

North Carolina Association of Soil and Water Conservation Districts

CONSERVATION EXHIBITION VENDOR & SPONSOR PROSPECTUS

NCASWCD Annual Meeting
January 8-10, 2017

"Catch the Vision"



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Overview

The North Carolina Association of Soil and Water Conservation Districts (NCASWCD) invites you to join us for the 2017 Annual Meeting on January 8-10, 2017. NCASWCD President Ben Knox invites all districts' supervisors, conservation partners, staff, and exhibitors to join in the celebration of the 79th anniversary of Soil and Water Conservation Districts in North Carolina and the nation. The 73rd NCASWCD Annual Meeting theme is "Catch the Vision". The NCASWCD Annual Meeting will take place at the Hilton Charlotte University Place, Charlotte, NC. (The Hilton is located at 8629 JM Keynes Drive, Charlotte, NC.)

The NCASWCD Annual Meeting will include outstanding speakers, breakout sessions, and workshops that will focus on exploring current and future challenges, showcasing the successes, and inspiring the continued commitment to the stewardship of our natural resources.

Each year a Conservation Expo is held in conjunction with the Annual Meeting to showcase businesses, organizations, and conservation partners whose goal is to focus on environmental issues and manage land and water resources.

Please join us for the Conservation Expo event and annual meeting by participating as an Association Affiliate Member and Exhibitor, an Exhibitor in the Conservation Expo, and/or as a Conference Sponsor. The Conservation Expo will be housed in the hub of the meeting activities in the Hilton Charlotte University Place, Charlotte, NC.

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 partner agency displays, and District displays. Exhibitors will have the opportunity to interact with over 500 conservation leaders from across the state during the conference.

The NCASWCD is the 501(c) 3 non-profit organization that represents North Carolina'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. Statewide, SWCDs involve approximately 300 field staff that work daily with landowners and managers, to help manage land and water resources on public and private lands in North Carolina. Many of these elected and appointed supervisors, their district staff, state and federal agency personnel, and other conservation partners from all across North Carolina, will attend the NCASWCD Annual Meeting.

Conservation Expo Details

Levels of Membership, Sponsorship, Participation

Be a part of the Conservation Expo at the NCASWCD Annual Meeting.

This is a great opportunity for displays, brochures, handouts and publicity for your company or organization. Exhibitors are invited to bring door prizes for drawings and distribute from your booth during the Expo hours and morning breaks in Expo hall.

1. Association Affiliate Membership:

Become an Association Affiliate Member by supporting the NCASWCD as a sponsor, participant in the Conservation Expo with a prime booth location, and display information about your programs and simultaneously interact with conservation leaders. Membership levels and benefits include the following:

- **Platinum Level Affiliate - \$5,000 +**
 - Prime Conservation Expo booth* location at Annual Meeting
 - Full registrations** (includes meals) for 4 people for Annual Meeting
 - Special recognition by the President at banquet
 - Logo and recognition in Annual Meeting program/booklet
 - Recognition plaque with future annual medallions

- **Gold Level Affiliate - \$2,500 +**
 - Very Good Conservation Expo booth* location at Annual Meeting
 - Full registrations** (includes meals) for 4 people for Annual Meeting
 - Special recognition by President at banquet
 - Logo and recognition in Annual Meeting program/booklet
 - Recognition plaque with future annual medallions

- **Silver Level Affiliate - \$1,000 +**
 - Very Good Conservation Expo booth* location at Annual Meeting
 - Full registrations** (includes meals) for 2 people for Annual Meeting
 - Special recognition by President at banquet
 - Logo and recognition in Annual Meeting program/booklet
 - Recognition plaque with future annual medallions

****Full registration includes:** Complimentary conference registration, plus the following meals: Monday breakfast, Monday banquet, Tuesday luncheon, and Tuesday banquet (number of meals based on your level of sponsorship) Tickets for the Legislative Luncheon on Monday must be purchased separately. Please indicate number of meals needed in on registration forms-- additional meals may be purchased on site during registration if needed.

2. Conservation Expo Vender: --\$650.00

Participate at this level, as an Expo vender, supporting the NCASWCD, display information about your programs and simultaneously interact with conservation leaders. This level of participation will include a good Expo booth* location; and One (1) complimentary conference basic registration and One (1) Tuesday luncheon meal ticket.

(Conservation Expo exhibitors may purchase additional registrations and meals before the conference or at the on-site registration booth)

***Expo booth space:** All the exhibit spaces are 8' wide x 8' deep with a 6' skirted table, two chairs; pipe and drape dividers, and an identification sign. Electrical and Internet access are available options included in the vender package, but must be requested at registration.

For more information, see: Details (below) and Online Sponsorship/Exhibitor Registration Instructions.

3. Conservation Education Forum: Non-profit/partner agency = \$200

The Conservation Education Forum will also be housed in the Conservation Expo Hall. This is 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. Internet or electricity access is not an option at your table, but can be arranged for an additional cost. Please indicate your need for access in special notes on the registration form and include the additional cost in the payment at registration. Electrical cost will be \$30 per day, and internet cost will be \$50 per day.

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 on-site registration table.

For more information, see- Details (below) and Online Sponsorship/Exhibitor Registration Instructions.

4. Sponsorship Opportunities

The NCASWCD welcomes partnerships for support of the 2017 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 Expo booth space, brand/company signage, opportunity for material distribution and recognition during the conference. (Only two Break Sponsor opportunities available – register early!)
- **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 complimentary ticket to the Conservation Education Fund Raising Dinner on Monday evening and recognition during the conference.
- **Conservation Partner - Fund/sponsor at your comfort level**
Help support the Association's overall goals for protecting natural resources throughout the year by making a tax deductible donation to the NCASWCD. A receipt will be provided, and recognition of donations will be made during the meeting.

For more information, see: Details (below) and Online Sponsorship/Exhibitor Registration Instructions.

Details: Conservation Expo/Exhibitor and Conservation Education Forum Site Information

- **Please register online. Exhibitor registration deadline is November 23, 2016**

Early registration is encouraged to guarantee availability of booth space.

- Once registration is completed, please send a high resolution company logo no later than November 23rd to Gail Hughes at ghughes@orangecountync.gov to guarantee inclusion in the conference printed materials.
- All exhibitors and vendors are encouraged to set up their booths on Sunday, Jan. 8, 2017.
If you prefer to set up on Monday, Jan. 9th, please inform Gail Hughes via email or when you register as to the time you will be setting up.
- Electrical and Internet access options are available for select booth vendors, but will need to be requested at time of registration. (see detail below)

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

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

Sunday, January 8	2:00 pm – 6:00 pm	Booth Set-up
Monday, January 9	6:00 am – 7:00 am	Booth Set-up
	7:00 am – 6:00 pm	Exhibit Hall Open -morning break ~9:45
Tuesday, January 10	7:00 am – 2:00 pm	Exhibit Hall Open –morning break ~9:45
	2:00 pm – 3:00 pm	Booth Tear-down (Vendors responsibility)

Exhibit Space and Conservation Education Forum Assignment

Exhibit space will not be assigned until payment is received. Exhibit Space will be assigned based on level of sponsorship, and availability. The method of determining space assignment shall be established by the NCASWCD and its Expo partner, the Hugh Hammond Bennett-Soil & Water Conservation Society.

Door Prizes and Giveaways

Exhibitors are invited to bring door prizes and/or giveaways 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 8' wide x 8' deep, including an 6' long table with a pleated fabric skirt; two chairs; pipe and drape dividers, and an identification sign. Electrical and Internet access are available options, but must be requested at registration.

Conservation Education Forum Participants:

Exhibit space includes a skirted 6' table and two chairs. Internet and/or electricity access is an option at your table, but can be arranged for an additional cost. Please indicate your need for access in registration.

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 2017 Annual Meeting, please notify Gail Hughes at ghughes@orangecountync.gov in writing on or before December 1st, 2016. Due to financial commitments to the hotel, no refund requests will be honored after December 1st, 2016.

Security and Liability

The Expo area will be secured 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.

Online Sponsorship/Exhibitor Registration Instructions:

Please register no later than Nov. 23, 2016, so assure booth space availability

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. If you have questions about the Expo, levels of participation, or details, please contact our HHB-SWCS partners Gail Hughes ghughes@orangecountync.gov (919.306.2696) or Millie Langley mlangle@myguilford.com (336.263.4626).

Please visit http://www.ncagr.gov/SWC/professional_development/NCASWCDAnnualMeeting.html for meeting details and to register as an Association Affiliate Member, Conservation Exhibitor, Conservation Education Forum participant or a Sponsor.

Please follow the directions below for registration:

1. Click the "EXPO Registration" link in the highlights box on the left 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 reply email invoice
 - ii. enter a "Price per item" to match the total amount of your registration selections; leave the Quantity as 1
 - iii. either use an existing PayPal account, or choose "Pay with a Debit or Credit Card" to provide contact details and payment information to 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:**
 - vi. print a copy of the confirmation email and return with payment
 - vii. checks should be made to "NCASWCD" and payment should be mailed within 7 days of registering online, with the text "2017 Expo" included in the memo line on the check
 - viii. 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 by November 23, 2016 to ensure that your company or organization receives appropriate recognition in the program materials for the 2017 NCASWCD Annual Meeting.**

Having problems with online registration? Contact Kristina Fischer @ 910.352.7771 or kristina.fischer@ncagr.gov

Don't forget to reserve your sleeping room at the hotel: (Dec. 13, 2016 deadline)

Easiest way to reserve your sleeping room will be online at:

http://www.hilton.com/en/hi/groups/personalized/C/CLTHUHF-NCASWC-20170107/index.jhtml?WT.mc_id=PO

You may also visit their web site at www.charlotteuniversity.hilton.com or call (704) 547-7444 for room reservations. To get the conference room rate use the Group Code: NCSWC (Room Rate: \$110.00 per night, Plus 15.25% tax)

You can also reserve sleeping rooms at 1-800-Hiltons

Directions to hotel: **The Hilton is located at 8629 JM Keynes Drive, Charlotte, NC.**

Take Exit 45A off I-85 North or South onto W.T. Harris Blvd. East.

Hilton Charlotte University Place is ¼ mile on the left in the University Place complex – two stoplights after you exit I-85. The hotel is the high rise building visible from W.T. Harris Blvd. Turn left into J.M. Keynes Drive and it will direct you to the front of the hotel.