

**SOIL AND WATER CONSERVATION SOCIETY**

**2007 ANNUAL CONFERENCE**

July 21-July 25 | Saddlebrook Resort, Tampa, FL

**Exhibitor/Sponsor Prospectus**

## SWCS Exhibitor/Sponsor Prospectus - 2007 Annual Conference - Tampa, Florida

### EXHIBITOR AND SPONSOR INFORMATION

As an exhibitor or sponsor at the Soil and Water Conservation Society (SWCS) annual conference you can showcase your products and services while meeting face-to-face with end users. You will have access to as many as 700 influential national and international conservation professionals.

The Society is a nonprofit scientific and educational organization founded in 1943. The Soil and Water Conservation Society's 2007 annual conference will be held July 21-25 in Tampa, Florida.

The conference theme is "Conservation Challenges in a Changing Landscape." The conference includes workshops, concurrent sessions, symposia, posters, plenary sessions, and technical tours designed to expose participants to recent developments in the science and art of natural resource conservation and environmental management on working land—the largely privately-owned land comprising working farms, ranches, forests, and rural and urban communities.



The Sunday evening welcome reception will be held poolside at Saddlebrook and is a great opportunity to network with attendees.

### PROFILE OF PARTICIPANTS

**AUDIENCE:** The SWCS annual conference brings together researchers, practitioners, and policymakers at all levels of government, business, and nongovernmental organizations to explore current issues in conservation and environmental management science, technology, practice, programs, and policy.



Craig Cox, SWCS Executive Director, greets meeting participants in front of the Agri Drain booth in the exhibit hall.

Conference participants do not have direct responsibility for placing orders for products or services. Rather they are the end-user of products and services carrying significant influence with purchasing agents at their home office. The SWCS Annual Conference provides vendors the opportunity to discuss their organization's products and activities with meeting participants.

SWCS is unique because our members are those working directly with the producers AND academia. One area of special emphasis at this year's conference is "Conservation Implications of a Bio-based Economy." This topic will be discussed by leading experts across the United States in symposia and concurrent sessions. Another area of special

focus includes "Bio-diversity - Conservation and Management;" and a special topic specific to the water needs for the State of Florida, "Water - So Much/So Little, Meeting Florida's Needs for Today & Tomorrow."

#### SWCS Corporate Members

Gold: Agri Drain Corporation

Silver: Agren, Inc.; Erosion Tech, Inc.; Validus Services, LLC

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### EXHIBITOR BENEFITS

TWO meeting registrations and exhibitor badges\*.  
Additional staff needs to register and pay the registration fee.

- 8' x 8' exhibit space
- 8' high back drape and 3' high side drape
- 1 – 6' table with white top and skirt
- 2 – chairs
- 1 – wastebasket
- 1 – Identification Sign, 7" x 44"

Multiple opportunities for interaction, including a 2-hour reception Monday evening in the Exhibit Hall.

\*Exhibitor Badge – The Exhibitor badge allows you entrance to all conference events including a poolside welcome reception on Sunday evening as well as the plenary, concurrent, and breakout sessions. Those events which require an additional registration fee such as workshops and tours are excluded. Be sure to check the preliminary program for events requiring additional registration fees.

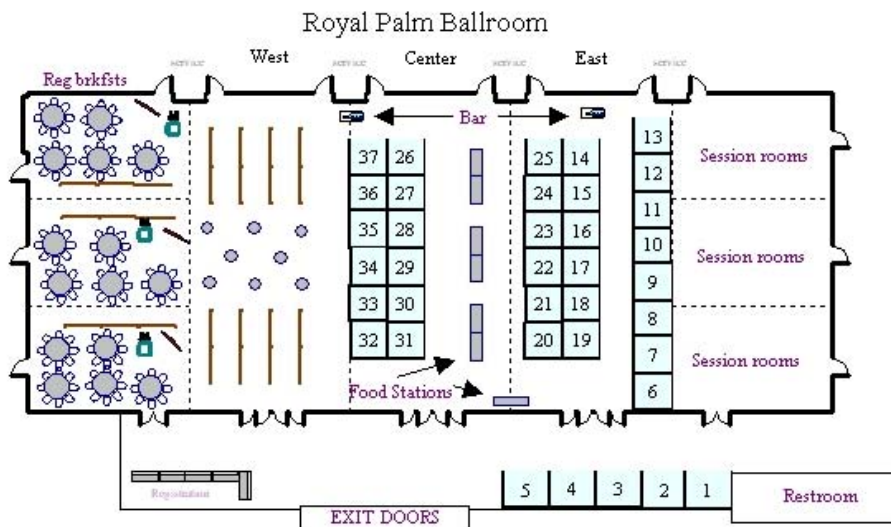


Join Ernst Seeds, a provider of herbaceous seed material for long-leaf pine inter-planting, in the 2007 Annual Conference Exhibit Hall.

You will also receive an alphabetical listing in the conference final program and a listing on the Soil and Water Conservation Society's website with a link to your website (if available). Please email [pubs@swcs.org](mailto:pubs@swcs.org) your company logo in jpg format and a 30-word description of your organization/company including the following: organization name, address, telephone, home page link, and product information. To be included in the final program, the copy must be received by June 1. The Society will post your information on our website as we receive it, but not after July 14.

### ADVERTISING IN CONFERENCE PROGRAM

The Final Program is used extensively by conference attendees as a guide throughout the entire conference. This 8" x 10" publication is the source of the educational program as well as other activities that take place during the conference. There is no better way to showcase a product or service than advertising in this program. The closing date for advertising is June 1, 2007. Please submit all advertising as a PDF with fonts embedded. Email to [dewayne.johnson@swcs.org](mailto:dewayne.johnson@swcs.org)



### BAG IT

We recognize that you have information that is valuable to our members. We will help you place that information in the hands of those attending the SWCS annual conference by placing your materials in a meeting bag along with registration information.

The cost for bag stuffers is \$300 per item for 700 copies. Multiple items stapled together will be considered one item. Additional items may be included for \$150 per item. Once your payment is received you will be contacted with shipping information. Deadline for providing information for "Bag It" is June 1. For more information, please contact Sue Ann Lynes at [sueann.lynes@swcs.org](mailto:sueann.lynes@swcs.org).

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### EXHIBIT HALL

The exhibit hall will be located in the center three sections of the Royal Palm Ballroom, comprising 7,238 square feet of exhibit space. The Poster Presentations will also be located in this space. The silent auction items will be distributed throughout the exhibit hall at exhibitor booths to entice attendees to visit all exhibitors and encourage repeat visits.

#### Exhibit Hall Open:

Monday, July 23 8:00 a.m. – 8:00 p.m.

Tuesday, July 24 8:00 a.m. – 3:30 p.m.

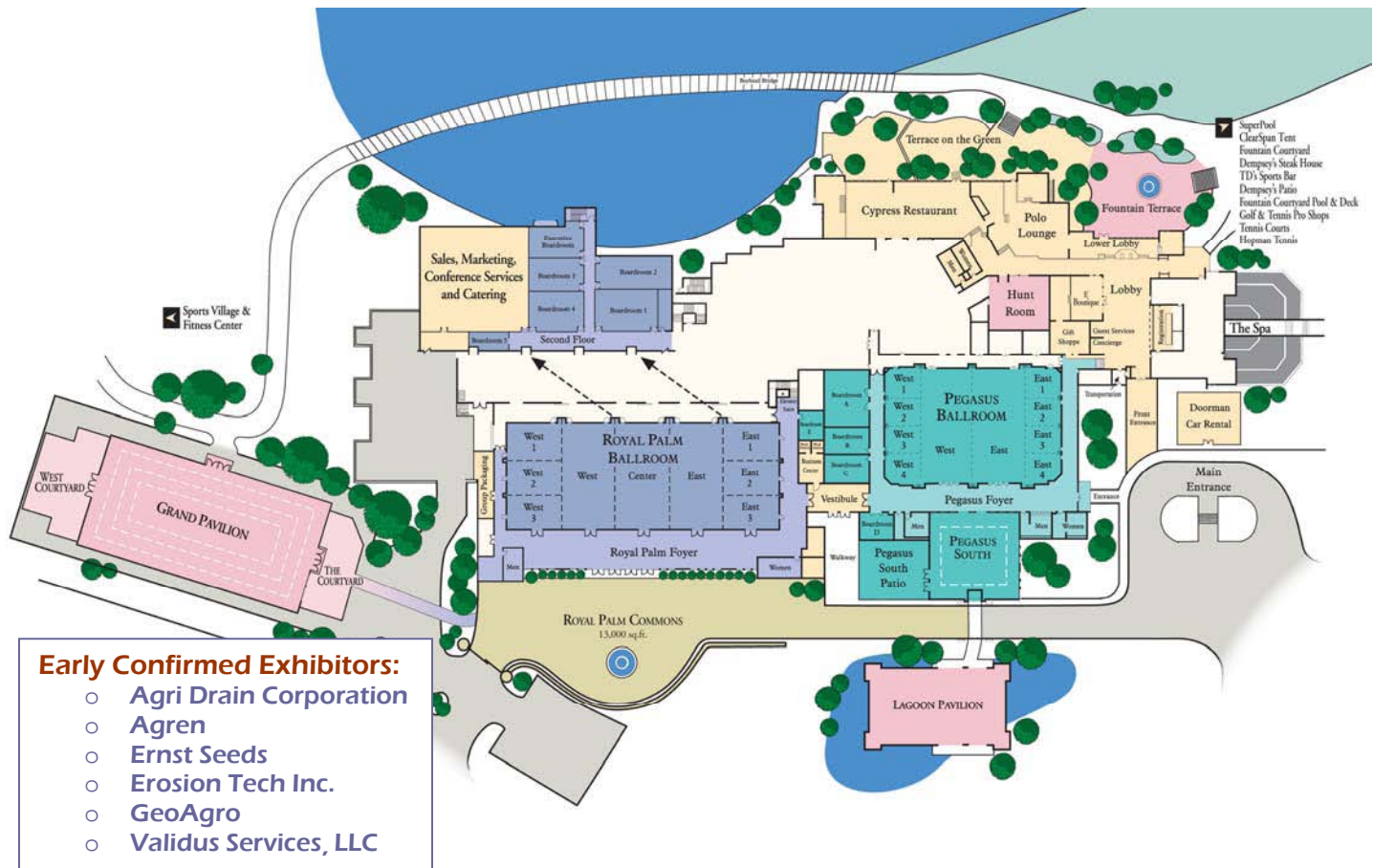
Set up: Sunday, July 22, 2:00 – 6:00 p.m.

Teardown: Tuesday, July 24 – 3:45 p.m.

### CONFERENCE HOTEL AND TAMPA, FLORIDA

Saddlebrook Resort is located 30-minutes north of Tampa International Airport on 480 acres of countryside in west central Florida. The award-winning facility offers a variety of services and amenities for its guests. In the heart of the resort, the Walking Village includes all meetings, recreation and dining facilities, surrounding the half-million gallon SuperPool. Guest accommodations border the Walking Village, making transportation needless. The resort opened in 1981 and has been undergoing several multi-million dollar renovations since 1997, including the addition of the Spa, the Sports Village, the Grand Pavilion, the Fountain Courtyard, the ClearSpan Tent and the new Royal Palm commons. The conference center, restaurants, golf and tennis shops, Spa and all guest accommodations border the Superpool, making everything convenient and easily accessible.

We have negotiated a discounted guest room rate at the Saddlebrook Resort starting at \$105 per night for single occupancy (plus resort fee and appropriate Florida state and local taxes). Reservations must be made by June 14, 2007 to receive the group rate. Be sure to mention that you are attending the Soil and Water Conservation Society conference. Make your room reservations by calling (800) 729-8383.



# SWCS Exhibitor/Sponsor Prospectus - 2007 Annual Conference - Tampa, Florida

## EXHIBITOR/SPONSOR APPLICATION

Soil and Water Conservation Society  
Annual Conference and Exposition  
July 21 – 25, 2007  
Saddlebrook Resort – Tampa, Florida

### DEADLINE

All exhibitor applications must be received by June 1.

Company/Organization \_\_\_\_\_

Wording for identification sign \_\_\_\_\_

Contact Person Title \_\_\_\_\_

Address \_\_\_\_\_

City State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Organization/business website: \_\_\_\_\_

[ ] Product/description to be used in the Final Program - 30 words or less. Email description to: Sueann.lynes@swcs.org.

Names and email addresses of the two people who will staff the exhibit booth:

1 \_\_\_\_\_ E-mail \_\_\_\_\_

2 \_\_\_\_\_ E-mail \_\_\_\_\_

*There will only be two complimentary registrations per booth. Any other person staffing the booth will pay the appropriate registration fee. If substitutions are made, the SWCS office must be notified of the change prior to July 12. Please show the names as you wish them to appear on the name badge. Exhibitor name badges will be provided and may be picked up at the registration desk.*

### 1. Exhibit Booth

Booth Selection: CHOICE 1) \_\_\_\_\_ CHOICE 2) \_\_\_\_\_ CHOICE 3) \_\_\_\_\_ CHOICE 4) \_\_\_\_\_ (Refer to enclosed floor plan)

[ ] Hallway Booth \$950

[ ] Corner Booth \$850

[ ] Regular booth \$750

[ ] Display Table only \$400 (registration not included – availability limited)

### 2. Sponsor Opportunities

[ ] Plenary Session Sponsorship \$10,000

[ ] Opening Reception \$8,000

[ ] Networking Reception Gold: \$1,000; Silver: \$500

[ ] Wireless Internet Café \$2,500 per day

[ ] Topic Area Sponsorship \$2,500

Topic Requested: \_\_\_\_\_

[ ] Educational Workshop Sponsorship \$2,500

[ ] Abstracts on CD-ROM \$10,000

[ ] Lanyards \$2,000

[ ] Meeting Participant Bags \$5,000

[ ] Coffee Break \$2,500

### 3. Additional Opportunities

[ ] Advertising

[ ] Half-page ad \$400 (Bleed: 8.5" w X 5.5"h; Trim: ½ inch)

[ ] Quarter-page ad \$250 (4.25" w X 5"h)

[ ] Bag-it

[ ] 700 of one item or stapled items \$300

[ ] 700 of additional item \$150

### METHOD OF PAYMENT *Choose One*

*Payment must accompany application.*

All payments are non-refundable and must be made in U.S. dollars.

[ ] Check enclosed for \$ \_\_\_\_\_ Check # \_\_\_\_\_

All checks are to be made payable to the Soil and Water Conservation Society.

[ ] Purchase Order - government agencies only

P.O. # \_\_\_\_\_ Amount \$ \_\_\_\_\_

[ ] Charge \$ \_\_\_\_\_ to:  American Express  MasterCard  Visa

### Exhibitor/Sponsor Registration Totals:

#### Please Complete

\_\_\_\_\_ Exhibit Booth Total

\_\_\_\_\_ Sponsorship(s) Total

\_\_\_\_\_ Advertising Total

\_\_\_\_\_ Bag-it Total

\_\_\_\_\_ Exhibitor/Sponsor Registration Total

#### Credit Card Information (if paying with credit card)

Name on card \_\_\_\_\_

Card # \_\_\_\_\_ Exp \_\_\_\_\_

Phone number \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

#### Return completed form and payment to:

*Soil and Water Conservation Society*

*Attn: Sue Ann Lynes*

*945 SW Ankeny Road*

*Ankeny, IA 50023*

*Or fax to: (515) 289-1227*

## ANNUAL CONFERENCE SPONSORSHIPS

The Soil and Water Conservation Society welcomes the support of Annual Conference sponsors. Sponsorship helps SWCS to maintain low attendee registration fees as well as demonstrates sponsors' support of the Society. All sponsors of \$1,000 or more receive the following benefits.

- Priority in assignment of exhibit space at the Annual Conference
- Acknowledgement of support in the Annual Conference Program
- SWCS Sponsorship sign placed near sponsor's booth
- SWCS Sponsor ribbons given to booth workers

All sponsors of \$3,000 or more will receive access to a corporate lounge. The corporate lounge is a secluded room where sponsors can relax and entertain up to two guests at a time.

In addition, specific recognition is offered to special event sponsors including signage, slides, inclusion in the Annual Conference Program and on the SWCS website.

### Plenary Session Sponsorships \$10,000 (Limit 2)

#### Pritchard Lecture

The keynote Pritchard Lecture will be the first general session of the meeting on Monday, July 23. The symposium will feature Hilary Swain, Executive Director and Senior Research Biologist of the Archbold Biological Station in Lake Placid, Florida. The sponsor will receive podium recognition throughout the 2007 conference.

#### Plenary II

The second plenary will focus on one of the key themes of the conference: Conservation Implications of a Bio-based Economy. Speakers for this "McLaughlin Group" style roundtable have yet to be determined.

Other unique sponsorship opportunities are available such as notepads, pens and/or pencils, hotel keycards and much more. Contact Sue Ann Lynes at [sueann.lynes@swcs.org](mailto:sueann.lynes@swcs.org) for details.

### Additional Opportunities (limit in parenthesis)

- Opening Reception \$8,000 (2)
- Networking Reception \$500/1,000 (unlimited)
- Wireless Internet Café - \$2,500 per day (4)
- Topic Area Sponsorships - \$2,500 (8)
  - o Soil Resources and Management
  - o Water Resources and Management
  - o Biodiversity Conservation and Management
  - o Conservation in Urban Settings
  - o Adaptive Management of Conservation Efforts
  - o Conservation Education
  - o Conservation Tools and Technologies
  - o Conservation and Environmental Policy and Program Design
- Educational Workshop Sponsorship \$2,500 (4)
- Abstracts on CD-ROM \$10,000 (1)
- Lanyards \$2,000 (1)
- Meeting Participant Bags \$5,000 (1)
- Coffee Break \$2,500 (10)

Exhibit Booth Rates:	\$950 – Hallway
	\$850 – Corner
	\$750 – Regular
	\$400 – Tabletop



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July 21-25 | Tampa, Florida

## Descriptions of Sponsorship Opportunities

### Opening Reception \$8,000 (Limit 2)

The popular first-evening party with hors d'oeuvres and cash bar for all meeting attendees will be held pool side on Saturday, July 21

### Networking Reception \$500 - \$1,000 (unlimited)

To be held Monday evening, July 23 in the Exhibit Hall for all meeting attendees. Hors d'oeuvres and cash bar will be available. Sponsors will provide three to four PowerPoint slides that will run continuously throughout the evening.

### Wireless Internet Café - \$2,500 per day (Limit 4)

Wireless Internet access in the conference center provided Sunday through Wednesday for attendees to access the internet. One of the most frequently asked questions at the Conference is, "Where can I check my email?" The Sponsor's name will be prominently displayed.

### Topic Area Sponsorships - \$2,500

Eight major scientific areas are presented over 2 days, Monday through Wednesday. The moderator will acknowledge sponsorships from the dais.

Program Topics and Areas of Emphasis include:

- Soil Resources and Management
- Water Resources and Management
- Biodiversity Conservation and Management
- Conservation in Urban Settings
- Adaptive Management of Conservation Efforts
- Conservation Education
- Conservation Tools and Technologies
- Conservation and Environmental Policy and Program Design

### Educational Workshop Sponsorship \$2,500 (Limit 4)

Annual Conference educational workshops focus on areas of special interest. Between 30 to 50 participants should be expected to attend the ½ day or one day workshops.

### Abstracts on CD-ROM \$10,000 (Limit 1)

We would like to publish a CD of the abstracts from the 2007 Annual Conference. The CD will be mailed to every member of the Society, all meeting attendees and all libraries subscribing to JSWC. The Sponsor's logo will be on the mailer, CD face, and the PDF on the SWCS website.

### Lanyards \$2,000 (Limit 1)

Sponsor provides SWCS with name badge lanyards for exclusive distribution to attendees. Lanyards will be distributed with the registration packet.

### Meeting Participant Bags \$5,000 (Limit 1)

Sponsor provides SWCS with Logo for exclusive rights of advertising on bag.

### Coffee Break \$2,500 (Limit 10)

A 20 minute morning and afternoon coffee and cookie break will be held in the Exhibit Hall Monday through Wednesday morning. Sponsors will be featured on a slide show throughout the break. No more than two sponsors will be featured at one time.

Other unique sponsorship opportunities are available such as notepads, pens and/or pencils, hotel keycards and much more. Contact Sue Ann Lynes at [sueann.lynes@swcs.org](mailto:sueann.lynes@swcs.org) for details.