



**ACRES**<sup>USA</sup>  
**2022 ECO-AG**  
CONFERENCE & TRADE SHOW

**December 5-9, 2022      Covington, KY**

## **EXHIBITOR AND SPONSORSHIP OPPORTUNITIES**

In its 47th year, the Eco-Ag Conference & Trade Show brings together farmers, ranchers, and soil scientists to learn how to successfully grow healthy, nutritious, toxic-free food.

Engage with this unique group of innovative stakeholders to elevate your brand and services to the next level as they seek to improve their production-scale operations.

As partners and key experts in our field, we continue to strive to help you showcase your brand and products within a best-in-class learning environment to help you build new and stronger relationships and generate demand through shared experiences.

Join us by leveraging a variety of Engagement Opportunities today!

**ACRES**<sup>USA</sup><sup>®</sup>

**Email: [events@acresusa.com](mailto:events@acresusa.com) | Call: 512-838-6166**  
**Complete event details at [ecoag.acresusa.com](http://ecoag.acresusa.com)**



# SPONSORSHIP OPPORTUNITIES

## **NEW! Presenting Sponsor - \$15,000**

- Two-page ad in the center of the December *Acres U.S.A.* magazine (Eco-Ag Conference and Trade Show themed issue).
- High-trafficked, 20 ft exhibit space on trade show floor.
- Full-page color ad in conference program handed out to our 800+ attendees.
- Full-page color ad in conference brochure mailed to 20,000+ targeted contacts prior to conference.
- Your company's commercial/story played before all keynote speeches.
- Logo on every attendee badge.
- Logo printed on the front of welcome bag.
- Recognition in the Eco-Ag Recap in the February *Acres U.S.A.* magazine.
- Exclusive onsite signage produced by Acres U.S.A.
- 1 item of collateral in the welcome bag.
- Access to private boardroom on trade show floor for business/client meetings.
- 6 conference registrations.
- 15 complimentary Welcome Mixer drink tickets.
- **NEW!** Post-event eBlast to all opt-ins.

## **Diamond - \$7,500**

- Your company's commercial/story played before all keynote speeches.
- Color ad in conference brochure mailed to 20,000+ targeted contacts.
- Full-page color ad in conference program handed out to our 800+ attendees.
- Exclusive onsite signage produced by Acres U.S.A.
- 1 floor sign, produced by sponsor with placement in the foyer near the entrance to the Trade Show.
- 2 digital ads in event newsletter, reaching an audience of over 15,000.
- **NEW!** Post-event eBlast to all opt-ins.
- 1 item in welcome bag.
- 2 conference registrations.

## **Platinum - \$5,000**

- Your company's commercial/story played before all keynote speeches.
- Half-page color ad in conference program handed out to our 800+ attendees.
- 1 digital ad in event newsletter, reaching an audience of over 15,000.
- Logo printed on welcome bag.
- 1 item in welcome bag.
- **NEW!** Post-event eBlast to all opt-ins.
- 2 conference registrations.

## **Gold - \$3,500**

- Full-page color ad in conference program handed out to our 800+ attendees.
- Recognized as Welcome Mixer Sponsor in conference brochure and program.
- Company marketing materials shared during the Welcome Mixer.
- 15 complimentary Welcome Mixer drink tickets.
- 1 conference registration.

## **Silver - SOLD OUT!**

- Full-page color ad in the conference program handed out to our 800+ attendees.
- 1 of 3 cover positions available: inside cover; inside, back cover; or back cover.
- 1 conference registration.

## **Bronze - \$1,500**

- 1 conference registration.
- And benefits outlined in the "All Sponsors Receive."

## **NEW! Keynote Address Sponsor - \$2,500**

- During one of the keynote addresses your company can raffle a product or gift certificate of your choosing.
- Opportunity to talk for 1-2 minutes about your company's commitment to eco-agriculture before keynote address.
- Recognition in the conference program as the keynote address sponsor.
- Logo displayed on the big screen during the drawing.
- 1 conference registration.

## **Charging Station Sponsor - SOLD OUT!**

- Dedicated space in high traffic area near the trade show/bookstore that includes electric and USB charging stations and is branded with signage and your company's logo.
- Recognition in the conference program as the Charging Station Sponsor (if contracted by October 1, 2022).
- 1 conference registration.

## **Wi-Fi Sponsor - SOLD OUT!**

- Ability to set the Wi-Fi password of your choosing – could be your company name!
- Exclusive recognition in the conference program as the WiFi sponsor - if contracted by October 1, 2022.
- 1 conference registration.

### **ALL SPONSORS RECEIVE**

#### Recognition In

- Acres U.S.A. website: logo and link.
- Conference emails to an audience of 15,000+.
- Conference brochure mailing 20,000+ brochures (if contracted by August 1, 2022).
- Post-conference print edition of *Acres U.S.A.* magazine.
- Logo on sponsorship signage in the foyer near the entrance to the Trade Show.
- Logo on screen before keynote presentations.

**NOTE: Exhibitor Booths are sold separately, except for the Presenting Sponsor.**



# ECO-AG U WORKSHOP SPONSORSHIP OPPORTUNITIES

## All-day intensive classes for the dedicated eco-farmer

**Monday & Tuesday, December 5-6, 2022**

Introduce your products and services to a group of 200-250+ of the most dedicated sustainable farmers from around the world with sponsorship of the exclusive Monday evening Eco-Ag U reception or our morning and afternoon breaks.

### Eco-Ag U Mixer Sponsor - SOLD OUT!

- Displayed signage as Eco-Ag U Mixer sponsor at reception on Monday, Dec. 5.
- Recognition (and invitation to Mixer) in welcome letter to Eco-Ag U participants.
- Your product brochure to be included on the table near cash bars at Eco-Ag U Mixer.
- Eco-Ag U Mixer drink tickets customized to include your company name.
- Recognition and logo in conference program (in Eco-Ag U agenda).
- 10 complimentary drink tickets for Eco-Ag U Mixer.
- 1 Eco-Ag U and conference registration.

### Eco-Ag U Break Sponsor - SOLD OUT!

- Signage at Eco-Ag U for both Monday and Tuesday breaks.
- Recognition in welcome letter to Eco-Ag U participants.
- Your product brochure is distributed to these key attendees in the registration folder.
- Recognition and logo in conference program in Eco-Ag U agenda.
- 1 Eco-Ag U and conference registration.



### ALL SPONSORS

#### RECEIVE:

Recognition in-

- Acres U.S.A. Website logo and link.
- Conference emails to an audience of over 15,000+.
- Conference brochure mailing (20,000+ brochures). If contracted by August 1, 2022.
- Post-Conference print edition of *Acres U.S.A.* magazine.
- Sponsorship signage.
- Logo on screen before keynote presentations.

## VENUE & LODGING

The conference sessions and the trade show will be held in the **Northern Kentucky Convention Center**. Some of the Eco-Ag U Workshops will be held in the adjoining Cincinnati Marriott at RiverCenter. Book a room for \$139.00 (plus tax and fees) a night at either of our partner hotels: Cincinnati Marriott at RiverCenter and Embassy Suites by Hilton Cincinnati RiverCenter.

### Embassy Suites by Hilton Cincinnati RiverCenter

10 E Rivercenter Blvd, Covington, KY 41011  
\$5/day, self-parking

### Cincinnati Marriott at RiverCenter (pictured here)

10 W Rivercenter Blvd, Covington, KY 41011  
\$10/day, self-parking

**\$139.00**  
+TAX & FEES



### To Book Your Room

USE our event specific booking link here:

- [www.ecoag.acresusa.com/looding-venue](http://www.ecoag.acresusa.com/looding-venue)

CALL:

- 1-877-465-9282  
(Monday-Friday 10am to 4pm EST)
- Be sure to mention Acres U.S.A. when you book over the phone.

If you have difficulties booking your lodging please email our events team at [events@acresusa.com](mailto:events@acresusa.com)

Please beware of hotel booking scams. We will NEVER call or email you to solicit hotel room reservations.



# ECO-AG EXHIBITOR OPPORTUNITIES

## TRADE SHOW: TUESDAY - FRIDAY, DECEMBER 6-9, 2022

The Eco-Ag Trade Show welcomes 800+ farmers, ranchers and soil researchers to learn about the best products and services in eco-agriculture. Our trade show is a highly effective way to increase brand awareness, demonstrate your authority as an industry expert, and connect face-to-face with a highly qualified and targeted sustainable farming audience.

### EXHIBIT BOOTH SIZE COST

- 20' WIDE X 8' DEEP \$1,900
- 10' WIDE X 8' DEEP \$950

### EXHIBIT BOOTH INCLUDES

- Basic conference registrations for 2 people per booth.\*
- Discounted conference registrations for an additional 2 booth workers at \$170 each.\*
- One 6' draped table, 2 chairs, back curtain, and side curtains.
- Listing in the Eco-Ag Conference & Trade Show Program (if booth space contracted by October 1, 2022).
- Listing in pre-conference edition of the Acres U.S.A. December 2022 issue (if booth space contracted by October 1, 2022).
- Listing on the Acres U.S.A. website.

\*Discounts are available to upgrade to a Eco-Ag U Workshop registration. Please call us at **512-838-6166** to learn more.

### ADD-ONS

- Additional booth worker (limit 2) - \$170 each.
- Electrical hook-up - \$90 until November 12th. After November 12th and on-site - \$125.

Note: Additional furniture and AV options, and shipping and storage details will be provided closer to the event.

Displays and booth furniture cannot extend beyond the assigned booth area. Booths may be combined to accommodate larger exhibits.

### EXHIBIT BOOTH SELECTION

Due to the ongoing changes with COVID-19 space and distancing requirements we will not be releasing the Trade Show Floor Map until closer to the event date. We will assign booths according to when booths were paid for, the level of sponsorship, history of advertising and exhibiting with Acres U.S.A. and your booth preferences that we request in the Eco-Ag Sponsor & Exhibitor form.

## EXHIBITOR OR SPONSOR ADD-ONS

### NEW Trade Show Pitch Presentations \$475 (Limited availability)

Bring your company to center stage at the trade show. This year we are debuting short pitch presentations on a central stage on the trade show floor. These presentations will occur during the hour-long breaks between sessions on Wednesday and Thursday. Presentation time will be 15 minutes, inclusive of Q&A, with some extra time for set-up before.

### Brochure Ad - SOLD OUT

Enhance your exposure to the Acres U.S.A. community before the event takes place with a 2" x 3" color ad in our conference brochure that will be mailed BEFORE the conference to 20,000+ targeted contacts.

### Full-Service Marketing Support Available

If you need creative support with trade show graphics, handouts or displays, we have a world-class design team that can build you custom solutions to use at our trade show, and others in the future. Contact Account Manager Jorge Abrego at [advertising@acresusa.com](mailto:advertising@acresusa.com), or call 512-838-6166, to learn more about how we can help your business stand out.

### EXHIBITOR SET-UP:

TUESDAY, DECEMBER 6 – 10 A.M.- 4 P.M.

### BREAKDOWN:

THURSDAY, DECEMBER 8 – AFTER 3 P.M.

### EXHIBIT HALL HOURS:

TUESDAY, DECEMBER 6 – 5:00 P.M.- 6:30 P.M.

WEDNESDAY, DECEMBER 7 – 8 A.M.-5 P.M.

THURSDAY, DECEMBER 8 – 8 A.M.-3 P.M.

**NOTE: BOOTHS MUST BE SET UP BY 4 P.M. ON TUESDAY, DECEMBER 6  
NO EARLY BREAKDOWNS ON THURSDAY, DECEMBER 8**





# SPECIFICATIONS AND REGULATIONS

**Restrictions:** Acres U.S.A. reserves the rights for all book sales at the conference. If books are part of the product line you plan to display, please list the titles on the booth application/contract, and we will approve or deny the request.

**Booth Assignment Priorities:** Booth assignment priorities are based on display advertising levels in Acres U.S.A., exhibiting at or sponsoring last year's conference, and the order in which booth applications and payments are received. Booths may not be sub-let or contracted out to third parties.

**Note:** No space will be held or reserved without full payment and completed application.

**Product/Brand Acceptance and Exclusivity:** We reserve the right to refuse a booth application if we feel the sale of any product is not in line with the philosophy of the conference. Inappropriate products not listed on the booth application may be removed from the exhibit hall.

Music, video or any device producing noise or odors may be forbidden if found to disturb attendees or other exhibitors. Acres U.S.A. will not in any way guarantee exclusivity of product line or specific brands to any exhibitor. See the Acres U.S.A. website for program details and information.

**Cancellations:** If you are forced to cancel your booth we will attempt to rent that space to someone else. If we do, you will receive your choice of either a full refund less \$300 or an 80% credit to be spent on advertising, next year's conference, books, etc. **The cancellation deadline is September 30, 2022.**

Sorry, no refunds or credits issued for no-shows or cancellations after September 31, 2022. Acres U.S.A. reserves the right to repurpose any cancelled space or use booth space unoccupied by 4 p.m., Tuesday, December 6, 2022, for any purpose.

**Force Majeure:** Neither parties' performance under this Agreement is subject to the occurrence of events or conditions beyond their control ("Termination Event") such as but not limited to: acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder,

curtailment of transportation facilities, epidemics, pandemics, or other disease outbreaks, a recommendation or order by the Center for Disease Control ("CDC"), the World Health Organization ("WHO") and/or the federal, state or local government that limits the size of groups in or curtails travel to or from the city/town, county, state, or country in which the event is hosted, or any other emergency of a comparable nature beyond the parties' control, making it impossible, illegal, commercially impracticable, or inadvisable or which materially affects a party's ability to perform its obligations under this Agreement. In the event of termination by the Company under this section, the Company shall refund all deposits and/or prepayments made by the Sponsor within thirty (30) days of the notice of termination. Company shall, at its option, be entitled to retain such reasonable portion of the Sponsorship Fees as required to compensate Company for expenses incurred up to the time of the Force Majeure Event.

**Rebooking:** Events rebooked within 30 days of the announcement of postponement, and assigned to a date within 12 months of the original event date, will retain all deposits and/or prepayments made by the Sponsor. All contracted terms for rebooked events will transfer to the updated event date. Under no circumstance will the company be responsible for Sponsor costs including but not limited to travel, lodging, contracted labor, shipment, storage, etc. to or for an event that is canceled or rebooked resultant to a Termination Event.

---

**Special Note:** We understand that concerns around the COVID-19 virus are top of mind for many right now. We are monitoring the situation and while currently our 2022 events are still planned as scheduled, we are aware of the fact that this may change depending on further information. Acres U.S.A. will use appropriate health precautions at our events and take every step to maintain a healthy environment. We will continue to track recommendations of the WHO and the CDC regarding COVID-19 and keep our community updated should anything change. **We ask for your cooperation in this endeavor to host a safe and healthy event for all attendees and staff.**

## QUESTIONS

Email [events@acresusa.com](mailto:events@acresusa.com) or call 1-800-355-5313 and ask for our events team. See the Acres U.S.A. website for program details and information: [www.ecoag.acresusa.com](http://www.ecoag.acresusa.com).