

EDUCATION • LEADERSHIP • GROWTH

Southeast  **regional** FRUIT &
VEGETABLE
CONFERENCE

SPONSOR PROSPECTUS

JANUARY 11-13, 2024

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ABOUT THE CONFERENCE

The Southeast Regional Fruit & Vegetable Conference, held annually, is the premier educational conference and trade show in the southeastern United States that unites growers, vendors and suppliers. We are excited to return to the Savannah Convention Center, in beautiful Savannah, GA, January 11-13, 2024.

The Southeast Regional Fruit & Vegetable Conference boasts more than 3,300 attendees and 400 exhibitor booths on the trade show floor.

In addition to the sponsorship opportunities that will continue to be available, we are proud to offer on-site branding opportunities at the Savannah Convention Center. Flip through this prospectus to learn more ways to engage attendees and market your brand in January 2024!

PRIORITY POINTS

The Southeast Regional Conference works on a priority point system. Companies that exhibit will earn 1 priority point and companies that sponsor will earn .5 priority point. Priority points add up over time and allow companies to select booth space (based on availability) when meeting in person or relocating to a different booth on the trade show floor.

Within this prospectus sponsoring companies can review sponsor package features, who should sponsor, and more!

WHO SHOULD SPONSOR?

- Agricultural Chemical Companies
- Agricultural Business/Communication Companies
- Agricultural Publications
- Analysis/Testing Services
- Environmental Services
- Farming/Growing Equipment & Supply Companies
- Financial Services
- Government Agencies
- Grower/Shipper/Packer/Marketer
- Growing Mixes & Peat Moss Companies
- Irrigation Equipment & Product Companies
- Nutritional Product Companies
- Packages, Packing Material & Container Companies
- Packing Equipment Companies
- Processing Equipment Companies
- Sanitation Supply & Equipment Companies
- Seed/Seedling/Transplant Companies
- Temperature/Atmospheric Control Companies
- Transportation Companies
- Value Added Product Companies
- Warehouse/Distribution Service & Equipment Companies

WHO WILL ATTEND?

- Agriculture Communicators
- Food Safety Consultants
- Growers
- Industry Representatives
- Packers
- Shippers
- University Extension Agents and Researchers
- Owners, operators, managers, supervisors & decision makers

Sponsorship Opportunities

| Sponsor Benefits | Wi-Fi Sponsor | Reception Sponsor - Friday or Saturday | Lunch Sponsor | Conference Bag Sponsor | Mobile App Sponsor | Headquarter Hotel Room Key Sponsor | Silent Auction Sponsor | On-site Monitors Sponsor | Education Session Sponsor | Platinum Sponsor | Diamond Sponsor | Gold Sponsor | Silver Sponsor | Bronze Sponsor | Patron Sponsor | |
|--|--|---|--|--|---|--|--|---|--|--|--|--|--|--|--|---|
| Cost to participate | \$10,000 exclusive or \$5,000 per company | \$7,500 | \$6,000 | \$6,000 exclusive or \$3,000 per company | \$6,000 | \$5,000 | \$4,000 | \$2,500 | \$6,000 | \$5,000 | \$3,500 | \$2,000 | \$1,000 | \$500 | \$250 | |
| Signature Event Level Recognition | X | X | X | X | X | X | X | - | - | - | - | - | - | - | - | |
| Limit to number of companies that can participate | 2 | 2 per Reception | 4 per Lunch | 2 | 1 | 1 per Hotel | 1 | 5 | 14 available; 1 per Education Conference | unlimited | unlimited | unlimited | unlimited | unlimited | unlimited | |
| Special recognition with company logo | Logo on Wi-Fi login page | Special Signage for Receptions & Literature Distribution Onsite | Special Signage for Lunch & Literature Distribution Onsite | Logo printed on conference bags - available for 3,000+ attendees | Exclusive logo recognition throughout various pages of the mobile app | Choice of Hotel - Cost per property for Westin and/or Hyatt. Logo printed on conference attendees' hotel room keys (in addition to sponsor cost) | Prominently displayed on online bidding landing page; strategically in top right corner of auction site; name and website included in push notifications | 2 minute promotional video with audio to loop on 8 in-house closed circuit monitors at Savannah Convention Center | - | - | - | - | - | - | - | - |
| Hyperlinks to company, product, services, and literature | X | X | X | X | X | X | X | - | X | X | X | - | - | - | - | |
| Podium Time | - | X | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Recognition in Promo Brochure | Logo | Logo | Logo | Logo | Logo | Logo | Logo | - | Logo | Logo | Name Only | - | - | - | - | |
| Recognition in Conference Promotional e-blasts | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | Logo inclusion in 3 total: 12/1, 12/15 & 1/5 | |
| Recognition in Exhibitor Spotlight e-blasts | 10 total; Logo | 10 total; Logo | 10 total; Logo | 10 total; Logo | 10 total; Logo | 10 total; Logo | 10 total; Logo | - | 10 total; Logo | 10 total; Logo | 10 total; Logo | 10 total; Name Only | Sponsor "Thank You" e-blast sent post-conference | Sponsor "Thank You" e-blast sent post-conference | Sponsor "Thank You" e-blast sent post-conference | |
| Recognition on Conference Website | Logo | Logo | Logo | Logo | Logo | Logo | Logo | - | Logo | Logo | Logo | Name Only | - | - | - | |
| Recognition in the Conference Program | Logo | Logo | Logo | Logo | Logo | Logo | Logo | - | Logo | Logo | Logo | Name Only | Name Only | Name Only | Name Only | |
| Recognition on Signage On-site | Logo | Logo | Logo | Logo | Logo | Logo | Logo | - | Logo | Logo | Logo | Logo | Name Only | Name Only | Name Only | |
| Recognition on Conference Social Media | Commitment "Thank You" | Commitment "Thank You" | Commitment "Thank You" | Commitment "Thank You" | Commitment "Thank You" | Commitment "Thank You" | Commitment "Thank You" | - | Commitment "Thank You" | Commitment "Thank You" | Commitment "Thank You" | - | - | - | - | |
| Banner Ad in Mobile App | 1 | | | | 1 | | | - | - | - | - | - | - | - | - | |
| Advance electronic distribution of attendee contact list | mid-December | mid-December | mid-December | mid-December | mid-December | mid-December | mid-December | - | mid-December | mid-December | mid-December | - | - | - | - | |

IMPORTANT DEADLINES

Deadline for guaranteed inclusion in the promotional brochure — **8/31/2023**

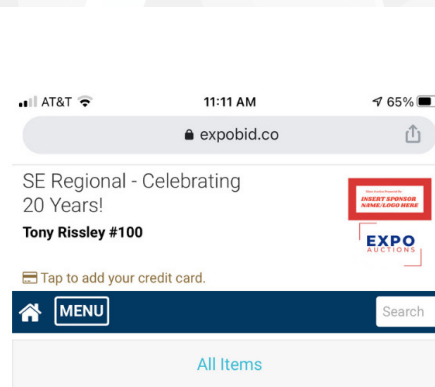
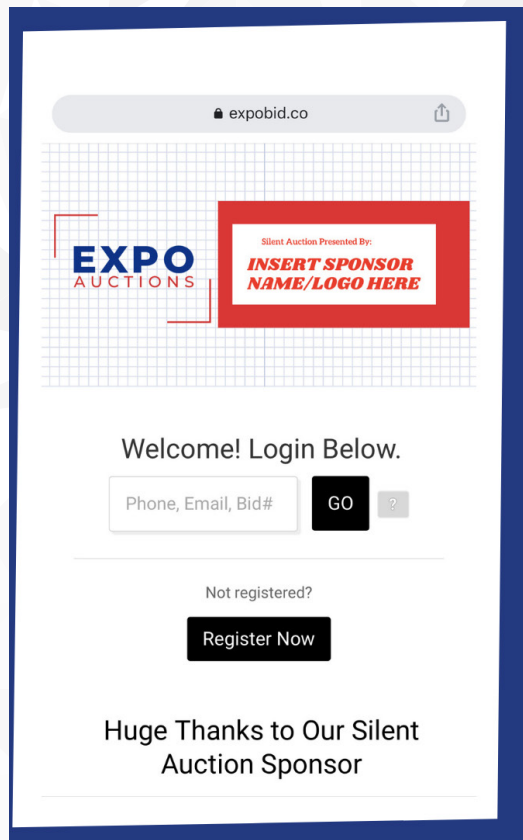
Deadline for guaranteed inclusion in the conference program — **11/17/2023**

EDUCATION CONFERENCES AVAILABLE FOR SPONSORSHIP

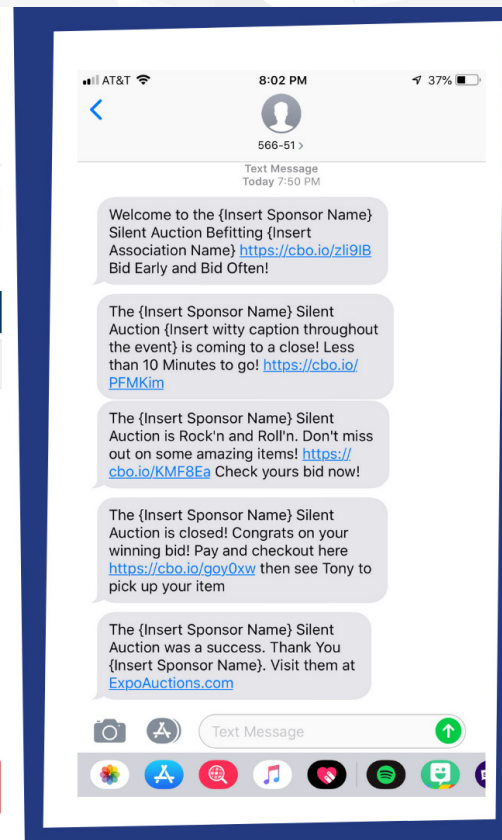
- Blueberry
- Citrus
- Peach
- Strawberry
- Business Operations
- Food Safety
- Precision Ag Technology
- Vegetable
- Caneberry
- Muscadine
- Roadside Markets
- Vidalia Onion
- Organic
- Watermelon

Exclusive Opportunity as Signature Event Level Sponsor

SILENT AUCTION



- Logo prominently displayed on the main landing page.
- Logo always present in the top right corner of the auction site.
- Name and website during text message notifications



In 2022, Southeast Regional Fruit & Vegetable Conference began a partnership with Expo Auctions to offer a revamped, streamlined Silent Auction experience. All bidding takes place online through Expo Auction's web-based platform which means no more hassle with bid sheets onsite! Working with a web-based platform also creates a new opportunity for sponsor branding and promotion of your company, products and services. See page 3 for more benefit details, logo placement within the platform, and samples of push notifications to bidders.

Onsite Sponsorship Opportunities at Savannah Convention Center

OUTDOOR STATIC BRANDING



BRYAN SQUARE ENTRANCE WINDOWS - \$1,040

- Brand the outdoor, Bryan Square entrance of the Savannah Convention Center with a large-scale version of your company or product logo or design.
- Cost includes production and installation.

Onsite Sponsorship Opportunities at Savannah Convention Center

INDOOR STATIC BRANDING



GLASS PANEL CLINGS ON SECOND FLOOR MEZZANINES - \$810/space

- Brand glass panels throughout the building with window clings made with your company or product logo or design.
- Cost includes production and installation.



COLUMN WRAPS - \$995 each

- Brand the columns through the Savannah Convention Center with your company or product logo or design.
- Cost includes production and installation.



FLOOR CLINGS - \$540 each

- Brand the indoor flooring with your company or event logo or design.
- Cost includes production and installation.



CONCESSION MONITORS - \$2,500 each

- These monitors are in the Trade Show Exhibit Hall above the onsite concession stand. Monitor space sold separately, and sponsor logos and content, without audio, can loop on repeat all day.
- Six available



ELEVATOR DOOR GRAPHICS - \$870/elevator

- Brand SCC building elevators with your company or product logo or design
- Cost includes production and installation.
- Six available



STAIRCASE GRAPHICS - \$4,065/staircase

- Brand SCC staircases with a large-scale version of your company or product logo or design.
- Cost includes production and installation.



ESCALATOR RUNNER - \$1,750 each

- One escalator is located in the River Concourse beside the main staircase that leads from Registration on the first floor to lunch ballrooms on the second floor. The second escalator is located in the Rotunda area of the education wing from the first floor to second floor of meeting rooms.
- Cost includes production and installation.
- Two available

Important Deadlines

Deadline for guaranteed inclusion in the **promotional brochure**.....**8/31/2023**

Deadline for guaranteed inclusion in the **conference program** **11/17/2023**

For questions concerning sponsorship opportunities please contact
Kelley Atkinson, CMP at katkinson@asginfo.net or 706.845.8200.