

Partnership Opportunities Society for Range Management



*65th Annual Meeting, Spokane, WA
January 29-February 3, 2012*

Winter Dance - Lessons from the past, strategies for the future

About SRM

Vision:

A well-trained and highly motivated group of professionals and rangeland users working with productive, sustainable rangeland ecosystems.

Mission:

To promote the professional development and continuing education of members and the public and the stewardship of rangeland resources.

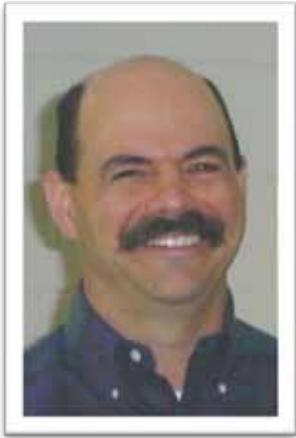
SRM:

Was founded in 1948. It is the professional society dedicated to supporting persons who work with rangelands and have a commitment to their sustainable use. Rangelands comprise almost one-half of all the lands in the world. They are extremely important to society for the goods and services they produce and for the ecological services they provide. SRM is dedicated to the conservation and sustainable management of rangelands for the benefit of current societies and for future generations.

SRM Annual Meeting Exposure

- The SRM Annual Meeting will celebrate its 65th anniversary in January 2012, and will be held over 6 days in Spokane, Washington.
- With nearly **2,000** range scientists, ranchers, agency resource specialists, students and other industry professionals in attendance, your business will receive thousands of quality impressions daily. These attendees impact thousands of farmers, ranchers and natural resource managers.
- The median income of the SRM member is \$64,000
- The SRM Annual Meeting is attended primarily by government officials (48%), and educators and students (40%). Non profit organizations and the private sector round out the remaining 12% of attendees.
- The SRM is an international organization represented by more than 30 countries. Annual Meeting registrants come from across the globe - North & South America, Africa, Australia, Asia & Europe.

Greetings



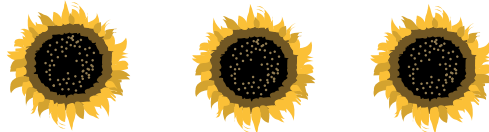
Greetings from the Pacific Northwest,

As SRM president, I want to invite you to Spokane for the 2012 Society for Range Management Annual Meeting and Trade Show. From January 29th to February 3rd, almost 2,000 of the world's range scientists, ranchers, agency resource specialists, students, and other range practitioners will be assembling in Spokane to advance the art and science of rangelands and their associated natural resources. With a slogan of "Lessons of the Past - Strategies for the Future," we will have a full agenda of speakers, workshops, contests, and social events. One highlight is the SRM Trade Show, where practitioners come to learn about products to help them make rangelands better, and exhibitors come to share their expertise and products with the decision makers from around the globe.

SRM is committed to our commercial and agency partners. We look forward to working with you to find a partnership and trade show opportunity that meets your needs. We value you as a partner and look forward to talking to you about how SRM can provide value to you in meeting your objectives. We are looking forward to working with you. Thank you and see you in Spokane.

Sincerely,

Jack Alexander



Spokane, Washington Fun Facts

- Spokane is the second most populous metro area in Washington with a population of approximately 450,000
- The "Lilac City" holds a ten day lilac festival each year in celebration of spring
- Major industries include agriculture, timber and mining



Partnership Opportunities



\$30,000 - Presenting Sponsor

- During week of event, one room of your choice at the Convention Center will be identified by Company Name – Conference Theatre room 110 (to be used for high profile symposia and forums), or Bay Rooms 111 A, B, or C (to be used for symposia and the dance Tuesday night)
- Company name featured in a minimum of two (2) event-related press releases to be distributed to regional media
- Tagged in over \$5,000 of regional media exposure including print and radio
- Presenting sponsor of opening Plenary Session
- Two (2) – 10x10 booths in Trade Show
- Recognition during main events – opening Plenary Session, business luncheon, Taste of the Northwest
 - PA mentions
 - Logo on screens
 - Logo on printed material
- Two (2) full-page ads in Conference Program - One (1) in a prominent location
- Headline of Daily Trail Boss will read “Daily Trail Boss Sponsored by Company Name”
- Featured ad in each day’s Daily Trail Boss
- Company logo featured on TV monitors throughout the Convention Center
- Company logo featured on custom gobo light and shown during conference
- Four (4) Annual General Meeting registrations
- Recognition as “Presenting Sponsor” at entrance to Trade Show
- 1/4 page ad on SRM website w/ link back to Company website and acknowledgement on 2012 SRM Annual Meeting web page
- Opportunity for outside display space at Convention Center
- Opportunity for four (4) bag-inserts



\$20,000 - Diamond

- During week of event, one room at the Convention Center will be identified by Company Name – Conference Theatre room 110 (to be used for high profile symposia and forums), or Bay Rooms 111 A, B, or C (to be used for symposia and the dance Tuesday night)
- Company name featured in a minimum of one (1) event-related press releases to be distributed to regional media
- Two (2)- 10x10 Booths in Trade Show.
- Recognition at the main events (opening plenary event, business luncheon, Taste of Northwest)
 - PA mentions
 - Logo on screens
 - Logo on event printed material

- One (1) full page ad in Conference Program.
- Recognition as "Diamond Sponsor" at entrance to trade show
- 1/8 page ad on SRM website with link back to company website and acknowledgement on 2012 SRM meeting web page
- Opportunity for outside display space at convention center
- Three (3) Annual General Meeting Registrations
- Company logo featured on TV monitors throughout convention center
- Company logo featured on custom gobo and shown during conference
- Featured ad in each day's "Daily Trail Boss"
- Company Logo featured on event poster
- Opportunity for three (3) bag-inserts



\$10,000 - Platinum

- One (1) half-page ad in Conference Program
- Web link and acknowledgement on 2012 SRM meeting web page
- One (1) - 10x10 Trade Show Booth
- Recognition as "Platinum Sponsor" at entrance to Trade Show
- Opportunity for outside display space at Convention Center
- Two (2) AGM Registrations
- Company logo featured on TV monitors throughout Convention Center
- Three (3) ads in the "Daily Trail Boss" during week of event
- Recognition at the opening plenary event
- Opportunity for two (2) bag-inserts



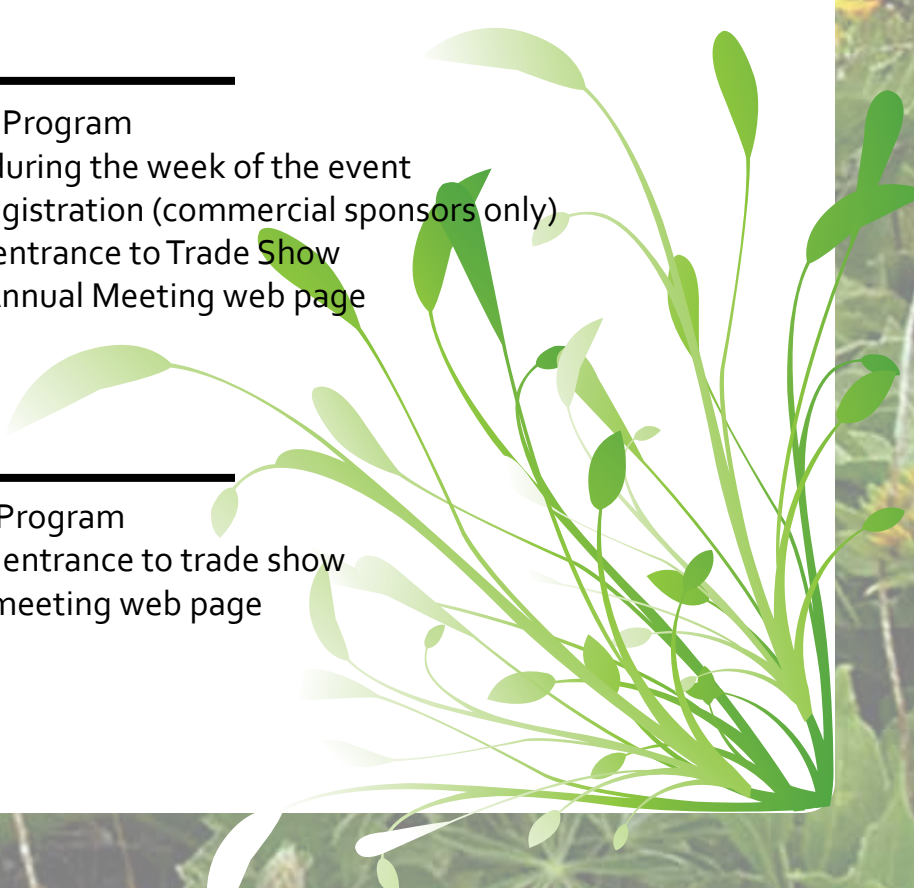
\$5,000 - Gold

- One (1) 1/4 page ad in Conference Program
- Two (2) ads in the Daily Trail Boss during the week of the event
- One (1) Annual General Meeting registration (commercial sponsors only)
- Recognition as "Gold Sponsor" at entrance to Trade Show
- Acknowledgement on 2012 SRM Annual Meeting web page
- Opportunity for one (1) bag-insert



\$2,500 - Silver

- One (1) 1/8 page ad in Conference Program
- Recognition as "Silver Sponsor" at entrance to trade show
- Acknowledgement on 2012 SRM meeting web page
- One (1) ad in the "Daily Trail Boss"



Supporting Partnership Opportunities

Event Partnerships - \$250-\$1,000/Event

- PA mentions at sponsored event
- Logo on material if applicable
- Mention on event listing in SRM Annual Meeting schedule

Prime Events - \$1,000 / Event

- Trade Show mixer (Monday)
- Dance (Tuesday)
- Taste of the Northwest (Wednesday)
- SRM Business Meeting & Luncheon
- SRM Honor & Student Awards Ceremony

Target Programs – \$500 / Event

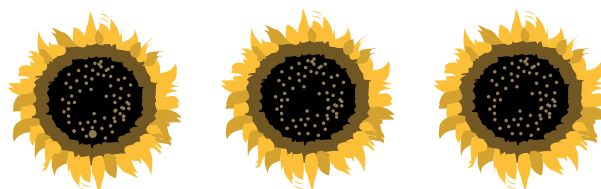
- High School Youth Forum
- Rancher Forum
- Native American Forum
- Tapping the Top Mixer (Monday)
- Student Conclave & Luncheon
- 29 symposia

Coffee Breaks - \$500 or \$1,000

- Monday afternoon, Tuesday morning & afternoon, Wednesday morning, Thursday morning & afternoon
- \$500 buys 10 gallons of coffee and assorted teas "Sponsored by Company Name"
- \$1,000 buys 20 gallons of coffee and assorted teas "Sponsored by Company Name"

Meeting Room Partnerships - \$2,500/Room

- Meeting room will be renamed Company Name during the week of event.
- Maps and signs will feature Company Name as will podium.
- The following rooms at the Convention Center will be used for technical sessions, symposia and meetings and are available to purchase:
201-203, 205, 206 A-D, 207



Premier Forums

Ranchers' Forum

- ***Keeping the Family Ranch in the Family.*** Ranch ownership and family succession, family communication, and multi-generational ranching
- ***Sage Grouse, Could this be the Rancher's Spotted Owl?*** Sage grouse biology and ecological needs, sage grouse and the ESA, and Sage Grouse Initiative
- ***Crooked Calf Syndrome in the Channeled Scablands and Beyond.*** Crooked Calf Syndrome in Washington, challenges of crooked calf outbreaks on the ranch, science of crooked calf syndrome

The Ranchers' Forum will begin at 9 a.m. on Tuesday, January 31, 2012 and run to 4:30 p.m. It will be available to on-site attendees and also by distance education technology. The Ranchers' Forum will be linked with the GLCI Forum to form a 2-day Rancher event.

Native American Forum

- ***Native Range.*** Strategy and brainstorming session between all stakeholders to identify and solve complex issues of rangeland management on tribal lands
- ***Programs that Work on Native Range.*** Feasible and practical models for rangeland management that DO work on tribal lands
- ***Feral Horses in Indian Country.*** Discussion of the issues and opportunities by the National Tribal Horse Coalition

The Native American Forum will begin at 8 am to 4:30 pm on Tuesday, January 31, 2012 and 8:00 am to 4:30 pm Wednesday. Wednesday afternoon will feature a craft fair by local artisans.

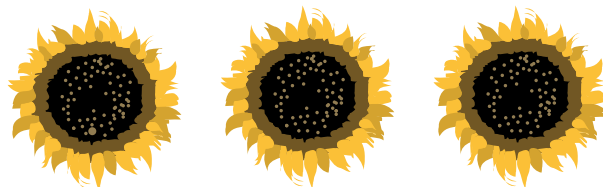
Special Agency Events

Ecological Site Development Technical Workshop

- 8:00 am to 5:00 pm on Saturday, January 29, 2012
- Targeted toward employees who are responsible for developing ESDs and training staff
- The country's best ESD development tools & innovations using poster session and demonstrations
- Becoming a data detective
- Using collaboration and an assortment of vegetation data to develop state-and-transition models
- Ground-breaking applications of ESDs and STMs for range management & rangeland stewardship
- Cost: \$15/person

Using Ecological Site Descriptions as a Decision-Making Tool

- Four half-day sessions Monday, January 30 through Thursday, February 2, 2012
- Target - Professionals with 3 - 10 years experience whose job responsibilities include characterizing ecological sites and developing ecological site description products, with strong emphasis on how ecological site descriptions can be used in making management decisions and providing alternatives
- Basic concepts to be presented: What are ecological sites, defining the site concept, developing the ecological site description Using ESDs as a decision-making tool, as a standard to evaluate status/success, and as a risk assessment tool
- Cost: \$30/person



Contact Us

For more information on partnership opportunities, please contact:

Kevin Guinn (509) 754-3023 ext. 1119 (office) or (509) 237-1138 (cell)
Kevin.guinn@wa.usda.gov

**Note* The earlier full payment is made, the more opportunity for exposure. For recognition in the Conference Program, payment and company ad must be received no later than September 30, 2011.*



Spokane
Convention
Center

Spokane,
Washington



SRM
Society for Range Management



Partnership Registration Form

Contact Information:

Type of Membership SRM Commercial Member SRM Member Non Member
Company Name _____
Contact Name _____
Contact's Address _____
City _____ State _____ Zip Code _____
Telephone: _____ Fax _____ Cell _____
Email: _____
Company Attendees: _____

Partnership Category:

Silver (\$2,500) Diamond (\$20,000)
 Gold (\$5,000) Presenting Sponsor (\$30,000)
 Platinum (\$10,000) Supporting Partnership
_____ Event \$ _____

TOTAL PARTNERSHIP \$ _____

Payments made by September 30, 2011 guarantee more exposure in print and on our web site!

Payment Method: Checks Payable in \$US Funds to: Society for Range Management

Check Enclosed (or) Credit Card (circle one) Visa Discover Mastercard
Credit Card Number _____ Expiration Date _____
Cardholder Name _____ Phone No. _____

Signature of Cardholder _____
Printed Name: _____

Make Check Payable to: "Society for Range Management".

Please send to:

**Kate Counter, SRM Registration Manager
Allen Press Inc.,
810 East 10th Street
Lawrence KS 66044**

