No-till On The Plains

Agriculture Systems Modeling Nature

2020 WINTER CONFERENCE

JAN. 28-29, 2020 • *WICHITA, KANSAS*

notillorg #notill2020

NoTillOnThePlains www.notill.org

ONLINE SPONSOR REGISTRATION AT NOTILL.ORG
QUESTIONS? Email events@notill.org or call (785) 210-4525

May 1, 2019

2020 No-till on the Plains Winter Conference Trade Show and Sponsorships

Dear Sponsors,

We are excited to announce the dates of the 2020 Winter Conference in Wichita, KS. This year's Conference will be on Tuesday and Wednesday, January 28 and 29 at the Century II Conference Center and Hyatt Regency Hotel.

Similar to last year, we have a limited number of sponsorships available, however, we kept the Exhibitor option to provide more opportunities for attendees to meet companies and organizations supporting soil health systems in agriculture. You will find all the specifics in the table below.

We learned a lot about the facilities during the 2018 and 2019 Conferences. With those experiences we have made some changes to the location of exhibit areas, breakout session rooms and meal service. These changes will give attendees more access to sponsors and exhibitors and make transitions between sessions more convenient. Please look closely at the maps provided to see the changes. Of course if you have any questions please feel free to contact us.

Similar to last year, sponsors will also enjoy enhanced publicity through pre-conference advertising and social media. The earlier you can let us know of your commitment, the earlier we can begin to publicize your support!

As you review these opportunities, please feel free to contact us with questions. We look forward to hearing from you and seeing you in January!

Sincerely,

Steve Swaffar
Executive Director

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The 24th annual No-till on the Plains Winter Conference is set for **Jan. 28-29, 2020**, featuring keynote speakers Jarod Estes and Dr. Daphne Miller. Other speakers include Adam Daugherty, Doug Peterson, Loran Steinlage, Brendon Rockey, Ian and Dianne Haggerty, Jeremy Wilson, Steve Groff, Justin Knopf and more!

Important Details

1. **Booth Hours**
   Monday, Jan. 27: 8:30 a.m. – 5:00 p.m. (optional for fundamentals and advanced workshops)
   Tuesday, Jan. 28: 8:00 a.m. to 7:00 p.m.
   Wednesday, Jan. 29: 8:00 a.m. to 4 p.m.

   Attendees may view exhibits any time during open hours.
   On Monday, Jan. 27 we will host both the beginner's fundamentals workshop and an advanced workshop at the facility. You are welcome to have your booth set up and open to attendees on Monday. All sponsors and exhibitors, must set up booths between 10:00 am - 4:30 p.m. on Monday, or between 7:00 - 8:00 a.m. Tuesday.

Monday – January 27, 2020
7:00 a.m. - Registration opens
8:30 to 10:00 a.m. - Fundamentals and Advanced workshops running concurrently in Hyatt Ballrooms
10:00 to 10:20 a.m. - Break
10:20 a.m. to 12:00 p.m. - Fundamentals and Advanced workshop sessions
12:00 to 1:30 p.m. - Lunch for both workshops
1:30 to 3:00 p.m. - Fundamentals and Advanced workshop sessions
3:00 to 3:20 p.m. - Break
3:20 to 4:45 p.m. - Fundamentals and Advanced workshop sessions

Tuesday - January 28, 2020
7:00 - Registration Opens
8:30 a.m. - Keynote Speaker – Convention Hall
10:00 a.m. - Thirty minute break
10:30 a.m. - Breakout Sessions – Hyatt Ballrooms
11:30 a.m. - Lunch
1:00 p.m. - Breakout Sessions – Hyatt Ballrooms
2:00 p.m. - Thirty minute break
2:30 p.m. - Sponsored Breakout Sessions
3:30 p.m. - Thirty minute break
4:00 p.m. - Breakout Session
5:00 – 7:00 PM - Networking Reception in Lower Connecting Lobby (beer; vegie, cheese and meat trays)

Wednesday - January 29, 2020
7:30 a.m. - Registration Opens
8:30 a.m. - Keynote Speaker – Convention Hall
10:00 a.m. - Thirty minute break
10:30 a.m. - Breakout
11:30 a.m. - Lunch
1:00 p.m. - Breakout Sessions
2:00 p.m. - Thirty minute break
2:30 p.m. - Breakout Sessions
3:30 p.m. - Thirty minute break
4:00 p.m. - Breakout Session
Sessions end at 5:00 p.m.
4:00 p.m. – Booth teardown

On Jan. 28, Registration opens at 7:00 a.m. with Keynote session beginning at 8:30 a.m. On Jan. 29, Keynote session begins at 8:30 a.m. There will be an extended lunch and 30-minute breaks for attendee-exhibitor interaction both days.

2. **Move-in/Move-out**
Sponsors may move in from 10:00 a.m. to 4:30 p.m. on Monday, January 27 or between 7:00 - 8:00 a.m. Tuesday. On Wednesday, Jan. 29, sponsors may pack-up and move out *after 4:00 pm.* We will be hosting our Beginners and Advanced Workshops on Monday so there is an opportunity for booth traffic on Monday.

3. **Online Sponsor Registration and Contracts**
Please complete your registrations and contracts at www.notill.org. You may complete your contact information, reserve your space, pay securely online via PayPal and order add-ons such as electricity, Internet and other necessary items all in one convenient location. This online process will expedite your registration and improve the trade show experience. Register at www.notill.org

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2020 Sponsor Levels

	Tier 1 Sponsor	Tier 2 Sponsor	Exhibitor Booth
Investment	$15,000	$10,000	$5,000
# Available	7	10	10+
Exhibit Space	Any available booth space	Any Available booth space after T1 sponsors are placed	Any Available booth space in Promenade Lobby
Exhibit Sizes	20' x 20' - (2-3) 8' draped tables, 2 chairs, back and side drape, trashcan.	10' x20' - (1-3) 8' draped table, 2 chairs, back and side drape, trashcan.	8'x10' - One (1) 8' foot table, 2 chairs, in Promenade lobby, trashcan.
Electricity & Internet	Included	Included	Included
Booth Enhancements	Included upon request	Included upon request	Available upon request for cost
Complimentary Registrations	8	4	2
Breakout Session	Exclusive 60-minute session during conference breakouts	Not available	Not available
Attendee List	Included (Name, address, email)	Included (Name, address, email)	Included (Name, address, email)
Complimentary Invitation to NTOP WC events	Invitation for 8 to **all events** around WC (Monday's workshop, Monday Night Banquet, Winter Conference 2-day pass, Tuesday's Networking Banquet)	Invitation for 4 to **all events** around WC (Monday's workshop, Monday Night Banquet, Winter Conference 2-day pass, Tuesday's Networking Banquet)	Invitation for 2 for WC activities **only** (Winter Conference 2-day pass, Tuesday's Networking Banquet)
Conference Proceedings	Company listing in sponsor directory	Company listing in sponsor directory	Company listing in sponsor directory
Conference Proceedings Ad	Full page - color ad	1/2 page - color ad	1/8 page - color ad

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	Tier 1 Sponsor	Tier 2 Sponsor	Exhibitor Booth
Recognition			
Showcase 1 year on website and at **all NTOP events**	Yes	No	No
Logo on advertising	Yes	Yes	Yes, as time and space permits
Listed in news releases	Yes - 5 minimum	Yes - 3 minimum	Yes - 1 minimum
Logo on on-site signage	Yes	Yes - with other Tier 2 sponsors	Yes - with other Exhibitors
Logo featured on your own sign on stage at General Sessions	Yes	No	No
Logo on a slide on jumbo screen before sessions	Yes - logo on own slide	Yes - logo with other Tier 2 sponsors	Yes - logo with other Exhibitors
1 minute commercial before Gen Sess.	Yes	No	No
Reserved seating at Gen. Session	8	4	2
Sponsor spotlight email blast	Yes	Yes	As time permits
Social Media Mentions prior to WC	5	3	1
One promotional piece and some small giveaway in attendee packet	Yes	Yes	No

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Sponsor Booth Locations

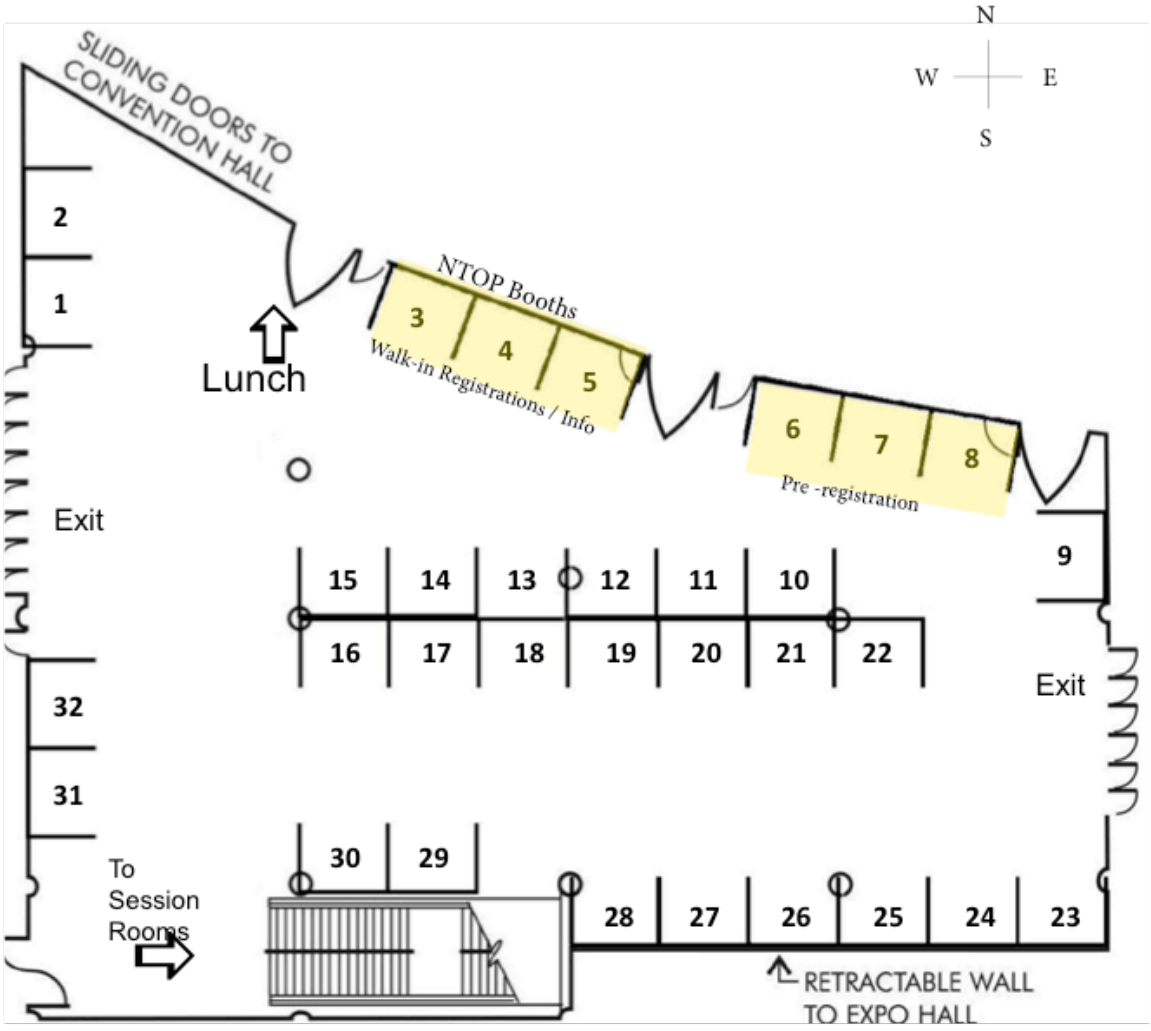
To view the most current map of available spaces, visit http://notill.org/conference/2020-sponsor-information

Century II Performing Arts & Convention Center

Connecting Lobby
30 - 8'x10' Booth Spaces

Tier 1 Sponsors will be placed first, followed by Tier 2 sponsors.
Exhibitors will be located upstairs in Promenade Lobby.

NTOP information table and walk-in registration will be located in Booths 3-5, with pre-registration located in booths 6-8. Tuesday evening reception will be held in the lower lobby.



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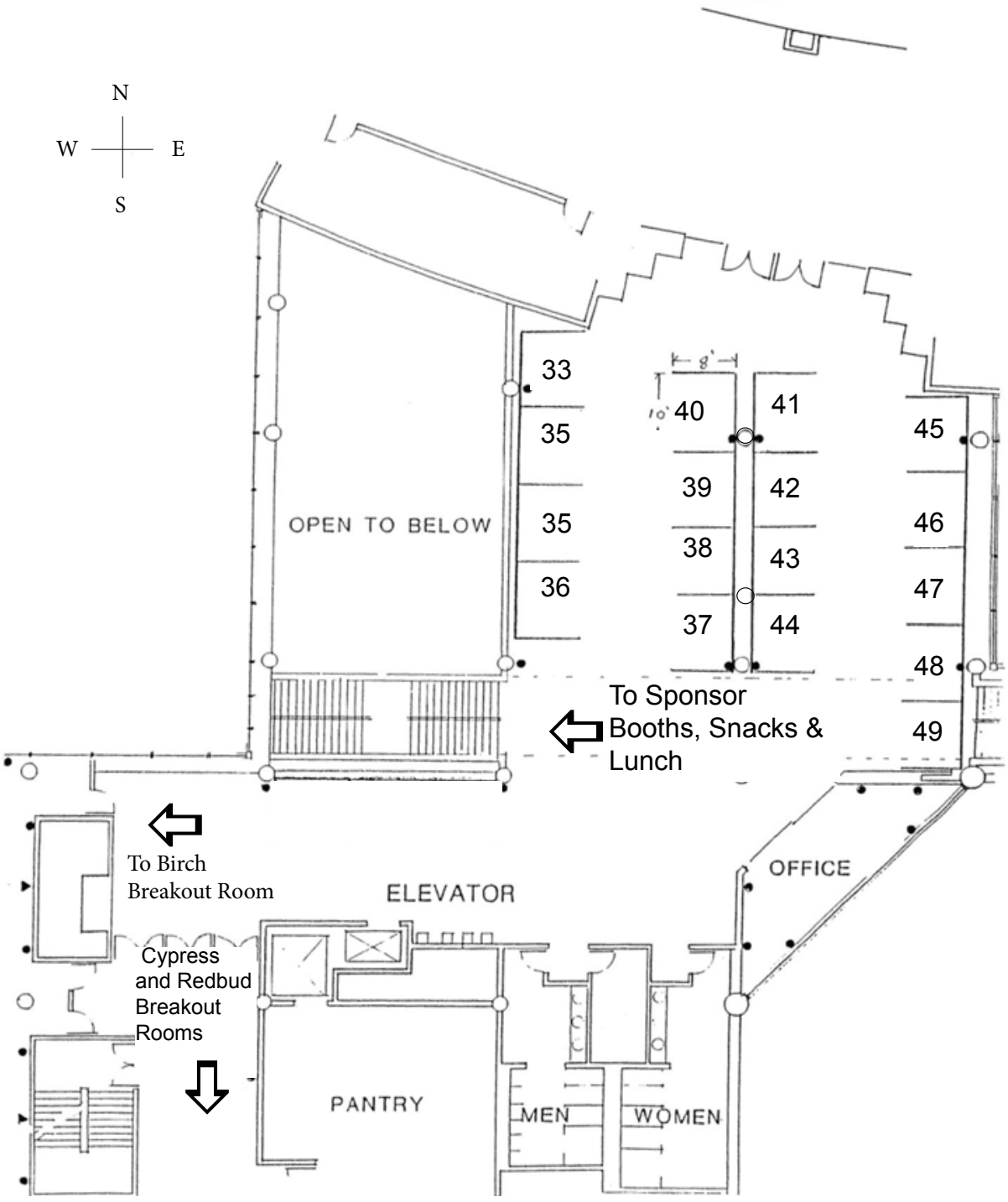
Century II Performing Arts & Convention Center

Promenade Connecting Lobby
17 - 8'x10' Booth Spaces



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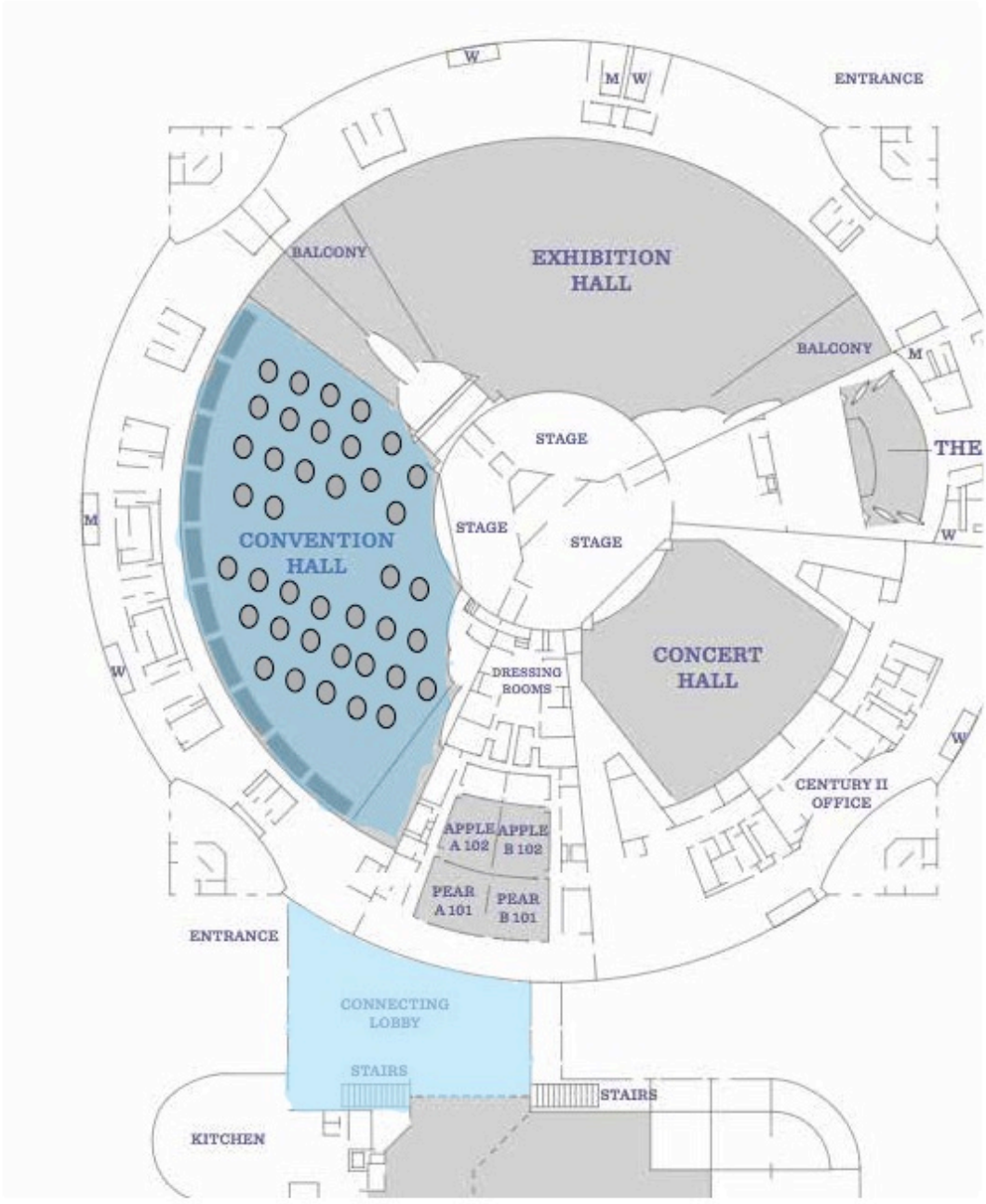

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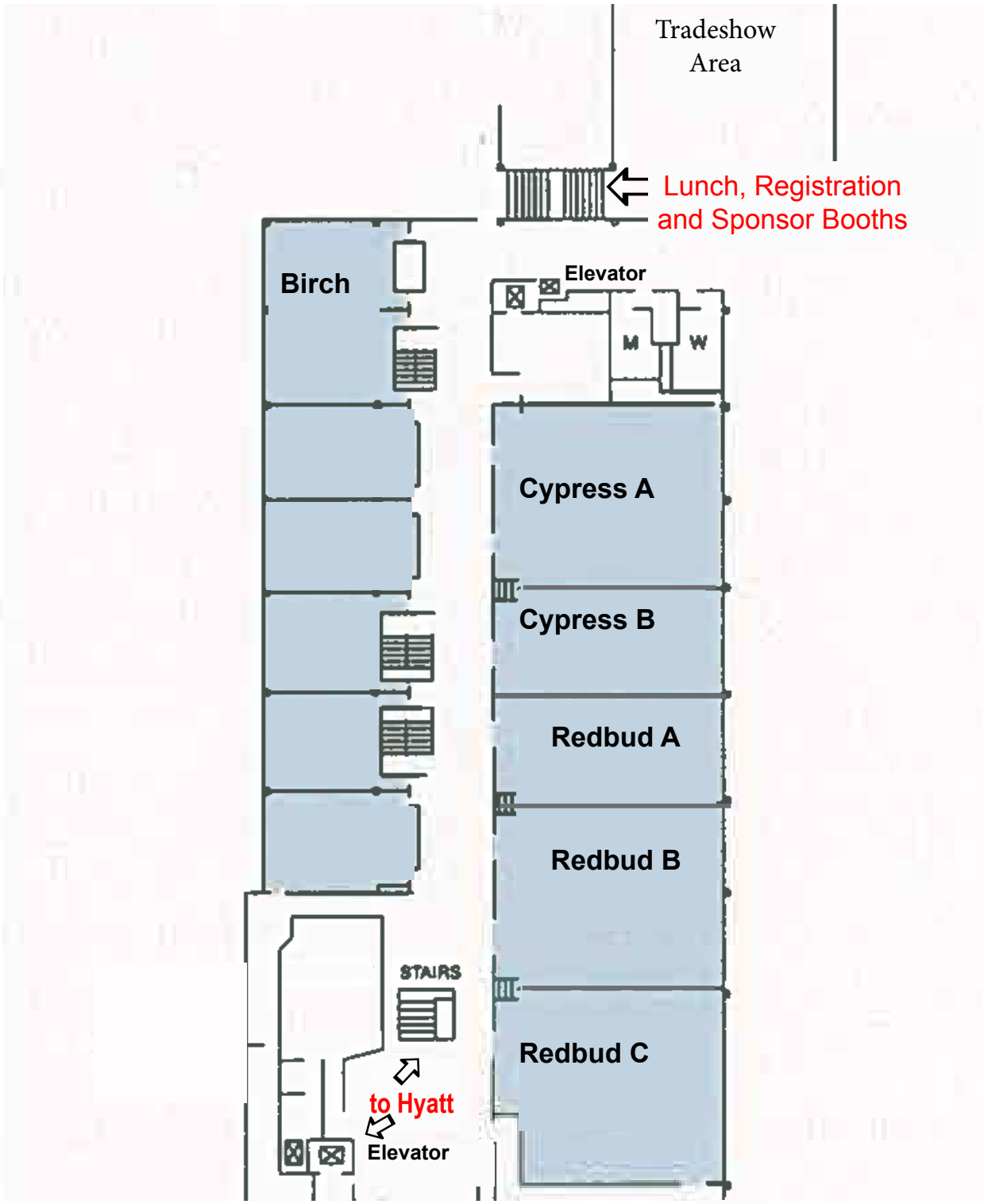
Convention Center Upper Level



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Parking

A number of free parking areas are available, as indicated on the map below.

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Sponsor Checklist

Submit your contract and payment online at notill.org. Sponsor booth locations are first-come, first-serve. Your space is not secured until payment is received. Pay securely online via PayPal during registration or mail a check as soon as possible to No-till on the Plains, P.O. Box 81, Berryton, KS 66409.

	TIER 1 SPONSOR	TIER 2 SPONSOR	Exhibitor
Email print-ready advertisement (PDF or JPG)	Dec. 1 Ad size: WITHOUT BLEED: 8" wide by 10.5" tall, WITH BLEED: 8.75" wide by 11.25" (Keep text within safe space of 8.25" by 10.75", includes .125" on each edge for bleed)	By Dec. 1 Ad size: 7.5" wide by 4.875" tall	By Dec. 1 Ad size: 3.625" wide by 4.875" tall
Submit commercial	By Dec. 15 1-min. commercial		
Email breakout session presentation	By Jan. 10		
Email list of employee names for conference badges	By Jan. 10 (8 badges)	By Jan. 10 (4 badges)	By Jan. 10 (2 badges)

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Sponsor Agreement

We hereby make application for sponsorship/exhibitor according to the official floor plan to be used for an exhibit at the No-till on the Plains, Inc. Winter Conference at the Hyatt Regency and Century II on Jan. 28-29, 2020, to be conducted by the No-till on the Plains, Inc. All sponsor/exhibitor rules and information governing the No-till on the Plains, Inc. Winter Conference are accepted by us, and made part of this contract, and we agree to comply with all of them, taking the space for exhibition purposes under the terms and conditions set forth below.

Exhibit Hours

- Monday, Jan. 27: Sponsor move-in as scheduled; registration check-in required
- Tuesday, Jan. 28: 8:00 a.m. to 6:30 p.m. (Facility open at 7:00 a.m.)
- Wednesday, Jan. 29: 8:00 a.m. to 4 p.m.

Move-in/Move-out

- Move-in: Monday, Jan. 27, at 10 a.m. – 4:30 p.m. for move-in and closes at 5:00 p.m. sharp.
- Move-in Tuesday, January 28, 7:00-8:00 a.m.
- All booth spaces will be pre-marked to ease with set-up.
- On Wednesday, Jan. 29, sponsors may pack-up and move out only after 4:00 p.m. All displays must be removed by 8 p.m., Jan. 29.
- You may request information to have booth items shipped to the conference facility, please contact Becky to request the shipping information.

Name Badge Policies

Name badges must be worn during the entire show. A name badge must be purchased for each person working the exhibit and may not be exchanged between sponsor representatives working different days.

Sponsor Packets and Check-in

Sponsor packets containing show information and name badges must be picked up at the appropriate registration area (Monday).

Booth Furnishings

- Refer to the sponsorship table in the sponsorship packet for included booth furnishings. For additional needs, please contact Becky (785) 210-4525.
- Electricity and wireless Internet is available throughout the Hyatt Regency and included for sponsors/exhibitors. Bring your own extension cord.
- All items on display must lie within the four boundaries of the assigned exhibit area.

Cancellation Policy

Cancellation of this contract will be granted if No-till on the Plains, Inc. is notified in writing. Exhibitors will be charged a 25% fee for cancellation prior to Dec. 31, 2019. The lessee will be held responsible for the entire rental fee after Jan. 1, 2020.

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Liability

Lobby areas are not secure areas. Century Two Convention Center will provide night security but cannot see the entire sponsor/exhibitor area all at once. We will make every effort to help you secure your valuable items at the conference.

It is expressly understood and agreed between the sponsor and No-till on the Plains, Inc. that No-till on the Plains, Inc., its members, and the Hyatt Regency and Century II will not be held responsible for any loss of, or damage to, goods and property of sponsors and sponsors' employees. Each sponsor, upon signing a contract/application for space, expressly releases No-till on the Plains, Inc. from, and agrees to indemnify them against all claims.

Contract Acceptance

When this contract is accepted, No-till on the Plains, Inc. agrees to give us the use of the space, to be used by us in consideration of and for the purpose and time aforesaid. No-till on the Plains, Inc. agrees to the terms herein stated, and to the terms and conditions set forth above.

Please contact Becky Ravenkamp, No-till On The Plains Event Coordinator, at events@notill.org or 785-210-4525 with questions. We look forward to having your support for regenerative agriculture producers!