



EXHIBITOR AND SPONSOR GUIDE



ELEVATING

77th SWCS International Annual Conference
Denver, Colorado | July 31-August 3, 2022

Conservation

TO NEW HEIGHTS

EXHIBITOR AND SPONSOR OPPORTUNITIES

The 77th SWCS International Annual Conference is a one-of-a-kind opportunity to connect with a uniquely targeted group of conservation and environmental professionals. Becoming an exhibitor or sponsor gives you an affordable opportunity to market your products and services to a key audience and maximize your organization's exposure. Put your brand in front of those who are directly involved in the decision-making process of purchasing products or those who influence prospective buyers and conservationists.

Exhibitors and sponsors will be recognized in the preliminary program if the contract, payment, and logo are received by **April 1, 2022**.

EXHIBITOR OPPORTUNITY

Standard Booth | \$1,000

- One 10' x 10' exhibit booth
- One conference registration
- Listing in the conference program
- Listing on the SWCS website
- Listing on the SWCS event app
- Conference attendee list



SPONSOR OPPORTUNITIES

Sponsors provide the support to hold the event through a virtual platform and are vital to ensuring the success of the SWCS International Annual Conference. Allow us to help connect your organization with our audience of over 500 conservation professionals.

Presenting Sponsor | \$30,000 (only 1 available)

- Fifteen-minute speaking opportunity in front of the full conference audience on Monday, August 1
- Featured sponsor during the Monday, August 1, opening session
- Six complimentary conference registrations
- Six tickets to the private VIP event
- One expanded exhibit booth (20' x 10') with prime visibility
- Sponsor page within SWCS event app
- Sponsor spotlight in an issue of the SWCS member newsletter
- Full-page color ad in the front inside cover of the electronic conference program
- Organization logo in the electronic preliminary program (if committed and logo received by April 1)
- Organization logo in the electronic conference program
- Organization logo on the SWCS annual conference website
- Organization logo in annual conference communications
- Organization logo in an issue of the SWCS member newsletter
- Organization logo on rotating banner on the SWCS event app
- Attendee swag handed out at registration (limit of one item, estimated quantity 500)*
- Promotion through SWCS social media (content provided by sponsor with SWCS approval)*
- Conference attendee list

Platinum Sponsor | \$15,000 (only 1 available)

- Ten-minute speaking opportunity in front of the full conference audience on Tuesday, August 2
- Featured sponsor during the Tuesday, August 2, general session
- Five complimentary conference registrations
- Five tickets to the private VIP event

- One 10' x 10' exhibit booth with prime visibility
- Sponsor page within SWCS event app
- Sponsor spotlight in an issue of the SWCS member newsletter
- Full-page color ad in the electronic conference program
- Organization logo in the electronic preliminary program (if committed and logo received by April 1)
- Organization logo in the electronic conference program
- Organization logo on the SWCS annual conference website
- Organization logo in annual conference communications
- Organization logo in an issue of the SWCS member newsletter
- Organization logo on rotating banner on the SWCS event app
- Attendee swag handed out at registration (limit of one item, estimated quantity 500)*
- Promotion through SWCS social media (content provided by sponsor with SWCS approval)*
- Conference attendee list

Gold Sponsor | \$7,500 (only 2 available)

- Featured sponsor during designated conference reception
- Four complimentary conference registrations
- Four tickets to the private VIP event
- One 10' x 10' exhibit booth
- Sponsor page within SWCS event app
- Half-page color ad in the electronic conference program
- Organization logo in the electronic preliminary program (if committed and logo received by April 1)
- Organization logo in the electronic conference program
- Organization logo on the SWCS annual conference website
- Organization logo in annual conference communications
- Organization logo in an issue of the SWCS member newsletter
- Organization logo on rotating banner on the SWCS event app
- Attendee swag handed out at registration (limit of one item, estimated quantity 500)*
- Conference attendee list

Silver Sponsor | \$5,000

- Featured sponsor during designated conference break
- Three complimentary conference registrations
- Three tickets to the private VIP event
- One 10' x 10' exhibit booth
- Sponsor page within SWCS event app
- Quarter-page color ad in the electronic conference program
- Organization logo in the electronic preliminary program (if committed and logo received by April 1)
- Organization logo in the electronic conference program
- Organization logo on the SWCS annual conference website

- Organization logo in annual conference communications
- Organization logo in an issue of the SWCS member newsletter
- Organization logo on rotating banner on the SWCS event app
- Attendee swag handed out at registration (limit of one item, estimated quantity 500)*
- Conference attendee list

Bronze Sponsor | \$2,500

- Two complimentary conference registrations
- Two tickets to the private VIP event
- One 10' x 10' exhibit booth
- Sponsor page within SWCS event app
- Quarter-page color ad in the electronic conference program
- Organization logo in the electronic preliminary program (if committed and logo received by April 1)
- Organization logo in the electronic conference program
- Organization logo on the SWCS annual conference website
- Organization logo in annual conference communications
- Organization logo in an issue of the SWCS member newsletter
- Organization logo on rotating banner on the SWCS event app
- Attendee swag handed out at registration (limit of one item, estimated quantity 500)*
- Conference attendee list

*Provided by sponsor



GUIDELINES

Company Logo Use

As part of the exhibitor and sponsor packages, company logos will appear in various promotional materials, in the final program, on signage, and the event app. In order to be included in these materials, logos and ads must be submitted to events@swcs.org no later than **June 1, 2022**.

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.

Exhibitor Shipping

All information regarding exhibitor setup and shipping will be provided upon receiving the signed exhibitor and sponsor contract and payment.

Use of Exhibits

All demonstrations, exhibits, signs, etc. must be confined to the exhibitor's table space. No exhibitor shall assign, sublet, or share whole or any part of any exhibit space without 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 the reserved space or sponsorship.

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 deadline, the space will be considered forfeited. SWCS reserves the right to rent such space to another exhibitor or use said space in another manner.

Exhibit Hall Floor Plan

Exhibit space will be allocated on a first come, first served basis, with sponsors 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.

Security

SWCS encourages you to remove items of value from your display at the end of each day. SWCS is not liable for any damages or loss sustained by any exhibitor during such hours or at any time, whatever the cause. Overnight security is not provided.

Damage to Exhibit Facilities

Exhibitors 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.

Indemnity

It is expressly understood and agreed that the exhibitor will hold harmless and make no claim against SWCS or any of its officers, members, or agents for any loss, damage to, or destruction of property, or for any injury that may occur to the exhibitor, its agents, or its employees while in the exhibit facilities.

Non-Endorsement

The exhibiting of products and services at the SWCS International Annual Conference does not constitute an endorsement by SWCS of any product, service, or resource material 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

It is understood that when an exhibitor or sponsor signs and submits the Exhibitor and Sponsor Contract, it becomes a binding legal document between the exhibitor/sponsor and SWCS. If SWCS receives written notice of intent to cancel exhibit space on or before June 1, 2022, a full refund will be made, less a \$100 processing fee. No refunds will be made after June 1, 2022, and no refunds will be given for no-shows or sponsorship commitments.

Cancellation of Exhibition

Should any cause (such as fire, strike, or 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 exhibitors or sponsors.



EXHIBITOR AND SPONSOR CONTRACT

77th SWCS International Annual Conference

Registration Deadline: June 1, 2022

Organization _____ Primary Contact _____

Address _____ City _____ State _____ Zip Code _____

Phone _____ Email _____ Website _____

Exhibitor Opportunity

Standard Booth | \$1,000

Sponsor Opportunities

Presenting Sponsor | \$30,000

Platinum Sponsor | \$15,000

Gold Sponsor | \$7,500

Silver Sponsor | \$5,000

Bronze Sponsor | \$2,500

Method of Payment (Payment in US Dollars)

Visa

MasterCard

American Express

Check (*make payable to SWCS*)

Card Number _____ Expiration Date _____ Security Code _____

Name on Card _____ Signature _____

Address _____ City _____ State _____ Zip Code _____

Registrants (as appropriate based on exhibitor/sponsor level)

Registrant #1 Name _____ Email _____ Physical or Dietary Restrictions _____

Registrant #2 Name _____ Email _____ Physical or Dietary Restrictions _____

Registrant #3 Name _____ Email _____ Physical or Dietary Restrictions _____

Registrant #4 Name _____ Email _____ Physical or Dietary Restrictions _____

Registrant #5 Name _____ Email _____ Physical or Dietary Restrictions _____

Registrant #6 Name _____ Email _____ Physical or Dietary Restrictions _____

Return Completed Contract and Payment to:

Soil and Water Conservation Society, 945 SW Ankeny Road, Ankeny, IA 50023

Email: events@swcs.org