Arbor Day Foundation®

ST. LOUIS, MO | NOVEMBER 18-19, 2026

PARTNERS IN COMMUNITY FORESTRY

2026 CONFERENCE

SPONSORSHIP AND EXHIBITOR PROSPECTUS

Arbor Day Foundation

PARTNERS IN COMMUNITY FORESTRY CONFERENCE

The Partners in Community Forestry Conference is the premier nationwide gathering for diverse stakeholders in the urban and community forestry space, fostering connection, learning, and inspiration. It distinguishes itself through its culture of positivity and inclusivity, offering a rich agenda that attracts participants of all ages, backgrounds, and professions.

Hosted by the Arbor Day Foundation, the conference reflects the organization's long-standing commitment to planting, nurturing, and celebrating trees around the world. As a global nonprofit dedicated to inspiring people to plant and care for trees, the Arbor Day Foundation advances healthy, resilient communities through science, education, and on-the-ground action. The Partners in Community Forestry Conference directly supports this mission by strengthening the urban and community forestry movement — since its inception, the conference has brought more than 9,000 practitioners, leaders, and partners together to share knowledge, build relationships, and expand the impact of trees in cities and towns nationwide.

CONNECT WITH URBAN AND COMMUNITY FORESTRY PROFESSIONALS FROM ACROSS THE COUNTRY

ABOUT OUR AUDIENCE

+60%
are involved in tree planting, maintenance, community and youth education, job training, or workforce development

30%
are involved in urban forest management

76%
work in state, local, or federal government or nonprofit sectors

58%
are certified arborists

71%
hold leadership positions

37%
are decision-makers

PLANNED ATTENDEE PURCHASES IN THE NEXT 18 MONTHS:

73%
Trees and shrubs

34%
Consulting services

57%
Tree care tools

20%
Inventory software

AUDIENCE RESPONSE

73%
of our audience is more likely to consider the products and services from sponsors or exhibitors of the Partners in Community Forestry Conference for future purchases.

AUDIENCE PERSONAS

39% OF ATTENDEES

Steve

57 years old

- **City forester** with 18 years experience
- Works in a city of 50,000+
- Manages a team of 4
- ISA Certified Arborist
- Informs most purchases decisions
- Attends PCF to gain inspiration, learn about latest approaches in urban forestry management

35% OF ATTENDEES

Monica

42 years old

- Executive director of a community-based **nonprofit** for 5 years
- Offers youth tree education and engagement through her organization
- Final decision-maker in purchasing
- Looking to create environmental impact and promote environmental justice

12% OF ATTENDEES

Amber

56 years old

- 30 years of experience as an urban forestry **consultant**
- Looking to help develop an urban forestry master plan in the next 18 months and use it to establish tree canopy goals
- ISA Certified Arborist
- Final decision-maker when it comes to purchasing decisions

** As of 2023*

Arbor Day Foundation

DIGITAL PRESENCE

25,000+

Email addresses in our database

36,500+

Page views to our conference website per year

WHY SPONSOR?

Sponsorships play a vital role in making the Partners in Community Forestry Conference possible, providing essential financial and operational support to convene, connect, and advance the urban and community forestry movement. Just as importantly, partnership with this conference celebrates and amplifies the urban forestry work that organizations like yours are already making happen — helping trees and communities thrive across the country.

Support for the conference creates ripples that extend well beyond the event itself. Sponsorship helps bring together a diverse, nationwide network of practitioners, nonprofit leaders, municipal staff, researchers, and advocates, enabling the exchange of ideas, tools, and relationships that participants carry back to their communities. These shared experiences generate waves of impact — strengthening local programs, inspiring innovation, and accelerating progress in urban and community forestry long after the conference ends.

Arbor Day Foundation

Serving as a sponsor of the Partners in Community Forestry Conference also offers meaningful strategic value to your organization, including:

CELEBRATING YOUR IMPACT
Sponsorship highlights your organization's ongoing commitment to urban and community forestry, recognizing your role in building healthier, more resilient, and more equitable communities.

COMMUNITY INVESTMENT & CORPORATE RESPONSIBILITY
Your support demonstrates a strong commitment to environmental stewardship and community well-being — values that resonate with customers, partners, and employees alike.

CONNECTION & COLLABORATION
Engage with a broad cross-section of the urban forestry field, fostering new relationships and strengthening existing ones with peers, partners, and potential collaborators.

LEARNING & FIELD INSIGHT
Gain exposure to emerging trends, best practices, and innovative approaches shaping urban and community forestry across the country and around the globe.

STORYTELLING & CONTENT OPPORTUNITIES
Conference participation provides authentic, mission-aligned stories that can enrich your organization's communications across digital, social, and internal channels.

EMPLOYEE ENGAGEMENT & RECRUITMENT
Involvement can inspire pride and purpose among employees, offering opportunities for professional growth and reinforcing your organization's values.

TARGETED VISIBILITY
Sponsorship connects your organization with a highly engaged audience dedicated to trees, communities, and long-term environmental impact.

> By sponsoring the Partners in Community Forestry Conference, your organization helps transform shared knowledge into sustained action — creating lasting impact for trees, people, and communities around the world.

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR
$30,000

BRAND RECOGNITION

- Tabletop exhibit
- Conference app banner ad
- Color logo
  - Conference program
  - Conference signage
  - Conference website with click-through
- Networking reception presenting sponsor
  - Logo on reception signage
  - Logo on drink tickets

ADDITIONAL BENEFITS

- 8 complimentary registrations
- Conference registration list
- 5-minute main stage welcome
- Verbal recognition during general session
- 100-word welcome email

SIGNATURE SPONSOR
$20,000
Two available

BRAND RECOGNITION

- Tabletop exhibit
- Color logo
  - Conference program
  - Conference signage
  - Conference website with click-through
- Listing in conference app

ADDITIONAL BENEFITS

- 5 complimentary registrations
- Conference registration list
- 10-minute breakout session speaking opportunity

AUDIO VISUAL SPONSOR
$17,500

BRAND RECOGNITION

- Tabletop exhibit
- Color logo
  - Conference program
  - Conference signage
  - Conference website
- Selfie station signage
- Listing in conference app

ADDITIONAL BENEFITS

- 3 complimentary registrations
- Conference registration list

HOW WE WORK WITH PARTNERS

CUSTOMIZED SOLUTIONS

If the sponsorship opportunities outlined don't quite meet your needs, we'd be happy to explore a customized option with you. Every organization's goals are unique, and sometimes a more tailored approach makes the most sense. By learning more about what you hope to achieve and your budget, a sponsorship can be created specifically for you — one that aligns with your priorities and delivers meaningful value.

SPONSORSHIP OPPORTUNITIES

Arbor Day Foundation

Opportunity	Platinum Sponsor $30,000	Signature Sponsor $20,000 (2 Available)	Audio Visual Sponsor $17,500	Mobile App Sponsor $10,000	Wi-Fi Sponsor $10,000	Plated Lunch Sponsor $10,000 (4 Available)	Boxed Lunch Sponsor $7,500 (6 Available)	Breakfast Sponsor $5,000 (6 Available)	Nonprofit Sponsor $2,500	Contributor Sponsor $1,000
BRAND RECOGNITION										
Tabletop Exhibit	Yes	Yes	Yes	Yes	Yes	Yes			Yes	
Conference Program	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo
Conference Signage	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo
Conference Website	Color logo with click-through	Color logo with click-through	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo
Listing in Conference App	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Other	• Conference app banner ad • Networking reception presenting sponsor – Logo on reception signage – Logo on drink tickets		Selfie station signage	Conference app banner ad and home screen logo with click-through	Company name as Wi-Fi password	Logo on rotating slide during lunch	• Logo on boxed lunches • Logo on table tents	Logo on table tents		
ADDITIONAL BENEFITS										
Complimentary Registrations	8	5	3	2	2	2	2	1		
Conference Registration List	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Other	• 5-minute main stage welcome • Verbal recognition during general session • 100-word welcome email	10-minute breakout session speaking opportunity								

→ To sign up for a sponsorship, visit **arborday.org/pcf**. For all other questions, email **conferences@arborday.org**.

WHY EXHIBIT?

Through a collaborative exhibit partnership, the Urban and Community Forestry Society and the Arbor Day Foundation invite you to showcase your products and services during the annual UCFS Conference and Partners in Community Forestry Conference, held back-to-back in St. Louis, Missouri.

By exhibiting at these conferences, you will have the unique opportunity to connect with two distinct but related audiences in one place. With an estimated 900+ attendees over three days, this is a can't-miss event for any organization in the urban forestry industry.

DOUBLE THE EXPOSURE

Engage with attendees from both conferences, maximizing your reach and impact.

PURCHASING POWER

The majority of attendees plan to purchase trees and tree care tools within the next 18 months.

TARGETED AUDIENCE

Our attendees manage urban trees, with over 60% involved in tree planting, maintenance, community and youth education, job training, or workforce development.

KEY SECTORS

76% of our audience represents state, local, or federal government and nonprofit sectors.

DIVERSE ROLES

Connect with professionals across urban forestry and related fields, including 30% of attendees who work in urban forest management.

READY TO EXHIBIT?

Visit **arborday.org/pcf** and select "Exhibitor" during the conference registration process to reserve your tabletop booth.

Registration opens July 7.

Arbor Day Foundation | UCFS URBAN & COMMUNITY FORESTRY SOCIETY

PRICING

$1,500

WHAT'S INCLUDED

- **One tabletop exhibit space**
- **One complimentary registration to both conferences**
- **Access to the conference attendee list**

WHEN + WHERE

November 17–19, 2026 | St. Louis, MO

Exhibitors are welcome and encouraged to attend sessions as well!

Date	Move-In/Out	Show Hours	Show Events
Mon., Nov. 16	1 p.m. – 6 p.m.	—	—
Tues., Nov. 17	—	7 a.m. – 7:30 p.m.	Breakfast, Breaks, and UCFS Networking Reception
Wed., Nov. 18	—	7 a.m. – 1:30 p.m.	Breakfast, Breaks, and Boxed Lunch Pickup
Thurs., Nov. 19	4 p.m. – 6 p.m.	7:30 a.m. – 4 p.m.	Breakfast and Breaks

Schedule is tentative and subject to change