

MEMBER BENEFITS

Partners

Catalyzing connections.

Moving the market.

Powering progress.

PBFA Community

Build camaraderie and connection

Mix it up at one of our **in-person member socials** or connect virtually at an **online member roundtable**



Level up your leadership

Harness your passion and industry expertise to by joining one of our **committees**

Tap into tools and resources

Stop by our one-stop-shop **Member Portal** to access **opportunities**, explore member **directories**, secure **digital** and **event sponsorships**, or post updates on our **Community Board**



PBFA Marketplace

Access members-only resources

From **best practices** to **custom data reports** to **how-to guides**, unlock tools that are exclusive to our PBFA member community



Harness exclusive data and insights

Get **free access** to our full library of **data and research** across retail, foodservice, e-commerce, and consumer insights



PBFA Policy

Stand with our community in D.C.

Get actively involved in PBFA's policy efforts through **lobby events on the Hill** and **targeted meetings** to connect with key decision-makers



Stay informed about key bills



Access **resources**, **databases**, and key **policy alerts** to stay up-to-date on impactful legislation and engage your own representatives on issues that affect your business. Stay apprised of and raise your voice in support of key policy priorities, including major legislation, regulatory developments, and court challenges of unfair labeling laws



Exclusive Opportunities to Elevate your Brand

With our exclusive marketing opportunities, position your company at the forefront of the plant-based movement. Boost your visibility through our engaged network. Showcase your message in targeted emails, gain free event sponsorships, and speak at industry-leading conferences.

PBFA SAVINGS

Cash in on **tens of thousands** in potential savings, including:

Industry data and analysis: Get the most comprehensive landscape of the plant-based foods industry with free **Pro Decks**, **State of the Marketplace reports**, and **custom consumer insights**—savings of up to **\$1,500**

Event and member-to-member discounts: Access additional savings from the PBFA network, including **trade show discounts and passes**, up to **50% off SPINS data subscriptions**, and more



SPINS®



BENEFITS BREAKDOWN

2024-25 Partner Members

Benefits	Basic	Community	Insight	Champion	Visionary	Premium	
Number of Seats	2 Members	3 Members	4 Members	5 Members	Up to 10 Members	Up to 15 Members	
Listing in PBFA's online directory	✓	✓	✓	✓	✓	✓	
Newsletter and updates	✓	✓	✓	✓	✓	✓	
Access to the Proud Member badge & branded assets	✓	✓	✓	✓	✓	✓	
Discounted Sponsorships Through PBFA/I	✓	✓	✓	✓	✓	✓	
Education and Webinar Content/recordings	✓	✓	✓	✓	✓	✓	
Job Board	✓	✓	✓	✓	✓	✓	
Advertise in Community Board & member discounts page		✓	✓	✓	✓	✓	
In-person and Virtual Events		✓	✓	✓	✓	✓	
Non-exclusive Social Media Recognition		✓	✓	✓	✓	✓	
Data & Insights			✓	✓	✓	✓	
Non-board Leadership Opportunities (committees/councils)			✓	✓	✓	✓	
Sponsored Email Opportunities				✓	✓	✓	
Complimentary Event Sponsorship*					✓	✓	
Panelist/Speaking Opportunity**						✓	
Continued Benefits (based on eligibility)*	Basic	Community	Insight	Champion	Visionary	Premium	*Eligibility
Joint Sales & Marketing Opportunities		✓	✓	✓	✓	✓	Broker Only***
Plant Based Certification Fees Waived		✓	✓	✓	✓	✓	Retailer or Ingredient Supplier Only***
Access to Campaign Assets			✓	✓	✓	✓	Retailer or Operator Only***
In-store/restaurant tests & studies					✓	✓	Retailer or Operator Only***
On-site education for executives, category managers, operators, heads of sustainability, and marketing						✓	Retailer or Operator Only***
Thought Leadership/White papers						✓	Retailer or Operator Only***
Dues Pricing	\$500	\$1000	\$2,500	\$5,000	\$10,000	\$25,000	

*Based on available event offerings. The team will work directly with the partner to match the event to best fit their business goals.

** Could include webinars, conferences, and in-person events. The team will work directly with the partner to match the speaking engagement to best fit their business goals.

***Additional benefits, extended to Brokers, Retailers, and Operators only.