



**2020 NATIONAL AGRICULTURE IN THE CLASSROOM
CONFERENCE**

LITTLE AMERICA HOTEL

SALT LAKE CITY, UTAH

JUNE 23-26, 2020

EXHIBITOR AND SPONSORSHIP PACKAGE



SPONSORSHIP AND EXHIBITOR LEVELS

SALT LAKE CITY, UTAH
JUNE 23-26, 2020

Rainmaker: \$20,000 and up

All the benefits of Ranch Hand level, plus:

- FOUR complimentary Conference Registrations*
- Opportunity to include an item with registration materials
- Listing on individual slide at each general session
- All opportunities listed under Ranch Hand
- Choose from many options to "Customize your sponsorship."

Barn Raiser: \$15,000 - \$19,999

All the benefits of Ranch Hand level, plus:

- THREE complimentary Conference Registrations*
- Opportunity to include an item with registration materials
- Listing on individual slide at each general session
- All opportunities listed under Ranch Hand
- Choose from many options to "Customize your sponsorship."

Harvester: \$10,000 - \$14,999

All the benefits of Ranch Hand level, plus:

- TWO complimentary Conference Registrations*
- Opportunity to include an item with registration materials
- Listing on donation level slide at each general session
- All opportunities listed under Ranch Hand
- Choose from many options to "Customize your sponsorship."

Cultivator: \$5,000 - \$9,999

All the benefits of Ranch Hand level, plus:

- One complimentary Conference Registration*
- Opportunity to include an item with registration materials
- All opportunities listed under Ranch Hand
- Choose from many options to "Customize your sponsorship."

Ranch Hand: \$1,250 - \$4,999

- Premium Exhibit Space (\$1,250 value)
- Acknowledgement through the conference website linking to sponsoring organization's home page
- Excel list of Conference Attendees with contact information (list provided is of conference attendees who agree to share their information)
- Acknowledgement through conference onsite signage and in the conference program
- Included in general sponsor listing on slides shown before general sessions
- Attending representative included in the list of participants

Exhibitor: \$900

- 8 X 8 exhibit space (assigned by administration) including one six foot table and two chairs. All breaks and receptions held in exhibit area plus Wednesday morning snack break with AITC State contacts.

* Complimentary conference registrations do not include pre- or post-conference tours.



SPONSORSHIP RECOGNITION BENEFIT GRID

**SALT LAKE CITY, UTAH
JUNE 23-26, 2020**

2020 National Agriculture in the Classroom Conference ‘Agriculture Elevated’

LITTLE AMERICA HOTEL, SALT LAKE CITY, UTAH. DEADLINE FOR CONFERENCE SPONSORSHIP IS MAY 15, 2020.

Following is a list of sponsorship recognition benefits available for the 2020 National Agriculture in the Classroom Conference. Questions regarding sponsorship opportunities, contact Randy Bernhardt at rjbernhardt@aol.com, phone (505) 227-4090, or Lisa Gaskalla, at info@naitco.com, phone (352) 754-0246.

Sponsorship Levels

	Ranch Hand \$1,250 - \$4,999	Cultivator \$5,000- \$9,999	Harvester \$10,000 - \$14,999	Barn Raiser \$15,000 - \$19,999	Rainmaker \$20,000 and up
Individual slide shown prior to general sessions				X	X
Listed on donation level slide shown prior to general sessions.			X	X	X
Opportunity to include an item at registration check in		X	X	X	X
Complimentary Conference Registrations		1	2	3	4
Premium Exhibit Space	X	X	X	X	X
Acknowledgement through the conference website linking to sponsoring organization’s home page	X	X	X	X	X
Excel list of Conference Attendees with contact information (list provided is of conference attendees who agree to share their information)	X	X	X	X	X
Acknowledgement through conference onsite signage	X	X	X	X	X
Acknowledgement in the conference program	X	X	X	X	X
Included in general sponsor listing on slides shown before general sessions.	X	X	X	X	X
Acknowledgement through pre-conference website publicity	X	X	X	X	X
Attending representative included in the list of participants	X	X	X	X	X



CUSTOMIZE YOUR SPONSORSHIP

SALT LAKE CITY, UTAH
JUNE 23-26, 2020

Based on the giving level you selected* choose from the following custom sponsorship options. These opportunities are available on first-come basis.

** \$5000 sponsorships and above (Cultivator through Rainmaker levels of sponsorship. Does not apply to Ranch Hand level.*

State Contacts/NAITCO Annual Meeting Sponsor - \$3,500

- An opportunity to address the Agriculture in the Classroom State Contacts at the NAITCO Annual Meeting (10 minutes)
- An invitation to attend a planned social event with State Contacts

Unavailable – Sponsored by Protect the Harvest

Wednesday: Opening Breakfast Sponsor– \$7,500 (2 Available)

- Your company logo displayed at the opening breakfast.
- Opportunity to place materials at place settings.

Thursday: Awards Breakfast Sponsor– \$10,000 (Exclusive Opportunity)

- Your company logo displayed at breakfast on Thursday.
- Opportunity to place materials at place settings.
- Product feature (subject to availability).
- Opportunity to welcome attendees (two minutes).

Thursday: Awards Luncheon Sponsor– \$7,500 (2 Available)

- Your company logo displayed at lunch on Thursday.
- Opportunity to place materials at place settings.
- Product feature (subject to availability).
- Opportunity to welcome attendees (two minutes).

Thursday: Reception Sponsor– \$3,500

- Your company logo displayed at the reception.
- Product feature (subject to availability).
- Opportunity to interact with participants, state contacts and vendors.

Thursday: Banquet Sponsor– \$10,000 (2 Available)

- Your company logo displayed at banquet Thursday evening.
- Opportunity to place materials at place settings.
- Opportunity to address attendees (five minutes)

Friday: Breakfast Sponsor– \$5,000 (2 Available)

- Your company logo displayed at breakfast on Friday.
- Opportunity to place materials at place settings.
- Product feature (subject to availability).
- Opportunity to welcome attendees (2 minutes).

Friday: Closing Luncheon Sponsor– \$5,000 (2 Available)

- Your company logo displayed at lunch on Friday.
- Opportunity to place materials at place settings.
- Product feature (subject to availability).
- Opportunity to welcome attendees (2 minutes).

Water Bottle Sponsor - \$2,750 – Your logo in one color on standard style water bottle, along with the NAITC logo and/or conference logo.

Meeting Bag Sponsor - \$5,000 (exclusive opportunity)

Your logo in one color on the official attendee meeting bag, along with the NAITC logo/conference logo.

Daytime Break Sessions (Multiple Sponsorship Opportunities for Snack Breaks) \$1,500

Your company logo displayed at break areas. Conference breaks can be tailored to the sponsor* (i.e. “Make an Ice Cream Sundae” Break sponsored by Dairy Producers). *subject to budget restrictions.

Break Times:

- Thursday Morning
- Thursday Afternoon
- Friday Morning

Workshop Room Sponsor - \$1,000

Sponsor a workshop room and your organization will be recognized on workshop room signage and in the conference program. Exclusive sponsorship, only one sponsor per room.

Reception Bar Sponsor - \$500

Your logo displayed at bar area. Sponsorship is for the bartender service only and does not include purchase/sponsorship or endorsement of alcoholic beverages.



2020 NAITC Conference

June 23-26, 2020
 Little America Hotel
 Salt Lake City, Utah

EXHIBITOR/SPONSOR REGISTRATION



Exhibit Booth Registration:

Each 8'x8' booth space includes one six foot draped table, two chairs, and one person in the exhibit booth. Premium exhibit spaces have higher visibility locations. Electricity will be available. *The exhibit fee does not include conference registration. To participate in meal functions, an exhibitor must pay the full registration fee or may purchase meals individually.*

- STANDARD EXHIBIT BOOTH: \$ 900
 - PREMIUM EXHIBIT BOOTH: \$1250
 - EXHIBIT BOOTH INCLUDED WITH SPONSORSHIP
- Upgrade to the Sponsor category and receive a complimentary exhibit booth with priority choice of premium booth location. See below for sponsorship levels.

Add additional exhibit representative(s) to your booth below.

of additional exhibit staff @ \$75 each \$ _____

Name(s) of additional exhibit staff: _____

Sponsorships

Indicate your sponsorship category below by entering your sponsorship amount. A complete listing of sponsorship benefits by level can be found on the NAITC website.

- Ranch Hand (\$1,250-\$4,999) \$ _____
- Cultivator (\$5,000-\$9,999) \$ _____
- Harvester (\$10,000-\$14,999) \$ _____
- Barn Raiser (\$15,000-\$19,999) \$ _____
- Rainmaker (\$20,000 and more) \$ _____

Customize your sponsorship:

Choose from the following custom sponsorship options based on the giving level you selected above (*Rainmaker through Cultivator levels of sponsorship. Not available for Ranch Hand level*). These opportunities are available on first-come basis. See the Customize Your Sponsorship sheet for details.

- State Contact Meeting Sponsor (exclusive) **SOLD** \$3,500
- Wednesday Opening Breakfast (2 available) \$7,500
- Thursday Awards Breakfast Sponsor (exclusive) \$10,000
- Thursday Awards Luncheon Sponsor (2 available) \$7,500
- Thursday Reception Sponsor (exclusive) \$3,500
- Thursday Banquet Sponsor (2 available) \$10,000
- Friday Breakfast Sponsor (2 available) \$5,000
- Friday Closing Luncheon (2 available) \$5,000
- Morning Break Sponsor \$1,500 Thursday Friday
- Afternoon Break Sponsor \$1,500 Thursday
- Reception Bar Sponsor - \$500
- Workshop Room Sponsor - \$1,000 (8 available)
- Water Bottle - \$2,750 (exclusive)
- Meeting Bag - \$5,000 (exclusive)

Enter your company information exactly as you would like it to appear in the program guide:

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: (_____) _____

Email: _____

Website: _____

Representative's Name: _____

Email your company logo for the program guide to:
Hannah.paxton@usu.edu by May 15, 2020

Advertising in the Program Guide

(Paid separately. Not a sponsorship benefit)

- Full page ad - Outside back cover (color) \$3000
- Full page ad - Inside Front Cover (color) \$2500
- Full page ad - Inside Back Cover (color) \$2500
- Full page ad - Within book (black and white) \$1500
- Half page ad (black and white) \$775
- Quarter page ad (black and white) \$500
- Business card size ad (black and white) \$275

All ads subject to approval. Email your print-ready ad in electronic form to Hannah.paxton@usu.edu. See the website for sizes.

Print ready file deadline: April 13, 2020

TOTAL: \$ _____

FOUR EASY WAYS TO REGISTER

1. ONLINE: www.naitcconference.org
2. FAX: 435-797-0636
3. MAIL: NAITC 2019 Conference
 Conference Services Department
 5005 Old Main Hill, Logan, UT 84322-5005
4. PHONE: 800-538-2663 or 435-797-0424 or 0421

For questions about exhibiting, sponsoring, or advertising in the NAITC conference program guide, please contact Randy Bernhardt, rjbernhardt@aol.com, phone (505) 227-4090.

METHOD OF PAYMENT

- Check payable to: NAITC c/o USU Conference Services
- Payment/sponsorship processed through NAITCO Office
- Purchase order # _____ (invoice me)
- Credit Card: Call 800-538-2663 or 435-797-0424

CANCELLATION & REFUND POLICY

Refunds will be made to those registrants who must cancel, less a \$80 processing fee. **Written cancellation** requests must be post-marked by **April 2, 2020**. No refunds will be made after that date.