

44TH ANNUAL

ACRES  USA®

2017 ECO-AG

CONFERENCE & TRADE SHOW

DECEMBER 5-8
COLUMBUS, OHIO
Hyatt Regency Columbus

REGISTER NOW!
Space is limited.

**NEW
THIS YEAR
OPPORTUNITIES**
FOR
**Increased
Visibility**

EXHIBITOR AND SPONSOR KIT

ENCLOSED YOU WILL FIND

- More options for sponsorships & increased exposure
- Extended Trade Show hours
- Increased time for networking and conducting business

REGISTER TODAY!

NEW

See [page 7](#) to download the registration form and submit electronically.

Questions? Email events@acresusa.com or call 512-892-4400 and ask for Mary Battjes.
(Limited sponsorships. Call for availability.)

ACRES U.S.A. PRESENTS 4 DAYS TO

PRESENT YOUR PRODUCTS AND SERVICES to

cutting-edge organic and sustainable farmers, growers, producers and consultants face-to-face, all in one place.

ENGAGE WITH MORE THAN 1,500 ATTENDEES.

The Acres U.S.A. Conference is the premier event nationwide for the real buyers of eco-inputs. The readers of *Acres U.S.A.* are not low-input or no-input farmers. They are sophisticated practitioners of organic/sustainable agriculture who understand the complexities of soil science and use technologies, products and services that give them the professional edge.

BUILD LASTING BUSINESS RELATIONSHIPS

with consultants, managers and owners of large, sophisticated operations, and innovative family farmers.



SPONSORSHIP PACKAGES

(Exhibit booths sold separately. Limited sponsorships. Call for availability.)

Platinum Sponsor (6 available) - \$2,350

- Company name and imprint on tote bag received by all attendees
- One item or piece of literature to be included in all bags
- Conference program ad, 1/2-page, full-color
- Recognition and logo included in all event mailings (25,000 brochures) and email blasts (100,000 total impressions with link)
- Recognition and logo included on big screen in opening and closing of main conference
- Recognition and logo in a post-event print edition of *Acres U.S.A.* magazine
- Logo and link on Acres U.S.A. website

Gold Sponsor (4 available) - \$1,850

- Displayed signage as sponsor of Welcome Kickoff Party
- Recognition in the conference program as sponsor of Welcome Kickoff Party (if contracted by October 1, 2017)
- Conference program ad, full-page, full-color
- Welcome Kickoff Party drink tickets customized to include your company name
- One piece of literature to be included on table near each of two cash bars in Welcome Kickoff Party
- 15 complimentary drink tickets for Welcome Kickoff Party
- Recognition and logo included in all event mailings (25,000 brochures) and email blasts (100,000 total impressions with link)
- Recognition and logo included on big screen in opening and closing of main conference
- Recognition and logo in a post-event print edition of *Acres U.S.A.* magazine
- Logo and link on Acres U.S.A. website

Silver Sponsor (3 available) - \$1,250

- Conference program ad, full-page, full-color, in one of three cover positions
- Recognition (company name) included in all event mailings (25,000 brochures) and email blasts (100,000 total impressions with link)
- Recognition and logo included on big screen in opening and closing of main conference
- Recognition and logo in a post-event print edition of *Acres U.S.A.* magazine
- Logo and link on Acres U.S.A. website

Wi-Fi Sponsor (1 available) - \$1,650

- Ability to set the Wi-Fi password of your choosing - could be your company name
- Exclusive recognition in the conference program as the Internet sponsor (included with Wi-Fi login information) - if contracted by October 1, 2017)
- Recognition and logo included in all event mailings (25,000 brochures) and email blasts (100,000 total impressions with link)
- Recognition and logo included on big screen in opening and closing of main conference, along with Internet access information
- Recognition and logo in a post-event print edition of *Acres U.S.A.* magazine
- Logo and link on Acres U.S.A. website

Charging Station Sponsor (1 available) - \$950

- Dedicated area near the trade show/bookstore that includes electric and USB charging stations and is branded with signage and your company's logo
- Recognition in the conference program as the Charging Station sponsor (if contracted by October 1, 2017)
- Recognition and logo in a post-event print edition of *Acres U.S.A.* magazine
- Recognition (company name) included in all event mailings (25,000 brochures) and email blasts (100,000 total impressions with link)
- Logo and link on Acres U.S.A. website

SOLD OUT

SOLD OUT



ADDITIONAL SPONSORSHIP OPPORTUNITIES

ECO-AG UNIVERSITY: TUE. & WED., DECEMBER 5-6, 2017

All-day intensive classes for the dedicated eco-farmer

Gain extra visibility with 300+ heavy-hitters attending these all-day seminars.

Eco-Ag University features all-day seminars that allow the most dedicated eco-farmers in the Acres community to dig deeper into the core technologies of eco-agriculture while learning from the best.

Introduce your products and services to this group of critical decision-makers with premium sponsorship of key Eco-Ag University activities, including the morning breakfasts or the exclusive Eco-Ag U Mixer on Tuesday evening. Sponsorship also allows you access to meeting these key attendees in a more intimate environment – providing an ideal platform to build a lasting business relationship.



Sponsorship opportunities are limited – please email events@acresusa.com or call Mary Battjes at 512-892-4400 for availability and questions.

Eco-Ag U Mixer Sponsor (2 available) - \$1,250

- Displayed signage as Eco-Ag U Mixer sponsor at reception on Tuesday, Dec. 5
- Recognition (and invitation to Mixer) in welcome letter to Eco-Ag University participants
- Your product brochure to be included on table near cash bars at Eco-Ag U Mixer
- Eco-Ag U Mixer drink tickets customized to include your company name
- Recognition and logo in conference program (in Eco-Ag U agenda)
- Logo and link on Acres U.S.A. website
- 10 complimentary drink tickets for Eco-Ag U Mixer

Eco-Ag U Breakfast/Coffee Sponsor (2 available) - \$1,150

- Displayed signage as Eco-Ag U Breakfast sponsor during Tuesday and Wednesday morning breakfast
- Recognition (and invitation to breakfast) in welcome letter to Eco-Ag University participants
- Your product brochure distributed to these key attendees
- Recognition and logo in conference program (in Eco-Ag U agenda)
- Logo and link on Acres U.S.A. website

ACRES U.S.A. ECO-AG CONFERENCE | DECEMBER 5-8, 2017

| TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|------------------------------|------------------------------------|----------|--------|
| 5 | 6 | 7 | 8 |
| Eco-Ag University Dec. 5-6 | | | |
| | Trade Show and Seminars Dec. 6-8 | | |

EXHIBITOR OPPORTUNITIES

TRADE SHOW: WED.-FRI., DECEMBER 6-8, 2017

| BOOTH SIZE | COST |
|--------------------|-------|
| 10' WIDE X 8' DEEP | \$950 |
| 8' WIDE X 8' DEEP | \$775 |

Exhibit booth includes:

- Basic conference registrations for 2 people per booth (upgrade to attend intensives available)
- Discounted pre-registration for 2 additional booth workers at \$160 each
- One 6' skirted table, 2 chairs, back curtain, side curtains, company sign and trash can
- Listing in the Conference Reference Guide (if booth space contracted by October 1, 2017)
- Listing in pre-conference edition of the *Acres U.S.A.* November 2017 issue (if booth space contracted by September 1, 2017)
- Listing on the Acres U.S.A. website

Add-ons:

- Additional booth worker (limit 2) - \$160 each
- Electrical hook-up - \$75

*If you need electrical service at your booth, please order it **before** the conference (see application). There is a one-time fee of **\$75** for a normal 120-volt electrical hook-up. Any last-minute electrical orders (on-site) will be charged **\$125**.*

Exhibitor Set-up:

Wednesday, December 6 – 8 a.m.-1 p.m.

Exhibit Hall Hours:

Wednesday, December 6 – 1 p.m.-6 p.m.

Thursday, December 7 – 8 a.m.-5 p.m.

Friday, December 8 – 8 a.m.-5 p.m.

Breakdown:

Friday, December 8 – After 5 p.m.

Note: Booths must be set up by 1 p.m. on Wednesday; no early breakdowns on Friday.

Exhibitor or sponsor add-ons:

NEW

Meet the Eco-Ag Community Podcast (6-8 available) - \$350

Looking to get some extra exposure leading up to the event? We'll conduct a 10-15 minute audio-recorded interview with your company and turn it into a podcast.

- This will be shared via email to our 27,000 person Acres U.S.A. email distribution list along with information about where listeners can find you on-site at the event
- This will be shared on our social media channels, including Facebook, Twitter and LinkedIn
- The podcast will be housed online and available for you to use in your own marketing and promotion long into the future

Door prize sponsor (3 available) - \$250 + price of prize

Each evening of the conference a door prize will be drawn before the keynote address in front of the entire Acres U.S.A. audience. By sponsoring a door prize your company will receive:

- Ability to choose prize to be raffled – ability to use your own company's product or gift certificate as the prize
- Opportunity to get onstage and draw the winning name
- Recognition in the conference program as the door prize sponsor – included within or near agenda
- Recognition and logo included on big screen in session rooms during drawing

Booth specifications:

Please check your space requirements carefully. Do not plan to bring any display items that will not fit within your booth opening as we cannot allow any displays to extend past the assigned booth area or spill into crowded aisles. Booths may be combined to accommodate larger exhibits.

SPECIFICATIONS AND REGULATIONS

Parking

Ample parking (garage and open lots), \$18/day.

Shipping

The hotel offers shipping, storage and delivery services.

Ship to:

Acres U.S.A. Conference Trade Show

Booth # _____

Hyatt Regency Columbus

350 North High Street

Columbus, OH 43215

Phone: 614-463-1234

The hotel has limited storage space and requests packages not arrive prior to Dec. 2, 2017.

Complete shipping instructions will be provided after confirmation.

Cancellations

If you are forced to cancel your booth we will attempt to rent that space to someone else. If we do, you will receive your choice of either a full refund less \$300 or an 80% credit to be spent on advertising, next year's conference, books, etc. The cancellation deadline is September 30, 2017. Sorry, no refunds or credits issued for no-shows or cancellations after this date.

Acres U.S.A. reserves the right to repurpose any cancelled space or use booth space unoccupied by 4 p.m. Wednesday for any purpose.

See the [Acres U.S.A. website](#) for program details and information.

Restrictions: Acres U.S.A. reserves the rights for all book sales at the conference. If books are part of the product line you plan to display, please list the titles on the booth application/contract, and we will approve or deny the request.

Booth Assignment Priorities: Booth assignment priorities are based on display advertising levels in Acres U.S.A., exhibiting at last year's conference, and the order in which booth applications and payments are received. Booths may not be sub-let or contracted out to third parties. *Note:* No space will be held or reserved without full payment and completed application.

Product/Brand Acceptance and Exclusivity: We reserve the right to refuse a booth application if we feel the sale of any product is not in line with the philosophy of the conference. Inappropriate products not listed on the booth application may be removed from the exhibit hall. Music, video or any device producing noise or odors may be forbidden if found to disturb attendees or other exhibitors. Acres U.S.A. will not in any way guarantee exclusivity of product line or specific brands to any exhibitor.

Questions? Email events@acresusa.com or call 512-892-4400 and ask for Mary Battjes.

LODGING/HOST HOTEL



Hyatt Regency Columbus

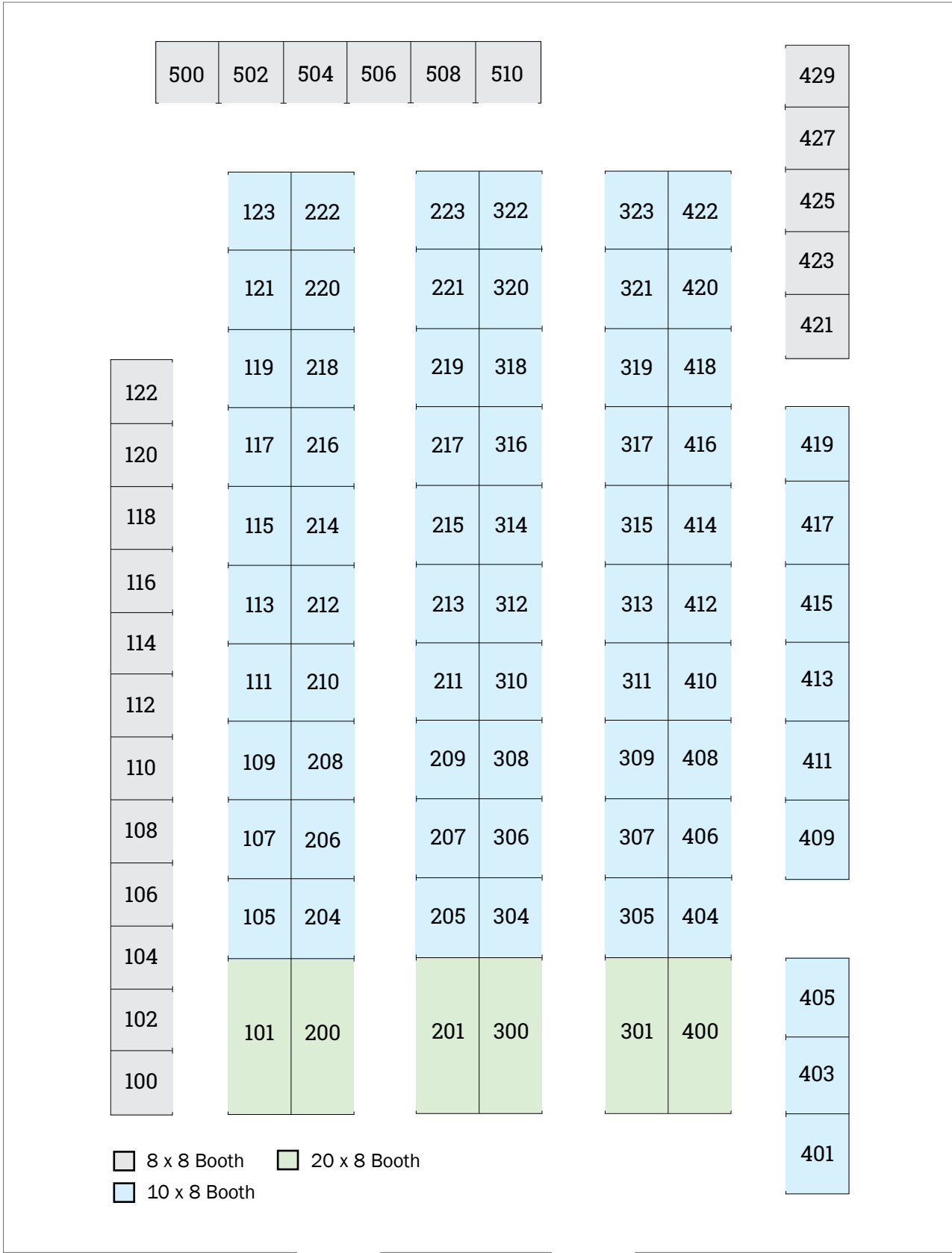
350 North High Street
Columbus, OH 43215

1-800-233-1234

See the [Acres U.S.A. website](#) for program details and information.



Exhibit Hall Layout



8 x 8 Booth
 20 x 8 Booth
 10 x 8 Booth

To Lectures

To Lectures



2017 Conference & Tradeshow Exhibitor/Sponsor Sign-up

December 5-8, 2017 | Columbus, Ohio, Hyatt Regency Columbus

WANT TO GO PAPERLESS NEXT YEAR? Sign-up to receive your Acres U.S.A. conference exhibitor and sponsor kit via email.

Contact Name

Email

1 Contact Information

Company Name

Pre-conference contact

On-site contact

Email

Email

Phone

Mobile Phone

2 Published Information (Please include exactly as you wish to see in the conference program)

Company Name

Address

City

State/Province

Zip/Postal code

Phone

E-mail

Website

Booth sign to read:

Description of company's products or services to be used in conference program (40 words max):

3 Booth Location (no gaurantees)

Requested booth position 1. 2. 3.

Factors to consider in determining exhibit location (other exhibitors you would/would not like to be next to, prefer end of row, quiet space, etc.)

4 Booth Workers (Two workers per booth included. Up to two dditional booth workers @ \$160 each. Booth worker names, hometown city and state to be used on badges)

| | | | |
|----|-----------------------------------|------|-------|
| 1. | Name (included in booth purchase) | City | State |
| 2. | Name (included in booth purchase) | City | State |
| 3. | Name (additional booth worker) | City | State |
| 4. | Name (additional booth worker) | City | State |

5 Payment (full payment must accompany application)

Sponsorship Options (call for availability)

| | |
|---|--------|
| Platinum Sponsor - \$2,350 | \$ |
| Gold Sponsor - \$1,850 | \$ |
| Silver Sponsor - \$1,250 | \$ |
| Wi-Fi Sponsor - \$1,650 | \$ |
| Charging Station Sponsor - \$950 | \$ |
| Eco-Ag U Mixer Sponsor - \$1,250 | \$ |
| Eco-Ag U Breakfast/Coffee Sponsor - \$1,150 | \$ |
| Meet the Eco-Ag Community Podcast - \$350 | \$ |
| Door prize sponsor - \$250 + price of prize | \$ |
| Total Sponsorship(s) | \$ |

Exhibit Options

| | | |
|-----------------------------------|------|--------|
| 8x8 Booth - \$775 | QTY. | \$ |
| 10x8 Booth - \$950 | QTY. | \$ |
| Extra Booth Worker(s) - \$160 ea. | QTY. | \$ |
| Electrical hook-up - \$75 | | \$ |
| Total Exhibit Options | | \$ |

TOTAL ENCLOSED \$

** Please note: Credit card must be used, if submitting electronically*

**Download PDF, save and email
completed application to
events@acresusa.com**

PLEASE REMEMBER TO PRINT A COPY FOR YOUR RECORDS.

Account #

Expiration Date

CVC

Name on Card

Questions? Email events@acresusa.com or call 512-892-4400 and ask for Mary Battjes.