

# 2023 Exhibit Space Available†

## 52nd MSC Annual Meeting

October 10 - 12, 2023

The DeSoto Hotel

Savannah, GA



The Mulch & Soil Council is growing, and **more members means more buying power.**

We estimate our members purchase **more than \$200 million in equipment** each year and another **\$60-\$75 million in colorants.**

You probably go to **other meetings and exhibits where thousands of people with no actual buying power** roam hundreds of competing exhibits.

### **MSC IS DIFFERENT!**

1. MSC members are owners, presidents, vice presidents, general managers and plant managers — **the exact people you need to know because they ALL have purchasing power!**
2. MSC members represent the leading mulch and soil production companies in the U.S. with **over 50% - 65% of the packaged mulch and soil retail market sales.**
3. AND, your competition is limited because MSC has authorized **ONLY 25 EXHIBIT SPACES in Savannah.**
4. **Focused Opportunity:** You can meet with members throughout the entire annual meeting, but the exhibit time is **4:30pm – 7:00pm on Wednesday, October 11, 2023.** Set-up will be prior to reception start and break-down will be immediately after.

### **Optimize Your Exposure To This Elite Buying Audience With A Sponsor Booth Space:**

***Sponsored booths will receive priority in space assignments.***

#### **Diamond Sponsor (\$15,000)**

1. Booth space††
2. 2 complimentary full meeting registrations included
3. 1 full-page ad in final program
4. 1 designated e-blast
5. Listed as Diamond Sponsor on website
6. Logo included on physical and digital signage throughout entire conference venue
7. Attendee List with emails in Excel Format before and after the conference
8. Materials in Attendee bag
9. Sponsorship of specific event or item (see list below):
  - Pens/Pads for all attendees at all sessions
  - Name Badges & Lanyards for all attendees

#### **Platinum Sponsor (\$8,500 - \$10,000)**

1. Booth space††
2. 2 complimentary full meeting registrations included
3. ½ page ad in final program
4. 1 designated e-blast
5. Listed as Platinum Sponsor on website
6. Logo included on physical and digital signage throughout entire conference venue
7. Attendee List with emails in Excel Format before and after the conference
8. Materials in Attendee bag
9. Sponsorship of specific event or item (see list below):
  - Opening Reception (\$10,000)
  - Pre-Meeting Reception w/ Board Members (\$8,500)
  - President's Reception (\$8,500)

#### **Gold Sponsor (\$5,000)**

1. Booth space††
2. 2 complimentary full meeting registrations included
3. 1/4 page ad in final program
4. Listed as Gold Sponsor on website
5. Logo included on physical and digital signage throughout entire conference venue
6. Materials in Attendee bag
7. Sponsorship of specific event or item (see list below):
  - Registration Bags for all attendees

#### **Silver (\$3,000)**

1. Booth space††
2. 1 complimentary full meeting registration included
3. Business card ad in final program
4. Listed as Silver Sponsor on website
5. Logo included on physical and digital signage throughout entire conference venue
6. Sponsorship of specific event or item (see list below):
  - Day 1 PM Snack Break
  - Day 1 PM Snack Break
  - Day 2 AM Snack Break
  - Day 2 AM Snack Break
  - Day 2 PM Snack Break

#### **General Displays**

***(Early = pre Aug 15/ Late = After August 15)***

#### **Basic Member Booth Space \$2,000 Early / \$2,500 Late**

1. Booth space††
2. 1 complimentary registration included

†Exhibit eligibility limited to members of the Mulch & Soil Council.

†† Booth space is one 6 ft tabletop or one 8 ft “pop-up” exhibit space. Electrical and A/V needs are extra. Booth placement is determined by MSC at the venue. Sponsored booths will receive priority in space assignments. Only one booth per company.

# 52nd MSC Annual Meeting

## 2023 Exhibit Space Reservation For Members of the Mulch & Soil Council†

October 10 - 12, 2023

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### Optimize Your Exposure To This Elite Buying Audience With A Sponsor Booth Space:

**\*\*\*Sponsored booths will receive priority in space assignments†† \*\*\***

We wish to be the exclusive sponsor & exhibitor†† of the entire event indicated below: (Check Space)

<del>Attendee Pen &amp; Pads .....</del>	<del>\$15,000 .....</del>	<del>(DIAMOND Sponsor)</del>
<del>Name Badges &amp; Lanyards .....</del>	<del>\$15,000 .....</del>	<del>(DIAMOND Sponsor)</del>
<del>Opening Reception (Wednesday, 10/11) .....</del>	<del>\$10,000 .....</del>	<del>(PLATINUM Sponsor)</del>
<del>Pre-Meeting Reception w/ Board (Tuesday, 10/10) .....</del>	<del>\$8,500 .....</del>	<del>(PLATINUM Sponsor)</del>
<del>President's Reception (Thursday, 10/12) .....</del>	<del>\$8,500 .....</del>	<del>(PLATINUM Sponsor)</del>
<del>Registration Bags .....</del>	<del>\$5,000 .....</del>	<del>(GOLD Sponsor)</del>
<del>Day 1 PM Snack Break (Wednesday, 10/11) .....</del>	<del>\$3,000 .....</del>	<del>(SILVER Sponsor)</del>
<del>Day 1 PM Snack Break (Wednesday, 10/11) .....</del>	<del>\$3,000 .....</del>	<del>(SILVER Sponsor)</del>
<del>Day 2 AM Snack Break (Thursday, 10/12) .....</del>	<del>\$3,000 .....</del>	<del>(SILVER Sponsor)</del>
<del>Day 2 AM Snack Break (Thursday, 10/12) .....</del>	<del>\$3,000 .....</del>	<del>(SILVER Sponsor)</del>
<del>Day 2 PM Snack Break (Thursday, 10/12) .....</del>	<del>\$3,000 .....</del>	<del>(SILVER Sponsor)</del>

### General Displays (Early = August 15 or before / Late = After August 15)

~~Basic Member Booth Space†† \$2,000 Early / \$2,500 Late **SOLD OUT**~~

† Exhibit eligibility is limited to members of the Mulch & Soil Council.

†† Booth space is one (1), 6-ft tabletop or one (1), 8-ft "pop-up" exhibit space. Electrical and Audio/Visual needs are extra. Booth placement is determined by MSC at the venue. Sponsored booths will receive priority in space assignments. Only one booth per company.

**Cancellation Policy:** Cancellations must be received in writing at the MSC office by August 31, 2023 and will be subject to a cancellation fee of 25%, which will be deducted from the refund. No refunds will be made for cancellations received after August 31, 2023.

## Sponsor & Exhibitor Registration Information

Member Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Payment: \_\_\_\_\_ Check \_\_\_\_\_ Credit Card

Card Type: \_\_\_\_\_ AmEx \_\_\_\_\_ VISA \_\_\_\_\_ MasterCard

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Zip Code: \_\_\_\_\_

CVV: \_\_\_\_\_ Signature: \_\_\_\_\_

**Mulch & Soil Council • 7809 N FM 179 • Shallowater, TX • 79363**

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