

EXHIBITOR AND SPONSOR GUIDE

80th SWCS International Annual Conference

EXHIBITOR AND SPONSOR OPPORTUNITIES

The 80th 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 and 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 **March 26, 2025**.

Deadline to become an exhibitor or sponsor is **June 16, 2025**.



80th SWCS International ANNUAL CONFERENCE

Conservation Coast to Coast

August 3–6, 2025 | Costa Mesa, California

EXHIBITOR OPPORTUNITIES

STANDARD BOOTH | \$1,200

- 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
- Conference attendee list

PREMIUM BOOTH | \$1,750

- Includes all the standard booth benefits listed above
- One additional conference registration (total of two)*
- Prime location in the exhibit hall

STANDARD BOOTH - NONPROFIT ORGANIZATION | \$1,000

Organizations must be a 501(c)(3) not-for-profit, soil and water conservation district, university extension office, or local government.

- Includes all the standard booth benefits listed above

EXHIBIT HALL SCHEDULE

SUNDAY, AUGUST 3

12:00 PM - 5:00 PM Exhibitor Set Up

MONDAY, AUGUST 4

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

10:00 AM - 10:30 AM Morning Break

3:00 PM - 3:30 PM Afternoon Break

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

TUESDAY, AUGUST 5

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

10:00 AM - 10:30 AM Morning Break

3:00 PM - 3:30 PM Afternoon Break

3:30 PM - 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.

*All booth attendees must be registered for the conference. There is an option to purchase extra conference registrations at the discounted rate on the exhibitor and sponsor contract.

SPONSOR OPPORTUNITIES

Sponsors provide the support to hold the event 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. Become a [Corporate Partner](#) today for additional benefits.

PRESENTING SPONSOR | \$30,000 (ONLY 1 AVAILABLE)

- Fifteen-minute speaking opportunity in front of the full conference audience on Monday, August 4
- Featured sponsor during the Monday, August 4 Opening Session
- Five complimentary conference registrations*
- Five tickets to the private VIP event
- One expanded exhibit booth (16' 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 conference program
- Organization logo in the preliminary program (if committed and logo received by March 26)
- Organization logo in the 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
- Conference attendee list
- Attendee swag handed out at registration (limit of one item, estimated quantity 350)**
- Promotion through SWCS social media (up to two) (content provided by sponsor with SWCS approval)**

PLATINUM SPONSOR | \$15,000 (ONLY 2 AVAILABLE)

- Ten-minute speaking opportunity in front of the full conference audience on Tuesday, August 5
- Featured sponsor during the Tuesday, August 5 General Session
- Four complimentary conference registrations*
- Four tickets to the private VIP event
- One 8' 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 conference program
- Organization logo in the preliminary program (if committed and logo received by March 26)
- Organization logo in the 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
- Conference attendee list
- Attendee swag handed out at registration (limit of one item, estimated quantity 350)**
- Promotion through SWCS social media (limit of one) (content provided by sponsor with SWCS approval)**

DIAMOND SPONSOR | \$10,000

- Four complimentary conference registrations*
- Four tickets to the private VIP event
- One 8' 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 conference program
- Organization logo in the preliminary program (if committed and logo received by March 26)
- Organization logo in the 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
- Conference attendee list
- Attendee swag handed out at registration (limit of one item, estimated quantity 350)**
- Promotion through SWCS social media (limit of one) (content provided by sponsor with SWCS approval)**

GOLD SPONSOR | \$7,500

- Featured sponsor during designated conference reception
- Three complimentary conference registrations*
- Three tickets to the private VIP event
- One 8' x 10' exhibit booth
- Sponsor page within SWCS event app
- Half-page color ad in the conference program
- Organization logo in the preliminary program (if committed and logo received by March 26)
- Organization logo in the 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
- Conference attendee list
- Attendee swag handed out at registration (limit of one item, estimated quantity 350)**

SILVER SPONSOR | \$5,000

- Featured sponsor during designated conference break
- Two complimentary conference registrations*
- Two tickets to the private VIP event
- One 8' x 10' exhibit booth
- Sponsor page within SWCS event app
- Quarter-page color ad in the conference program
- Organization logo in the preliminary program (if committed and logo received by March 26)
- Organization logo in the 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
- Conference attendee list
- Attendee swag handed out at registration (limit of one item, estimated quantity 350)**

BRONZE SPONSOR | \$2,500

- One complimentary conference registration*
- One ticket to the private VIP event

- One 8' x 10' exhibit booth
- Sponsor page within SWCS event app
- Quarter-page color ad in the conference program
- Organization logo in the preliminary program (if committed and logo received by March 26)
- Organization logo in the 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
- Conference attendee list
- Attendee swag handed out at registration (limit of one item, estimated quantity 350)**

*All booth attendees must be registered for the conference. There is an option to purchase extra conference registrations at the discounted rate on the exhibitor and sponsor contract.

**Provided by sponsor



SPONSOR BENEFITS

Benefit	Sponsorship Level					
	Presenting	Platinum	Diamond	Gold	Silver	Bronze
15-min speaking opportunity in front of full conference audience on Monday, August 4	x					
Featured sponsor during August 4 Opening Session	x					
10-min speaking opportunity in front of full conference audience on Tuesday, August 5		x				
Featured sponsor during August 5 General Session		x				
Featured sponsor during designated conference reception				x	x	
Complimentary conference registration	5	4	4	3	2	1
Tickets to private VIP reception	5	4	4	3	2	1
1 exhibit booth	16'x10', Prime Visibility	8'x10', Prime Visibility	8'x10', Prime Visibility	8'x10'	8'x10'	8'x10'
Sponsor page within SWCS app	X	X	X	X	X	X
Sponsor spotlight in an issue of SWCS membership newsletter	X	X	X			
Color ad in conference program	X	X	X	X	X	X
Organization logo in preliminary and final programs, annual conference website, annual conference communications, in an issue of SWCS member newsletter, and on rotating banner in event app	X	X	X	X	X	X
Conference attendee list	X	X	X	X	X	X
Attendee swag handed out at registration	X	X	X	X	X	X
Promotion through SWCS social media	X	X	X			

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 in 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 16, 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.



EXHIBITOR AND SPONSOR CONTRACT

REGISTRATION DEADLINE: JUNE 16, 2025

Organization _____ Primary Contact* _____

Address _____ City _____ State _____ Zip Code _____

Email _____ Website _____

*Will be listed as organization representative in program

EXHIBITOR OPPORTUNITIES

Standard Booth | \$1,200

Premium Booth | \$1,750

Standard Booth - Nonprofit
Organization | \$1,000

SPONSOR OPPORTUNITIES

Presenting Sponsor | \$30,000

Platinum Sponsor | \$15,000

Diamond Sponsor | \$10,000

Gold Sponsor | \$7,500

Silver Sponsor | \$5,000

Bronze Sponsor | \$2,500

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