

EDUCATION · LEADERSHIP · GROWTH

JAN.6-9, 2022  
*Back in Savannah!*



**Southeast** FRUIT &  
**regional** VEGETABLE  
CONFERENCE  
*Celebrating 20 Years!*

**SPONSOR PROSPECTUS**

# TABLE OF CONTENTS:

About the Southeast Regional Conference .....	2
Priority Points .....	2
Who Should Sponsor? .....	2
Who Will Attend? .....	2
Sponsorship Opportunities Chart.....	3
Education Conferences Available for Sponsorship.....	3
New Sponsorship Opportunity – Silent Auction .....	4
Sponsorship Opportunities – Outdoor Static Branding .....	5
Sponsorship Opportunities – Indoor Static Branding .....	6
Important Deadlines .....	7
Sponsorship Form .....	7

## 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 6 – 9, 2022.

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 a new sponsorship opportunity with the Silent Auction, as well as new 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 2022!

## 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 On-site	Special Signage for Lunch & Literature Distribution On-site	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 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	15 total; Logo	15 total; Logo	15 total; Logo	15 total; Logo	15 total; Logo	15 total; Logo	15 total; Logo	Sponsor "Thank You" e-blast sent post-conference	15 total; Logo	15 total; Logo	Sponsor "Thank You" e-blast sent post-conference	Sponsor "Thank You" e-blast sent post-conference	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 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 ..... 9/10/21

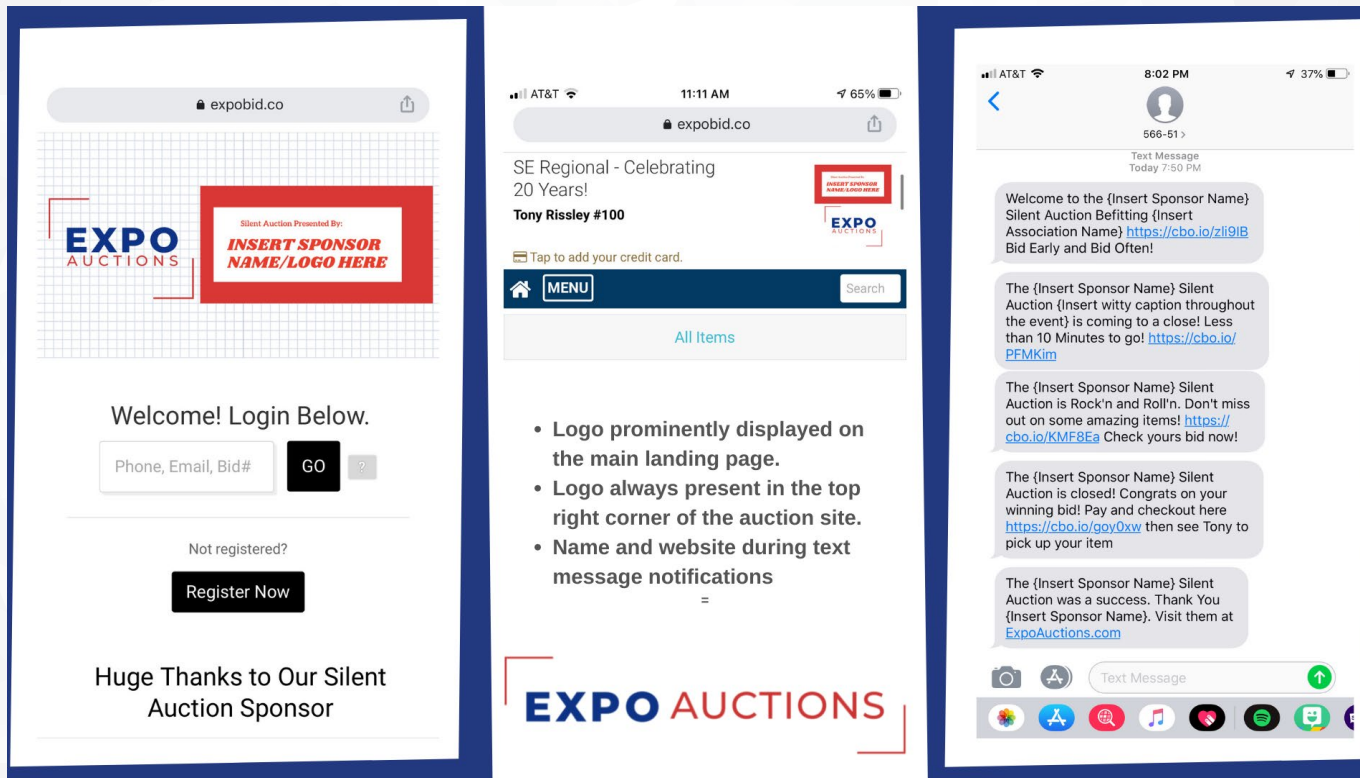
Deadline for guaranteed inclusion in the conference program ..... 11/19/21

## EDUCATION CONFERENCES AVAILABLE FOR SPONSORSHIP (AS OF 7/29/2021)

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

# New Sponsorship Opportunity

## SILENT AUCTION



The image displays three screenshots illustrating the Expo Auctions platform and its communication with bidders. The first screenshot shows the main landing page of the website, featuring the Expo Auctions logo and a prominent red box for the sponsor's name and logo. The second screenshot shows the mobile app interface, highlighting the sponsor's logo in the top right corner and the name of the auction event. The third screenshot shows a series of text message notifications, each containing a witty caption and a link to the auction page.

- 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

For the 2022 Southeast Regional Fruit & Vegetable Conference we are excited to partner with Expo Auctions to offer a revamped, streamlined Silent Auction experience. All bidding will take 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.



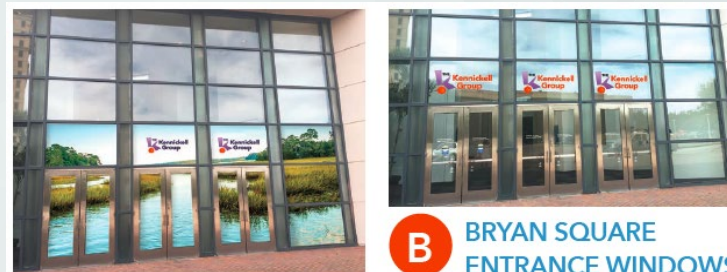
# New Sponsorship Opportunities at Savannah Convention Center

## OUTDOOR STATIC BRANDING



**RIVER WALK RAILING BANNERS** – \$500 per space plus sponsor's cost to produce.

- » Brand the outdoor, river walk railings at the Savannah Convention Center with banners made with your company or event logo or design
- » Five sections available
- » Banners must be ordered through the Southeast Regional Conference General Services Contractor, RPM Xpo.
- » Additional design, production, installation & dismantle cost will apply. Contact RPM Xpo for more details.



**B** BRYAN SQUARE  
ENTRANCE WINDOWS



**BRYAN SQUARE ENTRANCE WINDOWS** – \$750 for space plus sponsor's cost to produce.

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

# New Sponsorship Opportunities at Savannah Convention Center

## INDOOR STATIC BRANDING



**GLASS PANEL CLINGS ON SECOND FLOOR MEZZANINES** – \$500 per space plus sponsor's cost to produce.

- » Brand glass panels throughout the building with window clings made with your company or product logo or design.



**COLUMN WRAPS** – \$500 each plus sponsor's cost to produce.

- » Brand the columns through the Savannah Convention Center with your company or product logo or design.



**FLOOR CLINGS** – \$500 for each floor cling plus sponsor's cost to produce

- » Brand the indoor flooring with your company or event logo or design.



**ELEVATOR DOOR GRAPHICS** – \$500/elevator plus sponsor's cost to produce

- » Brand SCC building elevators with your company or product logo or design
- » Six available



**STAIRCASE GRAPHICS** – \$1,500/staircase plus sponsor's cost to produce

- » Brand SCC staircases with a large-scale version of your company or product logo or design.
- » Three available

# IMPORTANT DEADLINES

Deadline for guaranteed inclusion in the **promotional brochure** ..... 9/10/21

Deadline for guaranteed inclusion in the **conference program** ..... 11/19/21

**CLICK TO  
SPONSOR**

**CONFERENCE  
WEBSITE**

**DONATE TO  
SILENT  
AUCTION**

For questions concerning sponsorship opportunities please contact  
Kelley Atkinson, CMP at [katkinson@asginfo.net](mailto:katkinson@asginfo.net) or 706.845.8200.