

68th Society for Range Management International Annual Meeting & Trade Show

Managing Diversity
January 30-February 7, 2015
Sacramento, California

<http://rangelands.org/events/>



Sponsorship Package

Welcome!

I'd like to welcome you to SRM Sacramento 2015. We have planned a diverse, exciting conference with many training opportunities that will bring agency professionals, academic experts, land stewards, producers and students together. The theme of the conference "Managing Diversity" is well suited to California's myriad of agricultural enterprises, including many on rangeland. SRM also celebrates diversity in its membership, rangeland stewards from the academic community to the producers to the agency personnel sharing technical knowledge.....all united in our common desire to promote sound rangeland stewardship.



SRM is a network like none other, bringing a large percentage of its membership to the annual conference. We are an exciting bunch, hoping to welcome you to our gathering in 2015! Join us in Sacramento in 2015!

Jenny Pluhar
SRM President

Our Conference

The theme of this year's conference, "Managing Diversity" reflects the diversity of California's rangeland ecosystems as well as the diversity of people and organizations that appreciate and use the state's vast rangelands. Partnering with conservation-minded people and organizations benefits the grasslands, shrublands, woodlands, wetlands, and deserts that cover over 40% of California, and 53% of the western United States. The annual meeting offers the opportunity to share with an international audience through symposia, forums, and workshops, information and skills that help our disciplines, professions, education programs, and public engagement grow. Please join us to discuss and learn about "Managing Diversity."

About the Society for Range Management

The **Society for Range Management** is the professional scientific society and conservation organization whose members are concerned with studying, conserving, managing and sustaining the varied resources of the rangelands which comprise nearly half the land in the world. Established in 1948, SRM has over 3,000 members in 48 countries, including many developing nations.

SRM is unique, with members who are land managers, scientists, educators, students, producers and conservationists--a diverse membership guided by a professional code of ethics and unified by a strong land ethic.

*The Mission of the Society for Range Management is
To provide leadership for the Stewardship of
Rangelands based on sound ecological principles.*

TRADE SHOW

Trade Show Schedule

Sunday, February 1, 2015

9:00am — Noon Booth Set-up

Noon — 8:30 pm Trade Show Mixer

Monday, February 2, 2015

7:30 am — 6:00 pm Exhibit Hall Open

Tuesday, February 3, 2015

7:30 am — 4:00 pm Exhibit Hall Open

4:30 pm – 7:00 pm Teardown Booths

BOOTH PACKAGE (10x10)

8' high back drape

3' high draped side rails

One 7" x 44" ID sign

One 8' draped table

Two plastic side chairs

One wastebasket

Two complimentary conference registrations*

*Range Club includes no complimentary registration

All information for ordering additional services will be included in the Exhibitor Service Kit which will be mailed to exhibitors in the fall. Additional equipment is the sole responsibility of the exhibitor and will be available for an additional cost.

Booth Details

SRM Member Commercial Vendors - \$ 500

Commercial Vendors Non-Members - \$700

Direct Sales Booth - \$ 450

Non-Profit Booth-\$250

University Range Club - \$100

Each additional 10'x10' Exhibit Booth is same price as original.

Exhibit Booth Selection/Space

Assignments

SRM Commercial Members will be given first choice of booth location; others will be offered to choose booth location in order of receipt of payment. Booth reservations are due by December 10, 2014. After this date, a \$50 fee will be assessed for late registration.

Exhibitor Registration

As noted, the booth fee for each 10' x 10' booth space includes complimentary registration for up to two (2) exhibitors. Exhibitors must be regular employees, representatives of the exhibiting company or organization, or spouses of employees or representatives who will staff the booth during the published show hours. Names of the exhibitors to receive the complimentary registrations and their contact information MUST be provided with the Exhibitor Agreement. Additional company or organization representatives wishing to attend the SRM meeting will need to register individually at the customary registration rate.

WHY YOU SHOULD PARTICIPATE!

- More than 1,500 people are expected to attend the meeting
- Diverse and proactive audience reaching many landowners/users throughout the west.
- Meet and interact with leaders who make the final decisions, specify, or recommend purchasing decisions for millions of acres of rangeland.
- Global impact with an international audience
- Additional networking opportunities off the show floor
- Trade show hours designed to increase your impact
- Special show floor activities, which will bring the audience to you, including:
 - Special Super Bowl Trade Show Mixer
 - Targeted activities and attractions to bring people to the trade show floor may include branding, meat cutting demonstration, cooking demonstrations.

SPONSORSHIP

We have six types of sponsorship, which will allow you and your company to promote your business or organization before and during the conference! Commit to a sponsorship package early and increase your exposure. Your logo will be included in promotional materials beginning at the time of your sponsorship commitment. ***Sponsorship items are suggestions and can be customized. Let us help you design the package that best suits your needs!***

\$25,000 - Presenting Sponsor , "Trail Boss"

- Company name to be featured and referred as Society for Range Management Annual Meeting presented by YOUR COMPANY NAME
- Company name featured in a minimum of two (2) event-related press releases to be distributed to regional media
- Recognition at opening Plenary Session and at entrance to Trade Show.
- Two (2) – 10x10 booths in Trade Show
- Company Logo on Screens, monitors and printed materials.
- Two (2) full-page ads in Conference Program
- Headline of Daily Trail Boss will read "Daily Trail Boss Sponsored by Company Name"
- Featured ad in each day's Daily Trail Boss
- Four (4) Annual General Meeting registrations
- 1/4 page ad on SRM website w/ link back to Company website and acknowledgement on 2015 SRM Annual Meeting web page
- Opportunity for four (4) bag-inserts

\$20,000 – "Rangeland Steward"

- Company name featured in a minimum of one (1) event-related press releases to be distributed to regional media
- Recognition at the main events and at entrance to Trade Show.
- Two (2)- 10x10 Booths in Trade Show
- Company Logo on Screens, monitors and printed materials.
- One (1) full page ad in Conference Program.
- 1/8 page ad on SRM website with link back to company website and acknowledgement on 2015 SRM meeting web page
- Three (3) Annual General Meeting Registrations
- Featured ad in each day's "Daily Trail Boss"
- Opportunity for three (3) bag-inserts

\$10,000 – "Wrangler"

- Web link and acknowledgement on 2015 SRM meeting web page
- One (1) - 10x10 Trade Show Booth
- Recognition at entrance to Trade Show
- Company Logo on Screens, monitors and printed materials.
- Company logo featured on TV monitors throughout Convention Center
- One (1) half-page ad in Conference Program
- Three (3) ads in the "Daily Trail Boss" during week of event
- Recognition at the opening plenary event
- Opportunity for two (2) bag-inserts

\$5,000 - "Outrider"

- One (1) 1/4 page ad in Conference Program
- Two (2) ads in the Daily Trail Boss during the week of the event
- Recognition at entrance to Trade Show
- Acknowledgement on 2015 SRM Annual Meeting web page
- Opportunity for one (1) bag-insert

\$2,500 – "Maverick"

- One (1) 1/8 page ad in Conference Program
- Recognition at entrance to trade show
- Acknowledgement on 2015 SRM meeting web page
- One (1) ad in the "Daily Trail Boss"

\$500+ - Other Sponsorship Opportunities

These options provide sponsorship enhancement to the comprehensive packages or specific opportunities for sponsors to highlight and enhance a specific contribution. For more detailed information regarding these options, please email Kelly@wssdc.com

Technical Field Tours

Wednesday, February 4th

10 field tours will provide opportunity to showcase products and services for rangeland management, restoration, and monitoring through

- Sponsored Talks
- Equipment Demonstrations
- Demonstration Sites

Prime Events

- Trade Show mixer
- Rancher Forum
- High School Youth Forum
- Range to Plate

Target Programs

- SRM Business Meeting & Luncheon
- SRM Honor & Student Awards Ceremony
- Dance
- Tapping the Top Mixer
- Student Conclave & Luncheon
- Undergraduate Plant Identification Contest

Other Programs

- Undergraduate Range Management Exam (URME)
- Undergraduate Public Speaking Contest
- Rangeland Cup
- Young Professional Conclave
- Social Tours
- Technical Sessions
- Complimentary Breaks

Registration Form

SRM Trade Show Registration Form

Trade Show:

Booth fees are due by December 10, 2014. After this date, a \$50 fee will be assessed for late payment

- SRM Member Commercial Vendors - \$ 500
- Commercial Vendors Non-Members - \$700
- Direct Sales Booth - \$ 450
- Non-Profit Booth-\$250
- University Range Club - \$100

Sponsorship:

- "Trail Boss" Sponsor \$35,000.00
(4 Complimentary Attendees)
- "Rangeland Steward" Sponsor \$20,000.00
(3 Complimentary Attendees)
- "Wrangler" Sponsor \$10,000.00
(2 Complimentary Attendees)
- "Outrider" Sponsor \$5,000.00
(1 Complimentary Attendees)
- "Maverick" Sponsor \$2,500.00
- Field Tour Sponsor
- Prime Event Sponsor
- Target Programs
- Other Programs

Complimentary Attendees:

1. _____
2. _____
3. _____
4. _____

Contact Information:

Company Name _____

Contact Name _____

Company's Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

Email _____

Payment Information:

(Checks Payable in \$US Funds & drawn on a United States bank to "Society for Range Management")

Visa Discover Mastercard (Circle one) Card Number _____

Expiration Date _____ Billing Zip Code _____

Cardholder Name _____

Signature of Cardholder _____

Please return payment, Exhibitor Agreement and Registration Form to:

Society for Range Management, attn: Trade Show Registration 810 East 10th Street Lawrence KS 66044

Fax: (785)843-6153

Email: SRMmeeting@allenpress.com

Phone: (785) 865-9456

EXHIBITOR AGREEMENT

This agreement for exhibit space, the notices of space assignment by SRM and the full payment of rental charges, together constitute an agreement for a right to use space.

Exhibitor terms and guidelines:

1. Dates and Hours of the Exhibition *-Hours are tentative and subject to changes as needed

Sunday, February 1, 2015

9:00am — Noon Booth Set-up
Noon — 8:30 pm Trade Show Mixer

Monday, February 2, 2015

7:30 am — 6:00 pm Exhibit Hall Open

Tuesday, February 3, 2015

7:30 am — 4:00 pm Exhibit Hall Open
4:30 pm – 7:00 pm Teardown Booths

2. Space Assignment and Attendees

Although SRM will make every attempt to accommodate exhibitor requests for specific booths, no guarantees can be made that the exhibitor will be assigned the specific booth(s) requested. The method of determining space assignment shall be established by SRM. No rights or privileges are created for any exhibitor as a result of previous space assignments or years of participation in the SRM exhibition.

3. Use of Exhibit Space

No exhibitor shall assign, sell its rights, sublet, share or apportion the whole or any part of the space allotted. All product and service demonstrations and distribution of promotional materials must be confined to the limits of the exhibit space. No firm or organization not assigned space in the exhibition hall will be permitted to solicit business in any manner within the exhibition hall.

4. Arrangements of Exhibits

All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. All booths are in-line booths measuring 10 feet by 10 feet. The standard booth equipment provided to the exhibitor by SRM through the general contractor are 8' high back drape, 3' high draped side rails, one exhibitor ID sign, one 8' draped table and two chairs. All additional furnishings or equipment is the sole responsibility of the exhibitor. Height: Exhibit fixtures, components and identification signs will be permitted to a height of 8 feet. Depth: All display fixtures over 4 feet in height and placed within 10 linear feet of an adjoining exhibit must be confined to the back half of the booth. Any variation of these guidelines must be approved in advance by SRM management.

5. Cancellation of Exhibit Space by Exhibitor

If it is necessary for the exhibitor to withdraw from the SRM 2015 Annual Meeting Trade Show, the exhibitor must notify SRM in writing. On or before 27 December 2014, exhibitor will receive refund of booth payment less \$150 per 10x10 space and \$50 per student booth cancelled. No refund of exhibit fee if booth space is cancelled after 27 December 2013.

6. Insurance

Exhibitors are encouraged to carry floater insurance to cover exhibit material against damage or loss, as well as public liability insurance against injury to the person or property of others. Request this type of insurance coverage be available to you during transport, installation, operation and dismantle hours of the 2015 SRM Annual Meeting and Trade Show.

7. Security

SRM will take reasonable precautions to safeguard the exhibit hall each day following the completion of scheduled activities. Any other security arrangements will be the responsibility of the exhibitor. SRM will not be liable for loss or damage to property of the exhibitor from theft, fire, accident or other cause beyond its control.

8. Exhibitor Service Kit

Approximately 90 days prior to the dates of the SRM Annual Meeting, Exhibitors will receive a copy of an Exhibitor Service Kit. The Exhibitor Service Kit will include information integral to your company's participation, including but not limited to: additional Rules & Regulations, order forms, shipping & drayage and utilities and building services.

The individuals utilizing the two complimentary meeting registrations (not applicable to University Range Club booths) is:

Attendee: _____ **E-mail:** _____

Attendee: _____ **E-mail:** _____

Note: All Exhibitor Agreements must be accompanied by signed Exhibitor Application to confirm space assignments. I understand and agree to abide by the Exhibitor terms and guidelines above.

Authorized Signature Date

Printed Name