



SEPTEMBER 15–18, 2025

**Building Sustainable Markets  
and Driving Innovation**

**WRITING BIOCHAR'S NEXT CHAPTER**

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**Event Sponsorship  
Packages**

Hosted by the U.S. Biochar Initiative



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“We have been attending USBI shows since our founding and have watched them grow each year in exhibitors, attendees, and content. This coming year is going to be a breakout year for the industry as we get to see what a major city like Minneapolis is doing.”

**Bryan Eagle - Glanris, CEO**



WHO WE ARE

# About Us

The U.S. Biochar Initiative is a not-for-profit organization that supports increased production and use of biochar in North America with a focus on developing end-use markets for biochar.

### Our Mission

To advance the production and use of biochar in industrial, agricultural, and infrastructure markets to reduce biomass waste, grow the economy, and mitigate climate change.

### Our Vision

A thriving biochar industry that supports resilience and decarbonization in agricultural, industrial, and infrastructure systems while sequestering carbon, growing the economy, and building sustainable circular systems.



biochar-us.org



# Event Overview

The 2025 North American Biochar Conference, hosted by the United States Biochar Initiative (USBI), is the premier event driving the growth of the biochar industry. With an anticipated global audience of over 1,000 professionals—including industry leaders, producers, investors, policymakers, and researchers—this conference is where innovation meets opportunity. Designed to accelerate market adoption, scale production, and expand biochar applications, the event brings together key decision-makers shaping the industry’s future. Whether you’re looking to forge strategic partnerships, explore investment opportunities, market your biochar, showcase and sell your equipment, or establish your company as a leader in this rapidly growing sector, this is the place to do business.

## A GROWING INDUSTRY, A GROWING AUDIENCE

Since its inception in 2009, the North American Biochar Conference has become the go-to gathering for the biochar community. With interest and momentum continuing to grow, 2025 is poised to be our largest conference yet, featuring:

- 75+ exhibitors and sponsors showcasing cutting-edge products, services, and innovations.
- A programmatic focus on expanding markets to drive the biochar industry forward.

The biochar industry is at a critical moment of growth and development. This conference is not just an event—we are “Writing Biochar’s Next Chapter.”

**SEPTEMBER 15–18, 2025 | MINNEAPOLIS CONVENTION CENTER, MN**

**MONDAY** Registration Opens, Afternoon Workshops

### TUESDAY

Keynotes  
Breakout Sessions  
Exhibit Hall  
Receptions

### WEDNESDAY

Keynotes  
Breakout Sessions  
Exhibit Hall  
Receptions

### THURSDAY

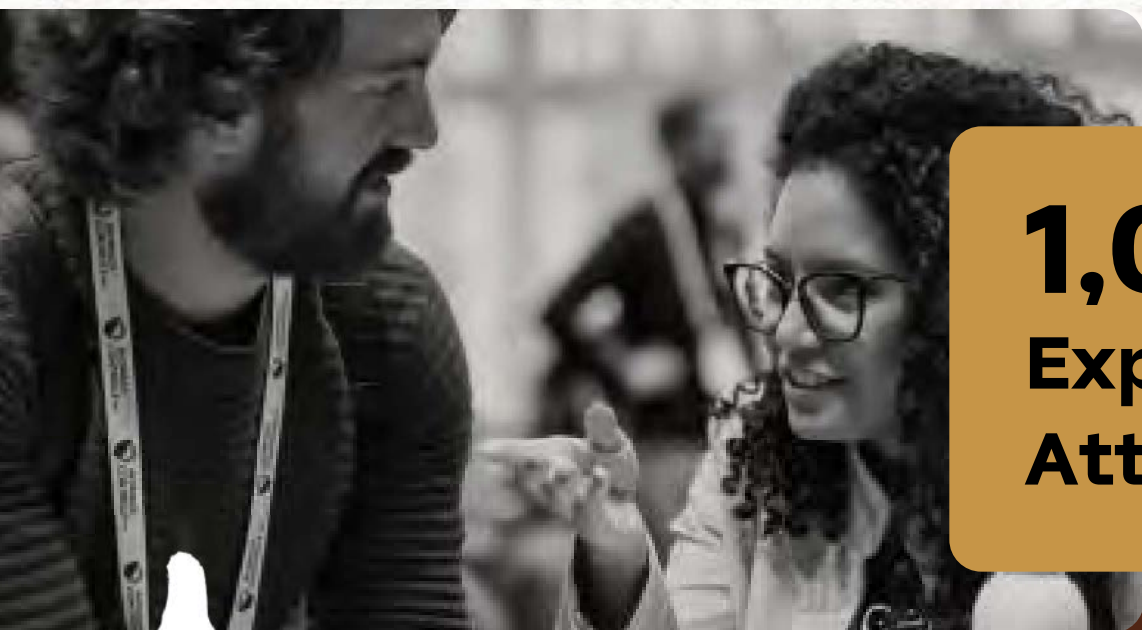
Optional Field Trips



WHO ARE THEY

# Target Audience

The 2025 North American Biochar Conference targets professionals and organizations at the forefront of biochar innovation and application. This includes scientists and researchers advancing biochar science, policymakers shaping climate and agricultural strategies, farmers and land managers integrating biochar into regenerative practices, and industry leaders driving biochar production and commercialization. Entrepreneurs exploring biochar-based business opportunities, environmental organizations focused on carbon removal, and educators and advocates promoting biochar's benefits are also key audiences.



**1,000  
Expected  
Attendees**



**75 EXHIBITORS EXPECTED**

"The USBI events are like a family reunion. It is great to catch up on people you have not seen in a while but also nice to meet new people, learn about changes in the industry, and hear about new projects and sites that are expanding our market."

**Jeff Hallowell – Biomass Controls, PBC**

FROM NABC 2024

# Key Highlights

## Expert-Led Content

Over 125 speakers delivered keynotes, panels, sessions, and workshops on industry topics.

## Unparalleled Networking

Exclusive opportunities connected key players, decision-makers, and potential partners.

## High Engagement

Over 11,000 profile views on the conference app, maximizing visibility and networking.

"USBI's North American Biochar conference is the best place to talk all things biochar with the entire ecosystem of stakeholders from all around the world. For us, it's a no brainer to attend and connect with our clients who are carrying out carbon removal activities via pyrolysis. We've also secured new clients at every conference, which makes a strong business case for attendance. Additionally, I've always learned something new from the extensive thought leadership provided at the event. In short, this conference is not to be missed!"

**Joseph Kochanski – Puro.earth**





# Sponsor Value

We know you're already planning for the 2025 Conference, and we're excited to help you maximize your impact.



## BUILD MEANINGFUL RELATIONSHIPS

Foster meaningful connections that drive long-term value.



## ACCESS INDUSTRY INSIGHTS

Latest research, successful business models, update on current market, standardization review, successful programs, access to funders and CDR models.



## MAXIMIZE RETURN ON INVESTMENT

Our sponsorship and exhibitor packages are designed to provide exceptional value.



## PLUS:

- Engage with the leaders shaping the biochar industry
- Experience unrivaled exposure and networking in the industry
- Elevate your brand and credibility in the biochar industry
- And so much more!





# Sponsorship Levels

## POSITION YOUR ORGANIZATION AS A LEADER IN THE BIOCHAR INDUSTRY

**Unparalleled Visibility:** Showcase your brand to a diverse and engaged audience of government agencies, scientists, producers, end users, and more from around the globe.

**Targeted Exposure:** Gain exclusive access to a highly targeted audience.

**Industry Leadership:** Position your organization as a leader in advancing biochar.

**Dynamic Networking Opportunities:** Build meaningful connections with top stakeholders, discover new partnerships, and expand your influence within the biochar community.

For sponsorship information or to secure your spot, contact [Emily@biochar-us.org](mailto:Emily@biochar-us.org).

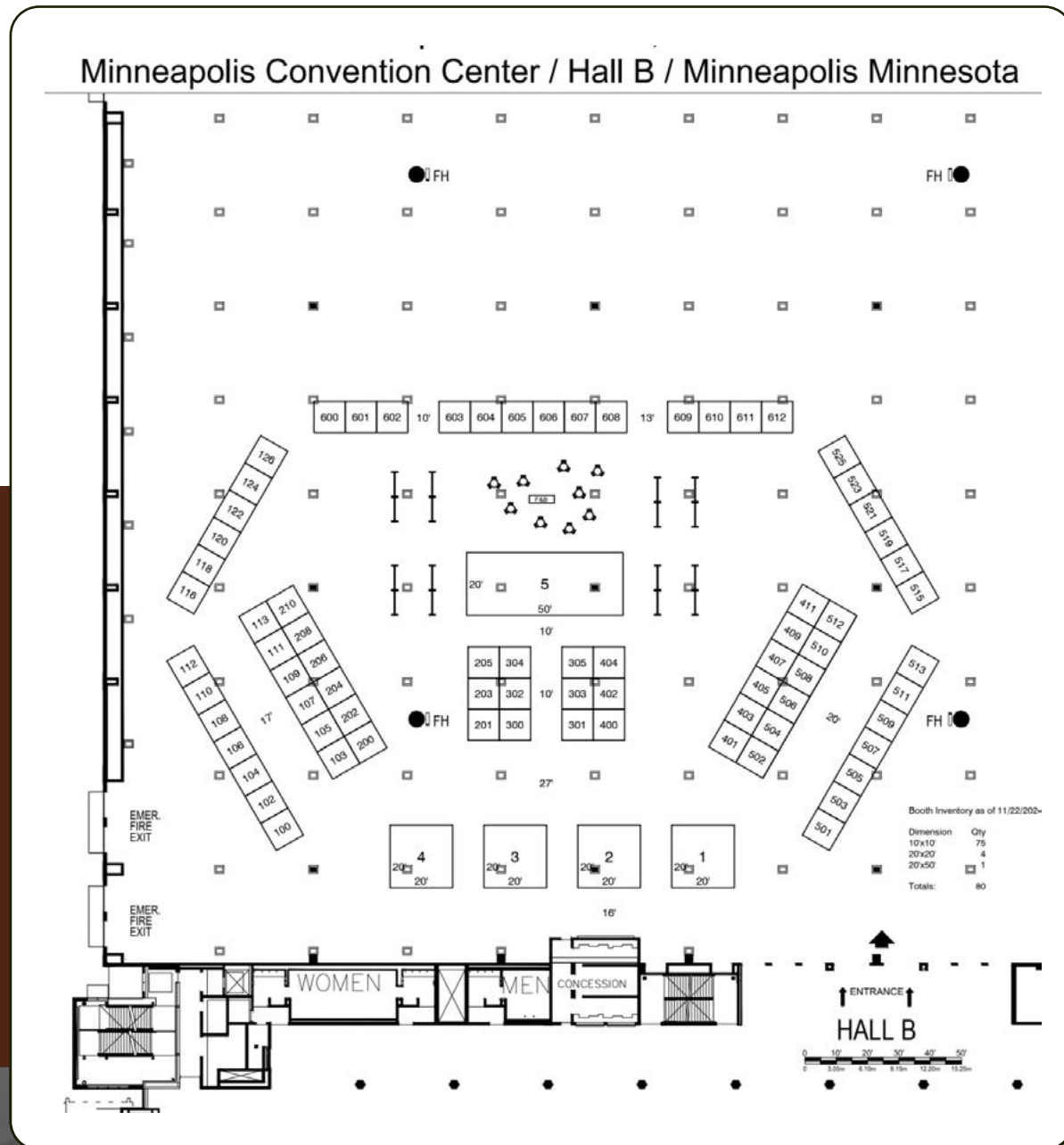
### BENEFITS

|   | TITLE<br>\$40,000 | DIAMOND<br>\$20,000            | PLATINUM<br>\$15,000 | GOLD<br>\$8,000   | SILVER<br>\$5,500 |
|---|-------------------|--------------------------------|----------------------|-------------------|-------------------|
| Complimentary full-conference registrations (field trips extra)   | 8                 | 5                              | 4                    | 3                 | 2                 |
| Whova - push notifications on mobile app  | 4                 | 3                              | 2                    | 1                 | 1                 |
| No. of 10' x 10' booths in Exhibit Hall   | 2                 | 2                              | 1                    | 1                 | 1                 |
| Priority of request for exhibit space   | 1st               | 2nd                            | 3rd                  | 4th               | 5th               |
| Lanyard sponsorship   | ✗                 |                                |                      |                   |                   |
| Digital convention center signage   | ✗                 | ✗                              | ✗                    | ✗                 | ✗                 |
| Logo / brand name featured in marketing materials, select on-site signage, and website                  | ✗                 | ✗                              | ✗                    | ✗                 | ✗                 |
| Early bird rate for additional paid registrations (full-conference or day-rate)                         | ✗                 | ✗                              | ✗                    | ✗                 | ✗                 |
| Reserved table(s) at the receptions/dining  | ✗                 | ✗                              | ✗                    | ✗                 |                   |
| Inclusion in the media pitching   | ✗                 | ✗                              | ✗                    | ✗                 |                   |
| Featured story on conference website, with USBI promo (terms and deadlines apply)                       | ✗                 | ✗                              | ✗                    | ✗                 |                   |
| Speaking opportunity guaranteed as part of agenda – deadlines and guidelines apply                      | Plenary           | Plenary, breakout, or panelist | Breakout or panelist |                   |                   |
| Prime placement on biocharconference.com  | ✗                 | ✗                              | ✗                    |                   |                   |
| Opportunity to provide 3-5 mins of remarks during opening session or luncheons                          | ✗                 | ✗                              |                      |                   |                   |
| Recognition in opening session  | ✗                 | ✗                              |                      |                   |                   |
| Featured social media posts prior to the event on all USBI social channels                              | ✗                 | ✗                              |                      |                   |                   |
| Access to preliminary attendee list 2 weeks prior to event and final attendee list within 2 weeks after | ✗                 | ✗                              |                      |                   |                   |
| Designated logo branding on Whova app   | ✗                 |                                |                      |                   |                   |
| Meeting room available  | Private           | Shared, scheduled              | Shared, scheduled    | Shared, scheduled | Shared, scheduled |
| Follow-up email to all attendees  | ✗                 |                                |                      |                   |                   |

JOIN THE SHOWCASE

# Exhibit Hall Floor Plan

[PRELIMINARY AND SUBJECT TO CHANGE]



WHAT'S INCLUDED

# Exhibitor Packages

This package is an excellent opportunity for organizations to showcase their products, services, and innovations to a targeted audience passionate about biochar, climate mitigation, and industry growth. The booth is designed to provide you with a dedicated space to connect with conference attendees, build relationships, and drive visibility for your brand.

Nonprofit organizations and educational institutions are eligible for a 25% discount on booth costs, providing an affordable opportunity to showcase their initiatives and connect with industry leaders.

[Visit Exhibitor Application](#)



## SPACE

A 10' x 10' exhibitor booth in the main exhibition area



## FURNITURE

one (1) table with professional draping and two (2) chairs for your convenience



## REGISTRATION

One (1) full conference registration, granting access to all sessions, networking events, etc.



## BRAND VISIBILITY

Your organization's name listed in the program, website, and promotional materials to enhance your visibility



**\$2,500 FOR STANDARD BOOTH** [LARGER BOOTHS ARE AVAILABLE]

For exhibitor information, contact [Lisa@biochar-us.org](mailto:Lisa@biochar-us.org).





# WHAT'S INCLUDED

# Exhibitor Packages



## SHOWCASE YOUR EQUIPMENT

**Have equipment to exhibit? Let us know!**

A limited number of equipment display spaces are available for an additional fee. Demonstrate your latest technology and innovations—connect with our team to explore the possibilities.

We understand the importance of attendee engagement in the exhibitor area. To maximize your exposure, we are planning key networking opportunities, including reception, breaks, and more, within the exhibit space.

Additionally, poster displays will be featured in the exhibitor area to further enhance visibility and interaction.





MORE VISIBILITY FOR YOUR ORGANIZATION

# Additional Opportunities



## RECEPTION OR LUNCHEON SPONSOR \$7,500

- Give 3-5 minutes of welcome remarks at the social reception
- Logo included on reception or luncheon onsite signage

Additional sponsorship opportunities will be available, including branded charging stations, sustainable giveaways, and other high-visibility options to enhance your company's presence at the conference.

## COFFEE BREAK SPONSOR \$3,500

- Five available
- Signage and ability to place information at break tables

Interested in becoming a Media Sponsor?

Please contact us.

## DIGITAL DISPLAY AND SIGNAGE OPPORTUNITIES AT THE MINNEAPOLIS CONVENTION CENTER

Elevate your brand's exposure with digital displays, large-format video walls, and wayfinding systems strategically located throughout the Convention Center. With their super-fine resolutions and vibrant content capabilities, your sponsorship messaging will stand out to attendees, leaving a lasting impression.

### Benefits of Sponsorship on Our Digital Displays

Showcase your brand in high-traffic areas, including the main convention entrance, exhibit halls, and session areas, ensuring maximum visibility to attendees. Take advantage of premium placement to deliver your sponsorship messaging to thousands of event participants.

From branding at the main entrance to tailored messaging in the session hallways, these displays provide an unparalleled opportunity to connect with your audience and reinforce your brand throughout their event experience.

For more information about digital display sponsorships, contact [Emily@biochar-us.org](mailto:Emily@biochar-us.org).



## MAXIMIZE VISIBILITY WITH THE WHOVA CONFERENCE APP, EVENT AND USBI WEBSITES

We're excited to once again use the Whova Conference App, a powerful tool that enhances attendee engagement and provides sponsors and exhibitors with unmatched exposure. Key benefits include brand visibility, direct attendee engagement, push notifications and announcements, easy lead capture, and networking and meetings. With profile views and real-time attendee interaction, the Whova app offers increased engagement and measurable ROI.

A dedicated conference website, along with the USBI site allows for even more brand exposure.

# Partner to shape the future of biochar with us.



## CONTACT US

For more information on sponsorship opportunities and exhibitor space, or if you have any questions, please contact us.

**Sponsorships:** [Emily@biochar-us.org](mailto:Emily@biochar-us.org)

**Exhibitor Space:** [Lisa@biochar-us.org](mailto:Lisa@biochar-us.org)

**General Information:** [Tina@biochar-us.org](mailto:Tina@biochar-us.org)

We're happy to provide details and help you find the best way to showcase your organization at the 2025 North American Biochar Conference.

[biocharconference.com](http://biocharconference.com)

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