

# AGRICULTURAL INNOVATION EXPO



Innovation has always been at the heart of American agriculture. At the 2025 SWCS Annual Conference, August 3-6, in Costa Mesa, California, the **Agricultural Innovation Expo** will showcase cutting-edge technologies at the intersection of agriculture and conservation and explore how these innovations can be better integrated to advance sustainable agriculture.

This special expo offers companies the opportunity to showcase their products and services to a highly engaged audience of agricultural leaders, researchers, policymakers, students, and producers from across the country and beyond. Attendees are consumers, customers, and champions of innovations that help farmers make decisions. They are purchasers and promoters of new technologies and the next generation of talent ready to lead and support innovation in agriculture and conservation.

The Agricultural Innovation Expo is in conjunction with the **Soil and Water Conservation Society's 80th International Annual Conference**—a gathering of conservation professionals from across the country and beyond. Participating in the Agricultural Innovation Expo provides access to the conference as an exhibitor and attendee.

The Soil and Water Conservation Society's 80th International Annual Conference will be held from August 3–6 in Costa Mesa:

Hilton Orange County/Costa Mesa  
3050 Bristol Street  
Costa Mesa, CA 92626

We are seeking commitments by **June 27** to fully highlight companies on conference print and virtual materials.



## 80<sup>th</sup> SWCS International ANNUAL CONFERENCE



Conservation Coast to Coast

August 3–6, 2025 | Costa Mesa, California

## Agricultural Innovation Expo

### Agricultural Innovation Expo | \$1,200

- Signage indicating Agricultural Innovator
- One 8' x 10' exhibit booth
- One conference registration\*
- Listing in the conference program
- Listing on the SWCS website
- Listing on the SWCS event app
- Logo in conference communications
- Conference attendee list

\*All booth attendees must be registered for the conference. There is an option to purchase extra conference registrations at the discounted rate on the Agricultural Innovation Expo contract.

### Exhibit Hall Schedule

#### SUNDAY, AUGUST 3

12:00–5:00 PM Exhibitor Setup

#### MONDAY, AUGUST 4

7:30–8:30 AM Morning Coffee and Light Breakfast

10:00–10:30 AM Morning Break

3:00–3:30 PM Afternoon Break

5:00–6:30 PM Exhibitor and Poster Reception

#### TUESDAY, AUGUST 5

7:30–8:30 AM Morning Coffee and Light Breakfast

10:00–10:30 AM Morning Break

3:00–3:30 PM Afternoon Break

3:30–5:00 PM Exhibitor Tear Down

These are the times the Exhibit Hall will be open. Exhibitors are not required to be at every break.



## Guidelines

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### 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 in the event app. In order to be included in these materials, logos and ads must be submitted to [events@swcs.org](mailto:events@swcs.org) no later than June 27, 2025.

### 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.

### 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. No refunds will be made, 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 exhibitors or sponsors.



# AGRICULTURAL INNOVATION EXPO CONTRACT

**REGISTRATION DEADLINE: JUNE 27, 2025**

Organization \_\_\_\_\_ Primary Contact\* \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

\*Will be listed as organization representative in program

## AGRICULTURAL INNOVATION EXPO OPPORTUNITY

Agricultural Innovation Expo Booth | \$1,200

## ADDITIONAL REGISTRATIONS

Full Registration \$500 x \_\_\_\_\_ = \$\_\_\_\_\_

One-Day Registration \$315 x \_\_\_\_\_ = \$\_\_\_\_\_

## METHOD OF PAYMENT (Payment in US Dollars)

Visa      MasterCard      American Express      Check (make payable to SWCS)

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

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

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**CONTRACT TOTAL \$\_\_\_\_\_**

**Return Completed Contract and Payment to:**

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

Email: [events@swcs.org](mailto:events@swcs.org)