

ADVANCING THE REGION

FORWARD

SOUTHERN OREGON BUSINESS CONFERENCE 2027

Sponsorship Opportunities

Thursday, February 25, 2027
Jackson County Expo · Central Point, Oregon

Hosted by Southern Oregon Regional Economic Development, Inc.

soredi.org

The Southern Oregon Business Conference is back, and bigger than ever.



On February 25, 2027, FORWARD brings the region's business owners together with the public and economic development leaders who work alongside them, for one full day in the new facility at the Jackson County Expo.

This is the largest program the conference has ever offered: real breakout sessions, a Main Stage that runs all day, and takeaway content for every person in the room. People come to be inspired, to meet the people they need to know, and to learn something they can put to work the next morning. FORWARD is built to deliver it all.

500	4	13	3
Built for 500 attendees	Stages running at once	Sessions in one day	Breakout rounds

Inspire.

A lunch keynote with leaders who built companies here and kept them here, and a Main Stage that sets the tone for the year ahead.

Connect.

More than three hours of networking built into the day: the hour before the program, 75 minutes of breaks and the closing mixer. The Connection Lab matches you in advance.

Learn.

Breakouts with something to take home for everyone, from the 2027 economic forecast to putting AI to work and finding the capital to grow.

Shaped by the region

The program was built from a survey of 50 regional leaders and the 2026 Southern Oregon Economic Conditions Index. Healthcare, tourism and the outdoor economy, three of the industries the region most wants to grow, each have a session of their own.



SOREDI's 2026 State of the Rogue Valley Breakfast

Who will be in the room

FORWARD is built for 500 attendees. It brings together the people who run Southern Oregon businesses and the people who shape the conditions those businesses grow in.

- **Business owners and executives** from every corner of the region
- **Economic development and workforce leaders**
- **City and county leaders** and the people who plan for growth
- **Educators and training partners** building the talent pipeline
- **Lenders, developers and professional services** firms

The 50 leaders who helped shape the program



- Private business and other
- Economic development and education
- Public sector

Why sponsor FORWARD

A real moment, not just a logo

Speaking time at the mic and session introductions put your people in front of the whole room.

Your brand where people are looking

Every room has a screen and the conference app is on attendees' phones all day. Sponsors appear on both, from doors open to the mixer.

The conversation your customers care about

Put your name on the session that matches your market, from healthcare to housing to capital.

Part of what comes next

FORWARD is where the region sets its direction for the year. Sponsors are part of that story from the first announcement to the closing drawing.

The day at a glance

Thursday, February 25, 2027. Doors open at 8:00. Three breakout rounds run alongside the Main Stage, with the whole room together for the morning, lunch and the close.

8:00	Doors open. Registration, breakfast and the expo floor, open all day			
9:00	**Welcome** with the title sponsor			
9:20	**Southern Oregon's 2027 Economic Outlook** presented by the title sponsor			
10:15	MAIN STAGE **The State's Agenda and the Region's Voice**	ROOM A **Healthcare: The Region's Biggest Opportunity**	ROOM B **Worth the Trip: Downtowns and the Visitor Economy**	ROOM C **Find Your People: The Connection Lab**
11:30	**Lunch and Keynote: Built Here, Stayed Here** with a platinum sponsor on stage			
1:00	MAIN STAGE **Practical AI at Work** Jim Teece, Project A	ROOM A **The Outdoor Economy: From the River to the Workshop**	ROOM B **Federal Changes, Local Opportunity**	ROOM C **Ready or Not: The Business Strategy Game** OMEP
2:15	MAIN STAGE **The Talent Pipeline: Who Will Fill the Jobs?**	ROOM A **Housing Is a Hiring Problem**	ROOM B **Finding the Money to Grow**	ROOM C **Ready or Not, Part 2** OMEP
3:30	**Closing and Prize Drawings** with a platinum sponsor on stage			
4:00	**Mixer** heavy hors d'oeuvres on the expo floor			

Signature sponsorships

The levels that put your company on the Main Stage in front of the full room.

Title Sponsor

Your name on the conference: FORWARD 2027, presented by your company.

$10,000
One available

- **A five-minute speaking slot at the mic** in the welcome, in front of the full room
- **Presents the Economic Outlook**, the session the whole room is seated for
- Your company named with FORWARD in every promotion, on the website and in the program
- Your logo at the top of the conference app all day
- Featured on the screens in every room throughout the day
- Your name on the back of every attendee badge
- Thanked from the stage at the close, with your logo on screen for the grand prize
- Premium exhibit space on the expo floor
- **Ten registrations**
- Featured spotlight in SOREDI's newsletter and social channels
- First right of refusal for the 2028 conference

Platinum Sponsor

Presents breakfast or the keynote lunch, with five minutes to speak at the mic.

$7,500
Two available

- **"Presented by" your company** on breakfast or the keynote lunch
- **A five-minute speaking slot at the mic** on the Main Stage, at lunch or at the close
- Top-tier logo placement on the screens in every room
- Logo in the program, on the website and in the app
- Premium exhibit space on the expo floor
- **Eight registrations**
- Spotlight in SOREDI's newsletter and social channels

The lunch platinum

Presents the keynote lunch and speaks for five minutes at the mic just before the keynote.

The breakfast platinum

Presents breakfast and speaks for five minutes at the mic at the close, as the room waits for the grand prize.

We work with each signature sponsor on remarks that tie to the day's theme, so the room stays with you from the first sentence.

Put your name on the conversation

Every session can be presented by a sponsor. Each one draws a defined audience, so you can stand beside the topic your customers care about. One sponsor per session.

Gold Sponsor

Your company presents a Main Stage session.

$4,000
Three available

CHOOSE ONE

- The State's Agenda and the Region's Voice — 10:15
- Practical AI at Work — 1:00
- The Talent Pipeline: Who Will Fill the Jobs? — 2:15

- ✓ **"Presented by" your company** in the program, the app and on the Main Stage screen
- ✓ **Open the session** with a brief welcome at the mic
- ✓ Your logo on the Main Stage screen throughout the session
- ✓ Exhibit table on the expo floor
- ✓ **Four registrations**

Silver Sponsor

Your company presents a breakout session.

$2,000
Seven available

CHOOSE ONE

- Healthcare: The Region's Biggest Opportunity
- Worth the Trip: Downtowns and the Visitor Economy
- Find Your People: The Connection Lab
- The Outdoor Economy: From the River to the Workshop
- Federal Changes, Local Opportunity
- Housing Is a Hiring Problem
- Finding the Money to Grow

- ✓ **"Presented by" your company** in the program, the app and on the room's screen
- ✓ **Open the session** with a brief welcome at the mic
- ✓ Your logo on the room's screen throughout the session
- ✓ **Two registrations**

Speakers and session content are chosen by the FORWARD program team, which keeps every room worth attending and every sponsor in good company. Ready or Not is presented by OMEP. If a sponsored session changes, your sponsorship carries over to the session that takes its place or to another open session at the same level.

The mixer and the expo floor

The closing hours belong to the mixer sponsor. The expo floor is open all day.

Networking Mixer — $5,000

One sponsor, or a group of partners together

The closing hours on the expo floor, where the day's conversations keep going. **Signage throughout the mixer**, your logo on the screens and thanks from the stage at the close. Exhibit table and four registrations.

Exhibitor Tables

Each with a listing in the conference app and one registration

Premium Exhibitor in the most visible spots on the floor, limited	**$1,500**
Exhibitor along the back of the main room	**$750**
Nonprofit Exhibitor an Exhibitor table at the nonprofit rate	**$250**
Early-stage entrepreneurs scholarships available to lower or cover the cost of a table	**Ask us**

With every sponsorship

Your logo **in the loop on the screens in every room** during the breaks, a listing in the conference app and your name on the event website.

Every level at a glance

Sponsorship	Investment	Available	At the mic	Presented by	Screens	Exhibit	Registrations
Title	**$10,000**	1	5-minute talk	The Outlook	●	Premium	10
Platinum	**$7,500**	2	5-minute talk	Breakfast or lunch	●	Premium	8
Networking Mixer	**$5,000**	1		The mixer	●	Table	4
Gold	**$4,000**	3	Brief welcome	Main Stage session	●	Table	4
Silver	**$2,000**	7	Brief welcome	Breakout session	●		2
Premium Exhibitor	**$1,500**	Limited			App	Premium	1
Exhibitor	**$750**	Open			App	Table	1
Nonprofit Exhibitor	**$250**	Open			App	Table	1

Premium Exhibitor tables sit in the most visible spots on the expo floor and are limited. Exhibitor tables line the back of the main room. Nonprofit Exhibitor is an Exhibitor table at a reduced rate for nonprofits. Scholarships are available to early-stage entrepreneurs.

Commit by December 15, 2026

to appear in every printed piece and the first program announcement. Sponsorships are first come, first served, and every Title, Platinum, Gold, Silver and Mixer sponsorship is exclusive. SOREDI invoices on commitment.

Let's talk

Blair Sundell

Executive Director, SOREDI

EMAIL blair@soredi.org

PHONE (541) 773-8946

OFFICE 100 E Main St, Suite A, Medford

