff	4	2	1	1	
Access to Core Connect (scheduling platform for onsite meetings)	✓	✓	✓	✓	✓
Product/service listing in the conference guide	✓	✓	✓	✓	✓
Logo on USApple website	✓	✓	✓	✓	✓
Two one-time use attendee mailing lists (one pre- and one post-conference; includes name, title, company and emails)	✓	✓	✓	✓	with qualifying spend
Logo on conference signage	✓	✓	✓	✓	✓
Logo on all pre-, onsite and post-conference materials	✓	✓	✓	✓	
2-minute promotional video to be played during general session	✓	✓	OR	✓	
Sponsor Spotlight during general session (5-minute presentation or product demo)			✓		
Ad in the conference program guide	Full Page	Full Page	Half Page	Business Card	
Dedicated speaking 15-minute time slot during general session or sponsored event	✓	✓			
One year of USApple membership	✓	✓			

## Platinum \$25,000

### Outlook Kickoff Networking Event

There's no better way to welcome Outlook attendees to Chicago than by hosting a private event. Past experiences have included a dinner cruise aboard The Spirit of Chicago, a reception at The Chicago Sports Museum and a private suite at a Chicago White Sox baseball game.

### NextGen Apple Fellowship Program

This elite program provides up-and-coming leaders with the tools they need to achieve success in the apple industry, including hands-on experience with legislative and regulatory issues, professional development, a one-on-one mentorship program, opportunities to network with top industry leaders, community service work, and much more.

## Gold \$17,000

### Happy Hour (Thursday)

This exclusive sponsorship puts your brand front and center as conference attendees gather to network and reflect on Thursday's education sessions. This event includes an open bar.

### Industry Outlook Report

This annual compendium distributed at Outlook is the only source of data, analysis and general information about the U.S. apple industry.

### USApple Board of Directors Lunch

The Board of Directors meets face-to-face onsite. Address attendees and enjoy a reserved seat with Board officers at the meal event and a 10-minute time slot on the meeting agenda.

## Silver \$8,600

### Branded Experience

Highlight your company as the sponsor of a networking event or conference education session.

## Bronze \$6,000

### Branded Collateral

Have your company logo custom printed on an item distributed to all conference attendees.

## Tabletop Exhibits \$3,950

### 12 Available

*Priority given to first-time exhibitors.*

A limited number of tabletop exhibits are available in the lobby outside the general session room. Features a 6' skirted table with two chairs and a power strip. Also includes a listing in the program guide.

If your total conference spend is \$6,000, you will receive a pre- and post-conference attendee mailing list.

### Conference Onsite Guide Ads

The conference onsite guide will be given to all conference attendees. Don't miss this opportunity to promote your company's products and services.

AD SIZES	PRICING
Full Page	\$1,295
1/2 Page Horizontal	\$795
Business Card	\$495



# USApple Capitol Hill Day

Added Exposure in March

Every March, apple leaders from coast to coast convene in Washington, D.C., for USApple's annual Capitol Hill Day. Attendees meet with congressional offices and bring a number of national issues and USApple priorities to their attention.

## Sponsorship Opportunities

### Capitol Hill Day Breakfast | \$4,500

Join apple leaders in March for USApple's annual Capitol Hill Day in Washington, D.C. The day is kicked off with a breakfast briefing where attendees learn USApple's legislative priorities and key talking points for their meetings on the Hill.

### Capitol Hill Day Dinner | \$7,500

There's no better way to welcome the Capitol Hill Day attendees to D.C. than by hosting a dinner. Attendees will gather and network the night before their Tuesday meetings on the Hill. Sponsorship includes dinner and drinks.

### AS A SPONSOR

You are promoting the profitability of the entire American apple industry from farm to table.



## Digital Media

USApple is the voice of the nation's apple industry. Members and supporters benefit from USApple's three primary goals:

Represent the U.S. apple industry on national issues, increase demand for U.S. apples and apple products and provide industry resources on matters pertaining to U.S. apples, apple products and the apple industry.

>20%

**OUR GROWTH**

Membership has grown by more than 20% in the past 5 years.

**\$23B**

INDUSTRY

**27,000**

APPLE PRODUCERS  
NATIONWIDE

**40+**

APPLE ASSOCIATIONS  
REPRESENTED

**11B**

POUNDS OF APPLES  
GROWN IN U.S./YEAR



“USApple keeps the industry thriving.”

“USApple gets things done.”

“If you want to be in the apple business, you need to be a member.”



**\$1,595**

**12 AVAILABLE  
PER YEAR**

Limited to 2 non-  
consecutive months  
in a 12-month period.



## Thought Leadership

USApple



### Important Tax Considerations for Apple Growers

By: Austin Weaver, Farm Credit East, Senior Tax Specialist

As the season wraps up, many producers will turn to their tax advisors to continue year-end tax planning. The following are a few areas that may be of interest to apple producers and their advisors.

#### Revisiting UNICAP Rules

Prior to 2018, the uniform capitalization (UNICAP) rules had required all farmers to capitalize pre-productive costs of plants that had a pre-productive period of more than two years. Farmers were able to opt out, but they were then required to utilize the alternative depreciation system (ADS), meaning their farm assets depreciated at a slower rate than other farmers who did not produce fruit or nut bearing trees.

The Tax Cuts and Jobs Act (TCJA) significantly changed these rules providing that "small taxpayers," other than tax shelters, would not be subject to UNICAP and thus are able to expense or depreciate their pre-productive period costs. For the 2024 tax year, to qualify for this exception, a taxpayer must have average annual gross receipts of \$30 million or less during the preceding three years.

Consolidation across the agricultural industry, vertical integration and value-added processes have all enabled significant rises in the gross income of farming businesses. It is important to evaluate the applicability of this exemption to your business if gross income is rising to the \$30 million mark and work with a tax advisor to prepare yourself for the changes that could come if subject to UNICAP. The ability to opt out of UNICAP remains available with the concession of depreciating all assets under ADS.

## Thought Leadership

USApple's monthly Thought Leadership series creates a forum for our industry suppliers to share their expertise with members throughout the country.

This is an excellent way to position your company as a go-to resource by keeping members informed about industry trends and solutions.

Designed to be purely educational in nature to keep readership high, your dedicated e-blast is exclusive to your company and includes both your content and an ad that links back to your website.

### Specifications

**Length: 500 - 600 words**

**Ad Size: 728 x 90**

All content will be reviewed to ensure the subject matter is educational, and your submission may be edited prior to publication. For help creating your content, writing services are available for \$350.

# Apple Bites

Breaking news for the apple industry, advocacy initiatives, member insights, and more—delivered right to your inbox.

Distributed twice a month with more than 1,800 recipients and an **open rate of more than 45%**, this resource is highly valued by members as their primary vehicle for staying informed about key issues that directly affect their businesses.

The Sponsored Content option (one per issue) provides you with the opportunity to introduce an educational article with a link to further reading on your website or blog. Content will be reviewed to ensure alignment with an educational focus and will run in 2 consecutive issues of the newsletter.

## Specifications

**Leaderboard: 728 x 90**  
**Rectangle: 250 x 250**

## Sponsored Content

**75-word byline with headshot/logo (200 x 100) and URL to full content. Limited to 2 non-consecutive months in a 12-month period.**

E-NEWSLETTER OPTIONS	PRICING	QUANTITY
Leaderboard 1 (3 m)	\$2,095	1
Rectangle 1 (3 m)	\$1,570	1
Rectangle 2 (3 m)	\$1,570	1
Leaderboard 2 (3 m)	\$1,780	1
Sponsored Content (1 m)	\$750	12




# APPLE BITES

IN THIS ISSUE

February 5, 2025

- Employer Guidance for ICE Visits
- U.S. Tariffs and Retaliatory Responses
- Register Today for Capitol Hill Day
- 4/10 Webinar: Will Weather Threaten Apple Production in 2025?
- USApple Out & About



■ Protecting products.  
 ■ Strengthening brands.  
 ■ Innovating sustainably.

TEKNIPLEX

Consumer Products

3715 State Hwy 97A N, Wenatchee, WA 98801 | KeyesPackaging.com

Employer Guidance for ICE Visits

President Trump has begun implementing his campaign promise to increase interior enforcement with the goal of arresting and deporting those in the country illegally. USApple has begun hearing reports of an increased presence of Immigration and Customs Enforcement (ICE) agents in some apple growing regions and in some cases those agents have visited farms. These instances are likely to increase nationwide and so we asked the attorneys that we work with to provide [this guidance document](#) outlining employer rights and responsibilities with regard to visits from ICE and enforcement actions. We hope this will be helpful and please feel free to share it with others.

U.S. Tariffs and Retaliatory Responses

As is clear from wherever you get your news, President Trump has announced tariffs of 25 percent on products imported from Mexico and Canada, the top two export markets for U.S. apples. Canada has already announced a list of products it would hit with retaliatory tariffs, while on Monday both Mexico and Canada reached agreements with President Trump that tariffs will be put on hold for one month

EXCLUSIVE

# USAppleTracker

This member-only benefit covers more than 95% of all apples in U.S. storage facilities each month between November and August.

This new and improved report has added data visualizations for quick, high-level takeaways and revised tables that enhance readability and ease of use. The report also includes all new tables on movement and performance that will help users gauge how the current year is stacking up compared to relevant reference periods.



**USApple Insights: Harvest Wrap-Up**  
 Presenter: Chris Gerlach, Vice President of Insights and Analytics, USApple

Make plans to join us December 19 at 3:00pm EST for a free 45-minute webinar!

Chris Gerlach, USApple's Vice President of Insights and Analytics, will review the latest storage reports, helping the industry recalibrate for the remainder of the marketing year. The webinar will highlight findings from the USAppleTracker national storage surveys that detail the holdings and movement of U.S. apples by state, variety, use and storage type over the course of the year. These data are critical to understanding where we are relative to prior seasons and for identifying prevailing trends in production and varietal shifts.

**\$2,750**  
**WEBINAR PRICING**

ONE PER MONTH

# Insights on the Industry Webinars

One of the best ways to generate leads and increase your company's visibility is by providing valuable content and thought leadership.

We know our industry partners have uniquely valuable perspectives on critical industry issues, and we invite you to share your knowledge via our Insights on the Industry educational webinars.

You provide the content: USApple provides the marketing outreach, attendee registration, and webinar hosting. Your recorded session will then be made available on the USApple website, and you will receive the full list of individuals who registered for the webinar.

All topics must be educational vs. promotional and approved in advance by USApple.

## #FreshPicks Feature

Let us help you reach a targeted audience with a video on our social media!

Produce a 30-second organic, selfie-style shot video featuring your company or a facet of it. The video must be educational vs. promotional and approved in advance by USA Apple.

**Video will be posted on the following channels:**

- LinkedIn: 3,000+
- Instagram: 3,000+
- Facebook: 50,000+
- X: 5,900+

**\$500**

**SOCIAL MEDIA PRICING** (includes all 4 channels)



## Reach Out to Us

Can't find a sponsorship level that is right for you? Have an idea for a special event or sponsorship? Contact us to customize your sponsor package.

For more information, contact Beth Sheahan at [bsheahan@thewymancompany.com](mailto:bsheahan@thewymancompany.com).