

American Forage and Grassland Council & Society for Range Management

2008 Joint Conference: From Grasslands to Rangelands



**Galt House Hotel & Suites
January 26-31, 2008
Louisville, Kentucky**

Trade Show Prospectus

- * **Exhibit Space**
- * **Meeting and Event Sponsorship**
- * **Program Advertising**
- * **Bag Inserts**



Who We Are



The **American Forage and Grassland Council (AFGC)** is an organization with 19 affiliate councils in the United States and more than 2,000 members. The organization's primary objective is to promote the profitable production and sustainable utilization of quality forage and grasslands. AFGC membership represents the academic community, producers, government agencies, private industry, institutes and foundations united in a common cause to promote and develop the forage industry. AFGC aspires to be the leader and voice of economically and environmentally sound forage-focused agriculture. Contact at 800.944.2342 or email info@afgc.org for additional information.



The **Society for Range Management (SRM)** is a professional and scientific society whose international membership is involved in studying, conserving, managing and sustaining the varied resources of rangelands. SRM membership includes land managers, ecologists, ranchers, erosion control specialists, educators and scientists, and decision makers in state and federal government agencies responsible for public land management. SRM has more than 3,500 professional and scientific members in 38 countries, dedicated to managing the world's rangeland resources. SRM is committed to finding science-based solutions to the issues that impact the world's rangelands. The Society's goal is to ensure that rangeland resources are sustained in perpetuity. Contact at 303.986.3309 or email info@rangelands.org.

Bridge the Gap—Join AFGC and SRM

If you are a leader in the forage or rangeland management discipline, or seek to enhance your knowledge, there is no better way to increase your involvement and show your support than by becoming a member. AFGC and SRM members will receive a significant discount off exhibit booth fees. To become a member:

Society for Range Management, contact Lesley Radtke, Director of Membership, at 303.986.3309 or email lrادتke@rangelands.org.

American Forage and Grassland Council, contact Dee Dee Bandy, Associate Director, at 800.944.2342 or email dbandy@afgc.org.

Looking for Good Help?

Be the First to Support SRM's 2008 Job Fair!

**New For
2008**

The Society for Range Management will host a Job Fair at the 2008 Annual Meeting.

This event is aimed at matching employers with enthusiastic, high caliber employees. The Job Fair is an expansion of the highly successful employment activities currently conducted by SRM.

Your support is crucial to make this NEW project a success!

You can help by:

- * Being prepared to conduct interviews and fill vacant positions.
- * Encouraging other individuals or organizations to attend the 2008 AFGC/SRM meeting.
- * Supporting students and prospective job seekers to attend the meeting.

Participation is **FREE** to all trade show exhibitors. Please contact Linda Coates-Markle at 303.986.3309 or lmarkle@blm.gov for details and a reservation form.

Why YOU Should Participate

- * More than 2,000 people are expected to attend
- * Broad-based audience from AFGC and SRM constituencies
- * Meet leaders who make the final decision, specify or recommend purchasing decisions
- * Global Impact—more than 38 countries represented
- * Additional networking opportunities off the show floor
- * Trade show hours designed to increase your impact—including 4 exclusive show hours
- * Show floor activities that will bring the audience to you, including a Trade Show Mixer and food service for attendees

Trade Show Schedule

Sunday, January 27, 2008

Noon—6:00 pm Booth Set-up

Monday, January 28, 2008

8:00—11:00 am Booth Set-up

Noon—6:00 pm Trade Show Opens

6:00—8:00 pm Mixer

Tuesday, January 29, 2008

8:00 am—6:00 pm Exhibit Hall Open

Wednesday, January 30, 2008

8:00 am—Noon Exhibit Hall Open

Noon Trade Show Closes

Noon—6:00 pm Booth Tear Down

Facility & Exhibit Hall Features

The Galt House Hotel and Suites is proud of its ability to provide outstanding guest service. From the moment you arrive, you are welcomed to the Galt House with a smile and a promise of first-class accommodations and service.

- ◆ 1,300-room hotel with two towers features sweeping views of Louisville and the Ohio River.
- ◆ Centrally located Exhibit Hall encourages activity in the area throughout the day.

Booth Package (8' x 10') Includes

- * Back and side rail drapes
- * Booth identification sign
- * 8' skirted table
- * Two chairs
- * Wastebasket
- * Two conference registrations*

Tabletop Package Includes

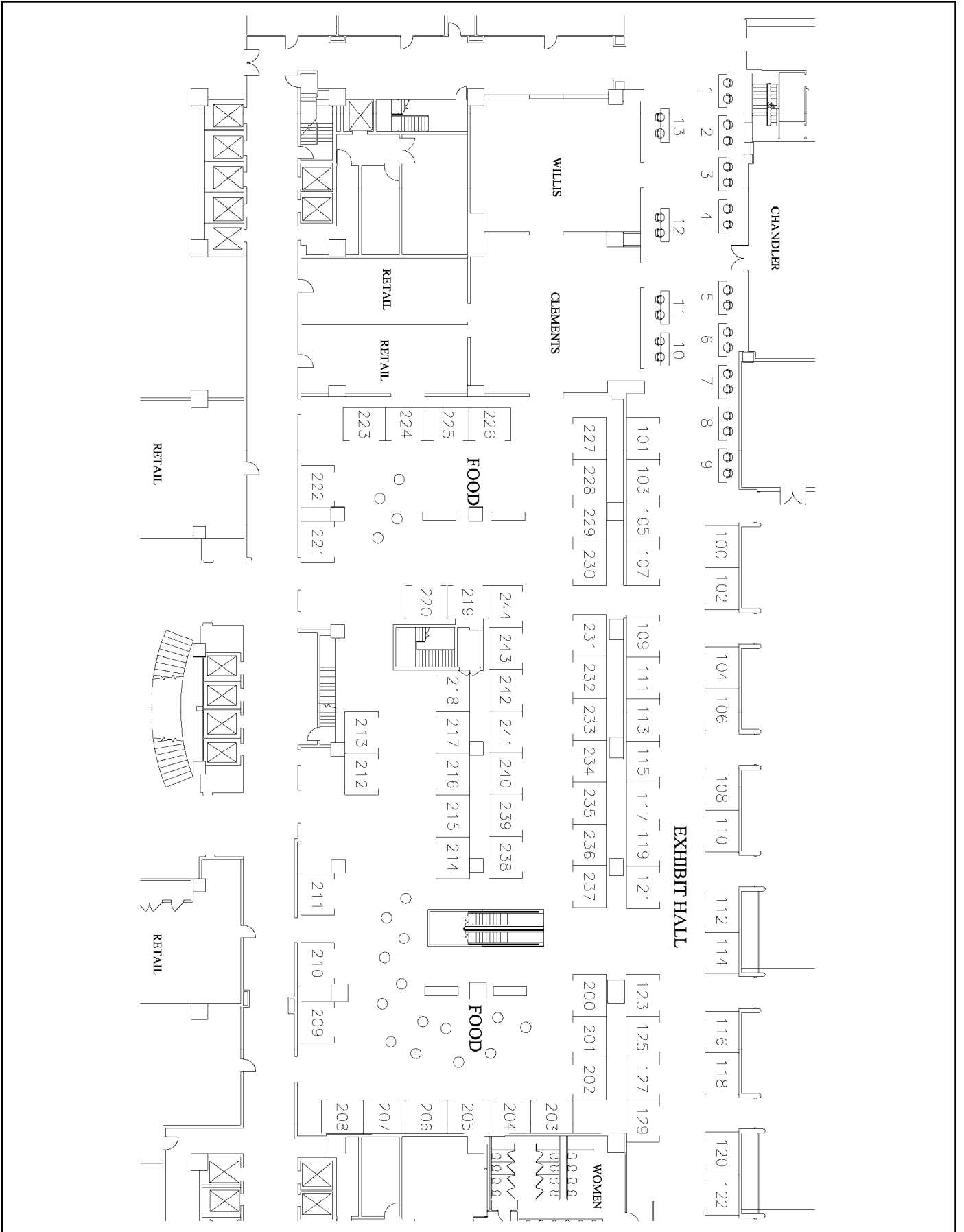
(For Student Groups Only)

- * Table identification sign
- * 6' skirted table
- * Two chairs
- * Wastebasket
- * One conference registration*

*Exhibitors must be regular employees or representatives of the exhibiting company or organization, or spouses of employees or representatives who will staff the booth during the published show hours. Additional company or organization representatives wishing to attend the AFGC/SRM meeting will need to register individually at the prevailing registration rate.

Contact
Trade Show Management
at 800.944.2342 or
e-mail mbandy@afgc.org
Ask for Michael or Dee Dee
Bandy

Trade Show Floorplan



Six levels of Sponsorship Opportunities will allow you to promote your business or organization before and during the conference! Select your sponsorship package on the space application, or contact Trade Show Management at 800.944.2342 or mbandy@afgc.org with questions.

TYPE & COST	SPONSORSHIP BENEFITS
Diamond \$10,000 or more	Acknowledgement in conference program and at the sponsored activity, name listed on exhibition hall entrance panels, logo on meeting promotions and advertisements, complimentary half-page ad in the conference program, complimentary ad in the Daily Newsletter, complimentary web link and acknowledgement on conference web page, recognition slide in the grand opening plenary session and banquet slide shows, four complimentary banquet tickets, one exhibitor booth space and three complimentary registrations.
Platinum \$5,000—\$9,999	Acknowledgement in conference program and at the sponsored activity, name listed on exhibition hall entrance panels, logo on meeting promotions and advertisements, complimentary quarter-page ad in the conference program, complimentary ad in the Daily Newsletter, complimentary web link and acknowledgement on conference web page, recognition slide in the grand opening plenary session and banquet slide shows, two complimentary banquet tickets, one exhibitor booth space and two complimentary registrations.
Gold \$2,500—\$4,999	Acknowledgement in conference program and at the sponsored activity, name listed on exhibition hall entrance panels, logo on meeting promotions and advertisements, complimentary ad in the Daily Newsletter, recognition slide in the grand opening plenary session and banquet slide shows, one complimentary banquet ticket, and one complimentary registration.
Silver \$1,000—\$2,499	Acknowledgement in conference program and at the sponsored activity, name listed on exhibition hall entrance panels, complimentary ad in the Daily Newsletter, recognition slide in the grand opening plenary session and banquet slide shows, and one complimentary registration.
Bronze \$500-\$9999	Acknowledgement in conference program and at the sponsored activity, name listed on exhibition hall entrance panels, complimentary ad in the Daily Newsletter, and listing in the grand opening plenary session and banquet slide shows.
Copper \$100-\$499	Acknowledgement in conference program and at the sponsored activity, complimentary ad in the Daily Newsletter, and listing in the grand opening plenary session and banquet slide shows.

Bag Inserts

Management will insert brochures, publication, or flyer in the official meeting bag given to each registrant.

Fees are:

AFGC and SRM Members	NO CHARGE
Insert with Booth Purchase	\$150.00/per piece
Insert only (without booth purchase)	\$350.00/per piece

- Provide 2,500 copies of each item to be inserted.
- List the number of pieces and type of material on the Application Form.
- Items MUST be received NO LATER THAN Wednesday, January 21, 2008.
- Boxes must be clearly marked to identify both the contents (i.e., Bag Inserts) and the name of the shipper.
- Shippers are responsible for the cost for printing, freight, and handling of insertion materials.
- AFGC and SRM will NOT cover these costs.
- Detailed shipping instructions will be provided in the Exhibitor Service Kit.

Advertising Opportunities

Act now to reserve your space today in one or all of the 2008 Annual Meeting publications!

There are two publications associated with the meeting that provide an excellent opportunity to draw attention to your products and services during this five-day meeting. They are:

1. The Annual Meeting Program. This booklet contains the official meeting agenda and will be given to all meeting attendees.
2. The Daily Newsletter. There will be five issues of this 8.5 x 11-inch daily newsletter. This publication will cover special events, program updates and news distributed to conference attendees.

Please complete this form indicating the publication(s) and size of advertising space you wish. Some spaces are limited and will be filled on a first-come basis, so get your order in early. **TO TAKE ADVANTAGE OF THIS OFFER, PAYMENT MUST BE RECEIVED BY THE DEADLINES LISTED BELOW.** Deadlines for receipt of camera-ready copy of your ad as listed below.

ADVERTISING CONTRACT

Mechanical Requirements

Company Name:		
Contact:		
Address:		
City:	State:	Zip:
Telephone:	Fax:	
Email:		

Camera-ready digital images (i.e., PDF/CD/ZIP disk) - minimum resolution 300 DPI at print size.

Please note that you will be contacted with specific size requirements for Ads in the Annual Meeting Program prior to the deadline of December 1, 2007.

ANNUAL MEETING PROGRAM: Payment/Ad Copy Deadline: December 1, 2007

Outside back cover—Color (1 only)	\$1200.00	\$
Inside front cover—Color (1 only)	\$1000.00	\$
Inside back cover—Color (1 only)	\$1000.00	\$
Inside Full Page—B&W	\$ 800.00	\$
Inside Half Page—B&W	\$ 500.00	\$
Inside Quarter Page—B&W	\$ 250.00	\$

DAILY NEWSLETTER: Payment/Ad Copy Deadline: January 7, 2008

Full Page—B&W (7 ¾ x 10 ¼)	\$300/day	\$
Half-page vertical—B&W (3 ¾ x 10 ¼)	\$150/day	\$
Half-page horizontal—B&W (5 x 7 ¾)	\$150/day	\$
Quarter-page vertical—B&W (3 ½ x 5)	\$75/day	\$
Two column—B&W (4½ inch wide)	\$40/column/ inch/day	\$
One column—B&W (2 1/8 inch wide)	\$20/column/ inch/day	\$

Method of Payment

Total Amount Due: _____

Check/Money Order #: _____

Please make check/money order payable to "SRM." Check must be in US funds drawn on a US bank.

Credit Card: MC VISA AMEX DISC

Card # _____ Exp. Date: _____

Signature: _____

A copy of this contract, all ad(s), and supporting material(s) must be submitted with payment to:

**AFGC/SRM Joint Annual Meeting
10030 West 27th Avenue
Wheat Ridge, CO 80215-6601
Fax: 303.986.3892**

CONTRACT AGREEMENT

I (Company Representative) authorize that the material(s) I am providing to the Society for Range Management (SRM) is/are registered trademark(s) of my company or that I (Company Representative) am not violating any copyright laws. I assume all liability in regards to any copyright infringements, and will not hold SRM or its representatives in any way liable. I understand that I will send the ad(s) in one of the formats required, and that I will not receive a proof of my ad. I also understand that the ad will run as it is submitted. If additional copy or material(s) are submitted after the deadline, changes cannot be guaranteed. I understand that if payment is not made for the ad(s) by date shown below, ad(s) will not run. My signature below indicates my understanding of and agreement with this statement.

Authorized Signature of Company Representative _____

Exhibitor/Sponsor Application

Early registration is encouraged to secure your space. The deadline for securing your exhibit space is **December 8, 2007**. Booth assignments will be based on a first come first paid basis. All applications should be accompanied by full payment. Confirmation of booth space number will be sent to the contact person listed below. *Please direct questions to Trade Show Management, 800.944.22342 or e-mail mbandy@afgc.org.*

AFGC or SRM Member Non-Member Student Organization

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip or Postal Code _____

Telephone _____ Fax _____

Email _____

Exhibit Space Rental

No. of Booths

Type

AFGC Corporate and SRM Commercial Member (\$650 per 8' x 10' space)
All Other AFGC and SRM Members (\$750 per 8' x 10' space)
Non-Member (\$1,000 per 8' x 10' space)
Student Organization Tabletop Display (\$75 per 6' skirted table)

BOOTH OR TABLETOP FEE DUE: \$ _____

Indicate your preferred location by booth/tabletop number, selected from the floor plan on page 4. Assignments will be made on a first-paid basis. Space requests are due by December 8, 2007 and will be assigned based on availability.

1st Choice _____ 2nd Choice _____ 3rd Choice _____

List name(s) of individuals representing your company/organization who will attend as exhibitor personnel

1. _____ 2. _____

Bag Inserts

AFGC/SRM Members: No Charge Insert With Booth Purchase: \$150 per piece
 Insert Only (without booth purchase): \$350 per piece

Pieces

Type (i.e., flyer, brochure, pen, etc.)

BAG INSERT FEE DUE: \$ _____

Meeting & Event Sponsorship

Diamond (\$10,000) Platinum (\$5,000-\$9,999) Gold (\$2,500-\$4,999)
 Silver (\$1,000-2,499) Bronze (\$500-\$999) Copper (\$100-499)

Event Type:

Student Activities Banquet Tables Symposia Workshops Tours Food/Beverage As Needed

MEETING & EVENT SPONSORSHIP FEE DUE: \$ _____

Payment Method

Please make checks or money orders payable in U.S. funds to SRM Annual Meeting **TOTAL** \$ _____

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

Name as it appears on Credit Card _____ Phone # _____

Card Number _____ Expiration Date _____

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. This agreement should be accompanied by the completed Exhibitor application with full payment.

Exhibitor terms and guidelines:

1) Dates and Hours of the Exhibition*

Monday, January 28, 2008	Noon—6:00 pm Exhibit Hall open 6:00—9:00 pm Trade Show Mixer
Tuesday, January 29, 2008	8:00 am—6:00 pm Exhibit Hall open
Wednesday, January 30, 2008	8:00 am—Noon Exhibit Hall open

* Hours are tentative and subject to minor changes as needed

2) Space Assignment and Attendees

Although AFGC and 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 AFGC or 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 AFGC/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 AFGC/SRM 2008 Joint Annual Meeting Trade Show, the exhibitor must notify SRM in writing. On or before December 8, 2007, exhibitor will receive refund of booth payment less \$150 per 8x10 space and \$50 per tabletop display cancelled. No refund of exhibit fee if booth space is cancelled after December 8, 2007.

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 2008 AFGC/SRM Annual Meeting and Trade Show.

7) Security

AFGC/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. AFGC/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 AFGC/SRM Annual Meeting will receive a copy an Exhibitor Service Kit prepared by the general exposition contractor. 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.

All Exhibitor/Sponsor Applications must be accompanied by signed Exhibitor Agreement to confirm space assignments. I understand and agree to abide by the Exhibitor Terms and Guidelines above. The total booth fee is due with application and agreement.

Authorized Signature _____

Title _____ Date _____

Contact
Trade Show Management
at 800.944.2342 or
e-mail mbandy@afgc.org
Ask for Michael or Dee Dee
Bandy

Please return to: AFGC/SRM Joint Annual Meeting
Society for Range Management
10030 W. 27th Avenue, Wheat Ridge, CO 80215-6601