

North Carolina Association of Soil and Water Conservation Districts

## CONSERVATION EXHIBITION VENDOR & SPONSOR PROSPECTUS

### NCASWCD Annual Meeting

January 4-6, 2015

*“Conservation- Called to Duty”*



This packet includes:

1. Overview of Annual Meeting
2. Association Affiliate Membership
3. Conservation Expo
4. Conservation Education Forum
5. Break Sponsorship, Legislative Sponsorship, Education Sponsorship Opportunities
6. Conservation Expo and Conservation Education Forum Site Information
7. Online Sponsorship/Exhibitor Registration Sign up Instructions

## 1. Overview

The North Carolina Association of Soil and Water Conservation Districts (NCASWCD) invites you to participate in the 2015 Annual Meeting on January 4-6, 2015. The 71<sup>st</sup> NCASWCD Annual Meeting will take place at The Sheraton Greensboro at Four Seasons, located at 3121 High Point Rd., Greensboro, NC [www.sheratongreensboro.com](http://www.sheratongreensboro.com)

The NCASWCD is the 501(c) 3 non-profit organization that represents the state's 96 Soil and Water Conservation Districts (SWCDs) and the 492 men and women who serve as local District Supervisors on their governing boards. SWCDs were established under state law to carry out the natural resource management programs at the local level. SWCDs involve approximately 300 field staff that works daily with cooperating landowners and managers, statewide, to help manage land and water resources on public and private lands in North Carolina. Many of these elected and appointed supervisors and their professional staff will attend the 71<sup>st</sup> NCASWCD Annual Meeting, plus assisting state and federal agency personnel, and other conservation partners from all across North Carolina.

The theme of the 71<sup>st</sup> NCASWCD Annual Meeting is "Conservation –Called to Duty". President John Langdon is quoted "I strongly believe in what it says and means.. we have a responsibility to do ordinary things, such as soil and water conservation, in an extra ordinary way."

The NCASWCD will be celebrating the 77<sup>th</sup> anniversary of Soil and Water Conservation Districts in North Carolina and the nation. The Annual Meeting will provide breakout sessions, workshops and national speakers who will focus on exploring current and future challenges, showcasing the successes, and inspiring the continued commitment to the stewardship of our natural resources.

**Please join us for this event by participating as an Association Affiliate Membership and Exhibitor, an Exhibitor in the Conservation Expo, or as one of the Conference Sponsors.**

The Conservation Expo will be housed in the hub of the meeting activities in the Koury Convention Center in the Sheraton Greensboro at Four Seasons.

The Conservation Expo area will also offer a variety of activities including coffee breaks for all conference participants, raffle information, displays for the NC Conservation District Employees Association, Live and Silent Auction items, the Conservation Education Forum, and much more. Exhibitors will have the opportunity to interact with over 400 conservation leaders from across the state during the conference.

**For guaranteed booth space and program recognition, please register early and no later than the deadline of Nov. 21, 2014.**

# Conservation Expo Levels of Membership, Sponsorship, Participation

## 2. Association Affiliate Membership:

Reach your comfort level of support by providing sponsorship to the NCASWCD general fund. Membership includes the following benefits:

- **Platinum Level Affiliate - \$5,000 +**  
Prime \*Conservation Expo booth location at Annual Meeting  
4 full registrations\*\* for Annual Meeting and special recognition at banquet  
Logo and recognition on NCASWCD web site for 1 year  
Logo and recognition in Annual Meeting program  
Recognition plaque with future annual medallions
- **Gold Level Affiliate - \$2,500 +**  
Very Good \*Conservation Expo booth location at Annual Meeting  
4 full registrations\*\* for Annual Meeting and special recognition at banquet  
Logo and recognition on NCASWCD web site for 1 year  
Logo and recognition in Annual Meeting program  
Recognition plaque with future annual medallions
- **Silver Level Affiliate - \$1,000 +**  
Good \*Conservation Expo booth location at Annual Meeting  
2 full registrations\*\* for Annual Meeting and special recognition at banquet  
Logo and recognition on NCASWCD web site for 1 year  
Logo and recognition in Annual Meeting program  
Recognition plaque with future annual medallions

\*Expo Booth space: The exhibit spaces are 10' wide x 8' deep with a 6' long table, a pleated fabric skirt; two chairs; pipe and drape dividers, and an identification sign.

\*\*Full registration includes: basic conference registration, plus the following meals; Monday breakfast, Monday banquet/dinner, Tuesday luncheon, and Tuesday banquet/dinner. (Please indicate attendance on registration forms)

Please register on-line and send a high resolution company logo to Gail Hughes at [ghughes@orangecountync.gov](mailto:ghughes@orangecountync.gov) by November 21 to ensure that your company or organization receives appropriate recognition at the 2015 NCASWCD Annual Meeting. Please see Items #6 and #7 below for more information and **Online Sponsorship/Exhibitor Registration Sign up Instructions**.

## 3. Conservation Expo Vender:

Be a part of the Conservation Expo at the NCASWCD Annual meeting. This can be a good opportunity for displays, brochures, handouts and publicity for your company or organization. Exhibitors are invited to bring door prizes for drawings and distribution from your booth during the Expo and morning breaks in Koury Center Expo hall.

- **Conservation Expo Exhibit Space Rate is \$650.00**

Expo Booth space: The exhibit spaces are 10' wide x 8' deep with a 6' long table, a pleated fabric skirt; two chairs; pipe and drape dividers, and an identification sign. This level of participation will include a good location in the exhibit hall, one complimentary conference basic registration, and one complimentary Tuesday luncheon ticket. Conservation Expo exhibitors may purchase additional registrations and meals online or at the onsite registration booth.

Please register on-line and send a high resolution company logo to Gail Hughes at [ghughes@orangecountync.gov](mailto:ghughes@orangecountync.gov) by November 21 to ensure that your company or organization receives appropriate recognition at the 2015 NCASWCD Annual Meeting. Please see Items #6 and #7 below for more information and **Online Sponsorship/Exhibitor Registration Sign up Instructions**.

#### **4. Conservation Education Forum**

The Conservation Education Forum will also be housed in the Conservation Expo Hall; this will be an opportunity for non-profit agencies and other conservation partners to display information about their programs and simultaneously interact with conservation leaders.

Exhibit spaces for the Conservation Education Forum include a skirted 6' table and two chairs. Complimentary conference registration and complimentary lunch are not included for agencies or partners that register for the Conservation Education Forum. Conservation Education exhibitors may register and purchase meal tickets online or at the onsite registration table.

- **Conservation Education Forum Rates: Non-profit/partner agency = \$200**

Please register on-line and send a high resolution company logo to Gail Hughes at [ghughes@orangecountync.gov](mailto:ghughes@orangecountync.gov) by November 21 to ensure that your company or organization receives appropriate recognition at the 2015 NCASWCD Annual Meeting. Please see Items #6 and #7 below for more information and **Online Sponsorship/Exhibitor Registration Sign up Instructions**.

#### **5. Sponsorship Opportunities**

The NCASWCD welcomes partnerships in support of the 2015 NCASWCD Annual Meeting. Listed below are several ways you can increase your exposure to our membership and support this gathering of natural resource conservationists from across North Carolina. All sponsors will be highlighted in promotional materials and throughout the conference. Some areas receive additional promotion related to their level of sponsorship.

- **Break Sponsor: \$1,500**  
Become an exclusive sponsor of one of the two morning coffee breaks held in the Conservation Expo Hall on Monday and Tuesday mornings. Sponsors will receive an optional booth space, logo on the Association web site for a year, signage, opportunity for material distribution and recognition during the conference. (Only 2 Break Sponsor opportunities available – register early!)
- **Legislative Lunch Co-Sponsor: \$200**  
Help to support the Association's Legislative Outreach throughout the year. Receive one ticket to the Legislative Fund Raising Lunch on Monday and recognition during the conference.
- **Conservation Education Dinner Co-Sponsor: \$200**  
Help to support the Association's Conservation Education programs throughout the year (such as the Envirothon; Resource Conservation Workshop; and Food, Land and People). Receive one ticket to the Conservation Education Fund Raising Dinner on Monday evening and recognition during the conference.

Please register on-line and send a high resolution company logo to Gail Hughes at [ghughes@orangecountync.gov](mailto:ghughes@orangecountync.gov) by November 21 to ensure that your company or organization receives appropriate recognition at the 2015 NCASWCD Annual Meeting. Please see Items #6 and #7 below for more information and **Online Sponsorship/Exhibitor Registration Sign up Instructions**.

## 6. Exhibitor and Conservation Education Forum Site Information

- Early response is encouraged to guarantee availability of space. Exhibitor registration deadline is November 21, 2014. Please register on-line and send a high resolution company logo to Gail Hughes at [ghughes@orangecountync.gov](mailto:ghughes@orangecountync.gov) no later than November 21 to guarantee inclusion in printed materials.
- All exhibitors and vendors are encouraged to set up their booths on Sunday, Jan. 4. (Due to the conference starting with a 7:00 am breakfast on Monday and the Expo Hall will be open). If you prefer to set up on Monday, Jan. 5<sup>th</sup>, please inform Gail Hughes via email or when you register as to the time you will be setting up.
- All exhibitors and vendors are responsible for their own electrical needs, internet needs, and storage of their exhibits prior to the conference and set up times. Please contact the Sheraton Greensboro directly –see the attached rate sheet. All exhibitors are responsible for “breaking down” their displays at the end of the Expo.

See the times for set up and break down below: Dates and Hours\* of the Expo

(\*All times are tentative and are subject to changes as needed- final times will be available after Dec. 15.)

Sunday, January 4	3:00 pm – 6:00 pm	Booth Set-up
Monday, January 5	6:00 am – 7:00 am 7:00 am – 6:00 pm 9:45 am – 10:30 am	Booth Set-up Exhibit Hall Open Coffee Break in Expo Hall & Door Prizes
Tuesday, January 6	7:00 am – 1:00 pm 10:00 am – 10:30 am 1:30 pm – 2:30 pm	Exhibit Hall Open Coffee Break in Expo Hall & Door Prizes Booth Tear-down (Vendors responsibility)

### Exhibit Space and Conservation Education Forum Assignment

Exhibit space will not be assigned until payment is received; space will be assigned based on availability. The method of determining space assignment shall be established by the NCASWCD and its Expo partner, the HHB-SWCS.

### Door Prizes

Exhibitors are invited to bring door prizes for drawing and distribution from your booth during the two morning breaks in the Expo hall – this can be a good opportunity to get additional publicity for your company or organization.

### Commercial Exhibits and Booths (includes Affiliate members and Conservation Expo)

Exhibit spaces are 10' wide x 8' deep, including a 6' long table with a pleated fabric skirt; two chairs; pipe and drape dividers, and an identification sign. Additional services and equipment are the sole responsibility of the exhibitor and must be arranged with the Sheraton Greensboro **prior to the Expo**. If your company or organization wishes to have internet or electricity at your booth or table, please contact the Sheraton Greensboro directly –see the attached rate sheet

### Conservation Education Forum

Exhibit space includes a skirted 6' table and two chairs. If your company or organization wishes to have internet or electricity at your booth or table, please contact the Sheraton Greensboro directly –see the attached rate sheet.

### Setup and Take Down

Setup and take down of all exhibits is the sole responsibility of the Exhibitor. (Deadline for breaking down is critical due to the formal banquet in the same area on Tues. night.)

### Cancellation of Exhibit Space or Conservation Education Forum Space

If it is necessary for the exhibitor or the Conservation Education Forum participant to withdraw from the NCASWCD 2015 Annual Meeting, please notify Gail Hughes at [ghughes@orangecountync.gov](mailto:ghughes@orangecountync.gov) in writing on or before December 1<sup>st</sup>, 2014. No refund requests will be honored after December 1<sup>st</sup>, 2014.

## Security and Liability

The Expo will be locked in the evenings; however the NCASWCD cannot guarantee the security of items left unattended. By participating in the Conservation Expo or the Conservation Education Forum, exhibitors specifically agree that they release the NCASWCD from any and all liability related to their participation in the Conservation Expo or the Conservation Education Forum.

## 7. Online Sponsorship/Exhibitor Sign up Instructions

Our conservation partners with the Hugh Hammond Bennett-Soil and Water Conservation Society (HHB-SWCS) will be assisting us with registration and coordination of the Expo again this year.

Please visit [http://www.ncagr.gov/SWC/professional\\_development/NCASWCDAnnualMeeting.html](http://www.ncagr.gov/SWC/professional_development/NCASWCDAnnualMeeting.html) for meeting details and to sign up as an Association Affiliate Member, Sponsor, Conservation Exhibitor, or Conservation Education Forum participant.

### Please follow the directions below for registration:

1. Click the "EXPO Registration" link in the highlights box on the right side of the screen.
2. Fill out registration information – items marked with an \* are required.
3. Please indicate which meals you plan to attend, depending on sponsorship level.
4. After reviewing items to be submitted, click the "Submit" button at the bottom.
5. The message "Thank you for registering" will display.
6. In a few minutes you will receive a confirmation email of your responses that includes instructions for payment.
7. For your convenience, the NCASWCD offers two options for payment;
  - a. **Payment by credit card using PayPal (you do not need to have a PayPal account):**
    - i. follow the link provided on the email invoice
    - ii. on the left side of the page, enter an "Item price" to match the total amount of your registration selections (*please note, the "Item total" \$0.00, will not update until later in the payment process*)
    - iii. either use an existing PayPal account, or choose "Don't have a PayPal account" to provide contact details and payment information and "check out" as a guest
    - iv. you may indicate that your "shipping address" is the same as your "billing address", no items will be shipped
    - v. please do not indicate any "special instructions" in PayPal checkout, but rather, contact Expo organizers directly
  - b. **Payment by check:**
    - i. print a copy of the confirmation email and return with payment
    - ii. checks should be made to "NCASWCD" and payment should be mailed within 7 days of registering online; include the text "2015 Expo" in the memo line on the check

iii. mail copy of confirmation email and payment to:  
Gail M. Hughes, c/o HHB-SWCD Treasurer, 5330 Kiger Road, Rougemont,  
NC 27572-8516

8. **Please send a company logo to Gail Hughes at [ghughes@orangecountync.gov](mailto:ghughes@orangecountync.gov) by November 21 to ensure that your company or organization receives appropriate recognition at the 2015 NCASWCD Annual Meeting.**
9. On-line registration questions? Contact **Kristina Fischer @ 910.796.7236**
10. Sponsorship or Exhibitor questions? Please contact our HHB-SWCS partners  
**Gail Hughes @ 919.306.2696 or Millie Langley @ 336.263.4626**

**ELECTRICAL / TELEPHONE / INTERNET SERVICE ORDER FORM**

Payment along with this service order should be sent to:

**SHERATON GREENSBORO HOTEL AT FOUR SEASONS/  
JOSEPH S. KOURY CONVENTION CENTER**

3121 High Point Road  
Greensboro, North Carolina 27407  
ATTN: ACCOUNTING  
Fax: (336) 292-9530

Event: **NC ASSOCIATION OF SOIL AND WATER**

Event Date: JANUARY 5<sup>th</sup>-6<sup>th</sup>, 2015 Booth Number: \_\_\_\_\_

Exhibitor/Firm: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Authorized By: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

	DESCRIPTION	UNIT PRICE	QUANTITY	TOTAL
<b>ELECTRICAL*</b>				
	120 Volt Outlet (1 connection)	\$48.04* / each		
	120 Volt Outlet (with use of powerstrip)	\$117.43* / each		
	208 Single Phase 30 Amp	\$117.43* / each		
	208 Three Phase 60 Amp	\$437.68* / each		
	**Additional electrical service used above ordered amount will result in additional charges as outlined to be paid prior to event closing.** <b>Electrical Service Note:</b> If service above does not meet your specifications, list your full requirements on a separate sheet and submit with this form. Additional fees will apply and be quoted upon receipt.			
<b>TELEPHONE</b>				
	Unrestricted House Phone – Access Fee (9 plus number dialed)	\$64.05* / per line		
<b>INTERNET</b>				
	High Speed Wired Internet Access <i>Email address to have Wired Internet access code sent to:</i> _____ *complimentary wireless for registered hotel guests	\$266.88* / per line, per day		
<b>TOTAL AMOUNT DUE</b>				<b>\$</b>

\*NC State Sales Tax of 6.75% is applicable and has been added to the prices show above.

**PAYMENT:** Payment must be included with this order form. Payment may be made by cash, check or credit card. **Note: A credit card guarantee is required for ALL telephone service.**

Amount Due: \_\_\_\_\_ Payment Method:  Cash  Check  Credit Card

Credit Card Type \_\_\_\_\_ Number \_\_\_\_\_ Exp \_\_\_\_\_ Security Code \_\_\_\_\_

**Order and pre-payment for requested service must be received 14 business days prior to show date in order to guarantee services.**

Do you need a receipt emailed/faxed to you? Please provide email address/fax \_\_\_\_\_