

**SOCIETY FOR RANGE MANAGEMENT
2011 ANNUAL MEETING
TRADE SHOW PROSPECTUS
SPONSORSHIP INFORMATION
AND REGISTRATION PACKAGE INSERTS**



**February 6 – 10, 2011
Billings, Montana**

Trade Show Management Contact Information:

Kim Haile – 210-416-9136 kimberlyhaile@hotmail.com

Todd Yeager – 406-853-0422 mtyeager@midrivers.com

Howdy Friends,

As a Montana resident, Director of the Animal and Range Sciences Department at Montana State University, and SRM president, I want to take this opportunity to invite you to the Big Sky Country!

SRM is pleased to be hosting this year's annual meeting in the "magic city" of Billings. *Transcending Borders – Landscapes and Legends* is the theme for this year's 64th annual meeting. We have an action-packed lineup of speakers, breakout sessions, and professional forums. This meeting will draw a diverse group of range professionals, academia, agency officials, ranchers, and students from across the nation. A highlight of the annual meeting is the trade show. Please review the sponsorship and trade show participant opportunities, and find a package that works for you! Your involvement means a great deal to us, and if you have any questions please call Todd Yeager at 406-853-0422.



Thanks, and see you in Billings!

A handwritten signature in black ink that reads "Jeff Mosley". The signature is fluid and cursive.

Jeff Mosley

President, SRM

WHY YOU SHOULD PARTICIPATE!

- **More than 1,500 people are expected to attend the meeting**
- **Diverse and proactive audience**
- **Meet and interact with leaders who make the final decisions, specify, or recommend purchasing decisions**
- **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:**
 - **Hosted Breaks and Coffee Bar**
 - **Special Trade Show Mixer**
 - **Development continues for attractions to bring people to the trade show floor**

Trade Show Details

Trade Show Schedule

Sunday, February 6, 2011

Noon—6:00 pm Booth Set-up

Monday, February 7, 2011

8:00 am — 6:00 pm Exhibit Hall Open

6:00pm — 8:00 pm Trade Show Mixer

Tuesday, February 8, 2011

7:00 am — 4:30 pm Exhibit Hall Open

4:30 pm – 6:00 pm Teardown Booths

Wednesday, February 9, 2011

7:00 am — 10:00 am Teardown Booths

BOOTH PACKAGE (8x10)

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 Commercial Members - \$ 650

Non-Members - \$1,000

SRM Regular Members - \$ 750

University Range Club - \$ 80

Each additional 8'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, 2010. After this date, a \$50 fee will be assessed for late registration.

Exhibitor Registration

As noted, the booth fee for each 8' 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.

The Benefits of Billings, Montana

- Hotel rooms at reasonable rates allowing affordability to diverse audiences
- Highly focused and targeted special rancher seminar
- Travel expenses within GSA guidelines to enhance participation by agency personnel
- Event Planning for promoting traffic and attendance on the trade show floor
- Airport services with direct flights from many cities
- Free Parking for attendees

SPONSORSHIP INFORMATION

We have six levels of sponsorship, which will allow you and your company to promote your business or organization before and during the conference! Indicate your sponsorship package on the space provided or contact Todd Yeager for more information at 406-853-0422 or mtyeager@midrivers.com. 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.

Diamond Level - \$10,000 or more

- Acknowledged in conference program and at each activity sponsored
- Name and logo at event and trade show entrance
- Trade Show Booth with five (5) complimentary registrations
- Recognition at the opening plenary event
- Complimentary 1/2 page ad in the Conference Program
- Complimentary ad in every day's Daily Trail Boss
- Complimentary web link and acknowledgement on 2011 SRM meeting web page

Platinum Level - \$5,000 to \$9,999

- Acknowledged in conference program and activity sponsored
- Logo at event and trade show entrance
- Trade Show Booth with four (4) complimentary registrations
- Recognition at the opening plenary event
- Complimentary ¼ page ad in the Conference Program
- Complimentary ad in the Daily Trail Boss
- Complimentary web link and acknowledgement on 2011 SRM meeting web page

Gold Level - \$2,500 to \$4,999

- Acknowledged in conference program and activity sponsored
- Logo at event and trade show entrance
- Recognition at the opening plenary event
- Complimentary ad in the Daily Trail Boss
- Complimentary web link and acknowledgement on 2011 SRM meeting web page
- One (1) complimentary registration

Silver Level - \$1000 to \$2,499

- Acknowledged in conference program and activity sponsored
- Logo at event and trade show entrance.
- Recognition at the opening plenary event
- Complimentary ad in every day's Daily Trail Boss
- One (1) complimentary registration

Bronze Level - \$500 to \$999

- Acknowledged in conference program and activity sponsored
- Logo at event and trade show entrance
- Recognition at the opening plenary event

Event Sponsor - \$100 to \$499

- Acknowledged in conference program and activity sponsored
- Logo at event and trade show entrance
- Recognition at the opening plenary event

Special Promotion Opportunity - Registration Package Inserts

SRM will insert your brochure, publication, or flyer in the official meeting bag given to each registrant. Fees are:
SRM Commercial Member – NO CHARGE
Insert with Booth Purchase: \$150.00/per piece
Insert only (without booth purchase): \$350.00/per piece

Please provide 2,000 copies of each item to be inserted & note the number of pieces and type of material on the Application Form. Items MUST be received NO LATER THAN **Wednesday, February 3, 2011**. Shippers are responsible for the cost for printing, freight, and handling of inserts. SRM will NOT cover these costs. Detailed shipping instructions will be provided prior to the meeting.

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, 06 February 2011 Noon – 6:00 pm Booth Set Up
 - Monday, 07 February 2011 8:00 am — 6:00 pm Exhibit Hall open; 6:00—8:00 pm Trade Show Mixer
 - Tuesday, 08 February 2011 7:00 am—4:30 pm Exhibit Hall open ; 4:30 – 6:00 pm Booth Tear Down
 - Wednesday, 09 February 2011 7:00 am—10:00 am Booth Tear Down
- 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 8 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 7"x 44" ID sign, one 8' draped table, two plastic side chairs, and one wastebasket. 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 2011 Annual Meeting Trade Show, the exhibitor must notify SRM in writing. On or before **27 December 2010**, 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 2010**.
- 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 2011 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 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.
- 9) List name(s) of individuals representing company/organization who will attend as exhibitor(s)

1. _____ 2. _____

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

Title

Date

Please return to: **Society for Range Management, 810 East 10th Street, Lawrence, KS 66044**
Phone: 303-986-3309; Fax: 303-986-3892

2011 SOCIETY FOR RANGE MANAGEMENT ANNUAL MEETING EXHIBITOR & SPONSORSHIP APPLICATION

Contact Information

Type of Membership: Commercial Member of SRM Non-Member Member

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip or Postal Code _____

Telephone _____ Fax _____

Email _____

Meeting and Event Sponsorship Selection

Diamond (\$10,000) Platinum (\$5,000-9,999) Gold (\$2,500-4,999)

Silver (\$1,000-2499) Bronze (\$500-999) Event Sponsor (\$100-499)

Sponsorship Amount Due \$ _____

Event Type Wanting to Sponsor:

Student Activities Symposium Workshops

Tours Food/Beverage As Needed

Trade Show Selection

Early registration is encouraged; registration deadline is **DECEMBER 10, 2010**. Booth assignments will be based on SRM commercial membership exhibitors and then on a first-paid basis. All spaces are 8' x 10'.

<i>Type</i>	<i>Before Dec 10</i>	<i>After Dec 10</i>	<i>No. Booths</i>	
Diamond Sponsorship	\$0.00	\$0.00	1	<u>\$ Complimentary</u>
Platinum Sponsor	\$0.00	\$0.00	1	<u>\$ Complimentary</u>
SRM Commercial Member	\$650.00	\$700.00	_____	<u>\$ _____</u>
Non-Member	\$1000	\$1050.00	_____	<u>\$ _____</u>
SRM Members	\$750.00	\$800.00	_____	<u>\$ _____</u>
University- Range Club	\$80.00	\$100.00	_____	<u>\$ _____</u>

Special Promotional Bag Inserts

<i>Type</i>	<i>No. Pieces *</i>	<i>Cost per Piece</i>	<i>Amount Due</i>
SRM Commercial Member	1	\$0.00	<u>\$ Complimentary</u>
Insert with Booth Purchase	_____	\$150.00	<u>\$ _____</u>
Insert without Booth Purchase	_____	\$350.00	<u>\$ _____</u>

TOTAL AMOUNT DUE \$ _____

PAYMENT METHOD

Please make checks or money orders payable in U.S. funds to: SRM Annual Meeting

Check enclosed Credit Card (circle one) MasterCard Visa Am Express Discover

Credit Card Number: _____ Expire Date: _____

Cardholder Name: _____ Phone Number: _____

Signature: _____

**Return to: Society for Range Management, 810 East 10th Street, Lawrence, KS 66044
Phone: 303-986-3309; Fax: 303-986-3892**