

# EXHIBITOR GUIDE

THE HOWARD G.  
**BUFFETT**  
FOUNDATION



## NATIONAL CONFERENCE ON COVER CROPS & SOIL HEALTH HARVESTING THE POTENTIAL

DECEMBER  
7»8  
2017

**Sheraton Indianapolis Hotel  
at Keystone Crossing**

**Indianapolis, IN**

### SCHEDULE IN BRIEF

#### Wednesday, December 6

3:00 - 6:00PM Exhibitor Move-In

#### Thursday, December 7

7:30AM Morning Coffee with Exhibitors

8:30AM Conference Kickoff

10:00AM Refreshment Break  
with Exhibitors

12:00PM Networking Lunch  
with Exhibitors

3:00PM Refreshment Break  
with Exhibitors

5:00PM Exhibitor Reception

#### Friday, December 8

7:00AM Morning Coffee with Exhibitors

9:30AM Refreshment Break  
with Exhibitors

10:00AM Exhibitors may begin  
tearing down

1:30PM All exhibitors must be  
cleared out

Become an exhibitor and put your brand in front of a targeted group of farmers and professionals.

#### PREMIUM EXHIBITOR \$800

- Two conference registrations
- 6' table and 2 chairs
- Listing in the Conference Program
- Listing in the Virtual Exhibit Hall with a short description and link to your website
- Inclusion in #NCCC17 social media promotion
- Inclusion in an e-blast to a targeted conference audience

#### EXHIBITOR \$600

- One conference registration
- 6' table and 2 chairs
- Listing in the Conference Program



NATIONAL CONFERENCE ON  
**COVER CROPS  
 & SOIL HEALTH**  
**HARVESTING  
 THE POTENTIAL**

**NATIONAL COVER CROPS CONFERENCE  
 EXHIBITOR CONTRACT**

**Registration Deadline: October 31, 2017**

Company/Organization \_\_\_\_\_ Primary Contact \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Country \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_  
 Website \_\_\_\_\_

**EXHIBITOR OPPORTUNITIES**

EXHIBITOR - \$600                       PREMIUM EXIBITOR

**METHOD OF PAYMENT** – *Payment in US Dollars*

Return payment to: SWCS, 945 SW Ankeny Rd  
 Ankeny, IA 50023

VISA     MasterCard     American Express     Check # \_\_\_\_\_     P.O. (Gov't Agencies Only) # \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Print Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Email \_\_\_\_\_

**ADDITIONAL REGISTRATIONS** (as appropriate based on exhibit level)

Registrant #1 Name \_\_\_\_\_ Email \_\_\_\_\_

Registrant #2 Name \_\_\_\_\_ Email \_\_\_\_\_



Return completed form and payment to:

Soil and Water Conservation Society  
 945 SW Ankeny Rd, Ankeny, IA 50023  
 Fax: 515-289-1227  
 Email: corporate.info@swcs.org

# EXHIBITOR RULES AND REGULATIONS

## COMPANY LOGO USE

As part of exhibitor packages, company logos will appear in various conference promotional materials and on conference signage. In order to be included on these materials, logos must be submitted to [corporate.info@swcs.org](mailto:corporate.info@swcs.org) no later than **October 31, 2017**.

## REGISTRATION FEES

Conference registration fees do not include hotel accommodations, airfare, or other travel related expenses. Spouses, significant others, and guests must register separately and pay appropriate fees to attend conference events. Only those individuals who register and have a SWCS name badge and/or tickets will be allowed admission to conference functions.

## USE OF EXHIBITS

All demonstrations, exhibits, signs, etc. must be confined to the exhibitor's table space. No exhibitor shall assign, sublet, or share the whole or any part of any exhibit space without the express written consent of SWCS. Exhibits shall not obstruct the view of adjoining exhibits nor be operated in any manner objectionable to other exhibitors. The exhibit contract becomes valid upon receipt of payment for the total cost of reserved space or sponsorship.

## EXHIBITOR SHIPPING

Exhibitors may ship materials directly to the hotel. All fees incurred for shipping/handling are the responsibility of the exhibitor. Shipment labels should appear as follows:

**Sheraton Indianapolis Hotel at Keystone Crossing**  
**Attn: Exhibitor Name & Company**  
**National Conference On Cover Crops**  
**8787 Keystone Crossing**  
**Indianapolis, IN 46240**

Due to limitations in secured storage space, the hotel can only accept packages three days prior to the event. Should boxes arrive prior to three days before the event, exhibitors are responsible for \$50.00/day charge for storage. The hotel is not responsible for any damages or loss to any package or boxes.

## EXHIBITOR PERSONNEL

During official exhibition hours, a representative from the exhibiting firm must be at the table at all times.

## UNOCCUPIED SPACE

Should any rented exhibitor's space remain unoccupied on opening day due to failure to make proper payment or failure to set up by the above deadline, the space will be considered forfeited. SWCS reserves the right to rent such space to any other exhibitor or use said space in any other manner.

## SECURITY

The exhibit hall is in a location that cannot be secured. SWCS encourages you to remove items of value from your display at the end of each day. SWCS is not liable for any damage or loss sustained by any exhibitor during such hours or at any time, whatever the cause.

## INDEMNITY

It is expressly understood and agreed that the exhibitor will hold harmless and make no claim against SWCS nor any of its officers, members, or agents for any loss, damage to, or destruction of property, nor for any injury that may occur to the exhibitor, its agents, or its employees while in the exhibit facilities, nor for any damages of any nature or character whatsoever, including direct or indirect damage as a result of loss of business arising out of the exhibition or cancellation thereof.

## DAMAGE TO EXHIBIT FACILITIES

The exhibiting company must leave the space assigned and occupied in the same condition as when possession began. Exhibitor is liable for damage to walls, columns, floor, carpet, furniture, etc.

## EXHIBIT HALL FLOOR PLAN

Exhibit space will be allocated on a first-come, first-served basis, with sponsors, premium exhibitors, and SWCS corporate members given first choice of space. SWCS reserves the right to change the exhibit floor plan and/or exhibit locations without prior permission of the exhibitor.

## NON-ENDORSEMENT

The exhibiting of products and services at the SWCS International Annual Conference does not constitute endorsement by SWCS of any product, service, or resource materials exhibited. Exhibitors are not permitted to represent in any manner that SWCS has endorsed goods or services supplied by the exhibiting company.

## CANCELLATION OF CONTRACT SPACE

It is understood that when an exhibitor signs and submits the Exhibit Contract, it becomes a binding legal document between the exhibitor and SWCS. If SWCS receives written notice of intent to cancel exhibit space on or before October 31, 2017, a full refund will be made, less a \$100 processing fee. No refunds will be made after October 31, 2017, and no refunds will be given for no-shows or sponsorship commitments.

## CANCELLATION OF EXHIBITION

Should any cause (such as fire, strike, Acts of God, etc.) beyond the control of SWCS arise prior to the opening date of the exhibition that would cause its cancellation, it is understood and agreed that SWCS will attempt to reschedule the event as near the original date and site as possible. If the event is not rescheduled, SWCS will refund the exhibit and sponsor fees paid, less any direct costs incurred. SWCS will have no further obligations to exhibitor or sponsor.