

77th Annual SRM Meeting

Sparks, Nevada | Jan. 28-Feb. 1, 2023

Society for Range Management



CHANGE ON THE RANGE

Jan 28 – Feb 01, 2024 | Sparks, Nevada

Trade Show & Sponsorship Prospectus



HOST HOTEL **The Nugget**

Room Prices: \$89/night + taxes/fees

Book your room using the SRM Hotel Room Block [HERE](#)
Complimentary Shuttle service to & from Reno Airport

Access the Room Block and check for meeting updates on the 2023 meeting webpage: <https://rangelands.org/annual-meeting-2024/>



2024 SRM TRADESHOW

EXHIBITOR OPPORTUNITIES

TRADE SHOW SCHEDULE

SUNDAY, JANUARY 28TH

12:00 PM — 5:00 PM BOOTH SET-UP

5:00PM -- 8:00 PM Trade Show & Welcome Mixer

MONDAY, JANUARY 29TH

8:00 AM — 5:00PM EXHIBIT HALL OPEN

Morning & Afternoon Coffee Breaks located in Trade Show

TUESDAY, JANUARY 30TH

8:00 AM—5:00PM EXHIBIT HALL OPEN

Morning & Afternoon Coffee Breaks located in Trade Show

WEDNESDAY, JANUARY 31ST

8:00 AM—12:00 PM EXHIBIT HALL OPEN

Morning Coffee Break located in Trade Show

EXHIBIT BOOTH SELECTION/SPACE ASSIGNMENTS

Although SRM will make every attempt to accommodate exhibitor requests for specific booths, no guarantees can be made that the exhibitor will be assigned the specific booth(s) requested. The method of determining space assignment shall be established by SRM.

SPECIAL NOTE FOR EXHIBITORS

Specific attention is being paid to ensure the greatest amount of traffic and interaction for all vendors. This year, the Trade Show will be located in the Grand Ballroom 2 and Cascade 2, with the two rooms combined to provide ample floor space. This central location will be located directly across from registration, escalators leading to the main lobby of The Nugget and right next to Grand Ballroom 1 where the two Plenary Sessions will occur. Posters this year will be located along the wall of windows directly outside of the two Ballrooms. All coffee breaks will take place inside of the Trade Show area, as well as the Sunday Opening Mixer. A standard Booth Package is 10 x 10, 8 foot high back drape, 3 foot high draped side rails, one sign with exhibitor name, one 8 foot draped table, and two chairs. Two (2) complimentary conference registrations are included with each booth (does not apply to non-profits or student booths). Further details will be provided in the exhibitor service kit.

FOR QUESTIONS CONTACT:

SRM Coordinator:
Kelly Fogarty
202-870-3342
operations@rangelands.org

2024 Trade Show Chair:
Patti Novak-Echenique
pnovakechenique@blm.gov

2024 SRM TRADESHOW EXHIBITOR OPPORTUNITIES

EXHIBITOR CONTRACT

This agreement for exhibit space, the notices of space assignment by SRM and the full payment of rental charges, together constitute an agreement for a right to use space. Exhibitor terms and guidelines:

1. Dates and Hours of the Exhibition – Hours are tentative and subject to changes as needed, please refer to the schedule above. Please note the hours of operation for each day. Trade Show vendors are welcome to break down their exhibits at 5:00pm on Tuesday if needed; however, all are encouraged to stay through Wednesday if possible.
2. Booth Selection/Assignments. Although SRM will make every attempt to accommodate Exhibitor requests for specific booths, no guarantees can be made that the Exhibitor will be assigned the specific booth(s) requested. The method of determining space assignment shall be established by SRM. No rights or privileges are created for any exhibitor as a result of previous space assignments or years of participation in the SRM exhibition.
3. Use of Exhibit Space. No exhibitor shall assign, sell its rights, sublet, share, or apportion the whole or any part of the space allotted. All product and service demonstrations and distribution of promotional materials must be confined to the limits of the exhibit space. No firm or organization not assigned space in the exhibition hall will be permitted to solicit business in any manner within the exhibition hall.
4. Arrangements of Exhibits. All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. All booths are in-line booths measuring 10 feet by 10 feet. The standard booth equipment provided to the exhibitor by SRM through the general contractor are 8' high backdrap, 3' high draped side rails, one exhibitor ID sign, one 8' draped table and two chairs. All additional furnishings or equipment is the sole responsibility of the exhibitor. Height: Exhibit fixtures, components and identification signs will be permitted to a height of 8 feet. Depth: All display fixtures over 4 feet in height and placed within 10 linear feet of an adjoining exhibit must be confined to the back half of the booth. Any variation of these guidelines must be approved in advance by SRM management.
5. Cancellation of Exhibit Space by Exhibitor. If it is necessary for the exhibitor to withdraw from the SRM 2024 Annual Meeting Trade Show, the exhibitor must notify SRM in writing. On or before 3 January 2024, exhibitor will receive refund of booth payment less \$150 per 10x10 space and \$50 per student booth cancelled. No refund of exhibit fee if booth space is cancelled after 3 January 2024.
6. Insurance. Exhibitors are encouraged to carry floater insurance to cover exhibit material against damage or loss, as well as public liability insurance against injury to the person or property of others. Request this type of insurance coverage should be available to you during transport, installation, operation and dismantle hours of the 2024 SRM Annual Meeting and Trade Show. SRM will take reasonable precautions to safeguard the exhibit hall each day following the completion of scheduled activities. Any other security arrangements will be the responsibility of the exhibitor. SRM will not be liable for loss or damage to property of the exhibitor from theft, fire, accident or other cause.
7. Sales Tax. Any business making taxable sales at a trade show may be required to register to collect state general sales tax and any other applicable local taxes before the event begins. Out-of-state businesses may be required to obtain local Tax Permits. SRM assumes no liability or responsibility for vendors who wish to conduct sales at our trade show, all responsibility for tax collection and payment to the appropriate authority lies entirely with the vendor(s).
8. Exhibitor Service Kit. Approximately 90 days prior to the dates of the SRM Annual Meeting, Exhibitors will receive a copy of an Exhibitor Service Kit. The Exhibitor Service Kit will include information integral to your company's participation, including but not limited to: additional Rules & Regulations, order forms, shipping & drayage and utilities and building services.

Booth Exhibitor Name: _____

Individual(s) utilizing the complimentary meeting registration:

Not applicable to a University Range Club booth or Non-Profit Group booth:

Name: _____ City/State: _____ E-mail: _____

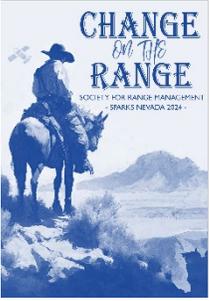
Name: _____ City/State: _____ E-mail: _____

Any additional company representative(s) must register for the meeting separately; for questions, please email Kelly Fogarty (operations@rangelands.org). Note: All Exhibitor Agreements must be accompanied by signed Exhibitor Application to confirm space assignments. I understand and agree to abide by the Exhibitor terms and guidelines above.

AUTHORIZED SIGNATURE

PRINT NAME

DATE



2024 SRM EXHIBITOR REGISTRATION FORM

FOR QUESTIONS:

SRM Coordinator:
Kelly Fogarty
operations@rangelands.org

SELECT BOOTH TYPE

Category	Per Booth	Number	Total
SRM Commercial Members	\$500		
SRM Regular Members	\$500		
Non-Members	\$750		
Non-Profit Organization	\$250		
University Range Club	\$100		
Booth Fees are due Jan. 5, 2024			
Each booth is 10' x 10'			

EXHIBITOR INFORMATION

Exhibitor / Company Information: _____
 Authorized Contact Name: _____
 Company's Address: _____
 City: _____ State: _____ Zip Code: _____
 Telephone: _____ Fax: _____ Country: _____
 Email: _____

PAYMENT INFORMATION

MasterCard Visa Discover Credit Card Number: Please call number below to submit CC #

Cardholder Name: _____ Expiration Date: _____ Billing Zip Code: _____

Cardholder Signature: _____

For KGL/SRM Trade Show Staff Use Only

Date Received by KGL / / _____

_____ Assigned Booth

Selection Preference Order Number: _____

PLEASE RETURN CHECK PAYMENTS TO:

Society for Range Management 2024
Annual Meeting
c/o KnowledgeWorks Global LTD
301 Concourse Blvd, Suite 210
Glen Allen, VA 23059
Phone: 785.289.2056
Email: Chris.Lapine@kwglobal.com

2024 SRM Sponsorship Levels

\$25,000 TRAIL BOSS

- Presenting and additional Trail Boss sponsors will receive the following:
 - Society for Range Management Annual Meeting presented by YOUR COMPANY; there may be multiple sponsors at this level, all will be listed as “Presenting”
 - Company name(s) featured in event-related press releases
 - Recognition and logo displayed at major gatherings throughout the meeting
 - Two (2) – 10x10 booths in the Trade Show
 - Your logo displayed in meeting common areas and digital and print media
 - Two (2) full-page ads in Conference Program
 - Acknowledgment on 2024 SRM Annual Meeting web page
 - Four Annual General Meeting registrations
 - Four Coffee Stations
 - Opportunity for bag-inserts given to all meeting attendees

\$15,000 RANGELAND STEWARD

- Your logo displayed at major gatherings throughout the meeting
- Either one 10x10 booth in the Trade Show (general sponsor) *or* recognition in all tour related materials (tour sponsor)
- One full-page ad in Conference Program
- Acknowledgment on 2024 SRM Annual Meeting web page
- Two Annual General Meeting Registrations
- Two Coffee Stations
- Opportunity for bag-inserts given to all meeting attendees

\$5,000 RANGELAND FRIEND

- One 1/4 page logo or ad in Conference Program
- Recognition at entrance to Trade Show
- Acknowledgment on 2024 SRM Annual Meeting web page
- Two Annual General Meeting Registrations
- One Coffee Station
- Opportunity for bag-inserts given to all meeting attendees

\$1,000 RANGELAND SUPPORTER

- One 1/8 page logo or ad in Conference Program
- Recognition at entrance to Trade Show
- Acknowledgment on 2024 SRM meeting web page

2024 SRM SPONSOR OPPORTUNITIES

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GROUP REGISTRATION

Do you represent a large group of rangeland practitioners and wish to streamline the registration process? Your group can sponsor the 2024 SRM Annual Meeting and receive an attractive group registration package.

Contact Kelly Fogarty (operations@rangelands.org) for details.

COFFEEBREAKS

Sponsor a coffee break any day of the meeting and be recognized at the coffee break location in the meeting program.

\$500 PER COFFEE STATION

WORKSHOP/SYMPOSIUM

Enroll as a workshop or symposium sponsor and receive a digital projection featuring your name and logo showcased from the projector at the beginning and end of your sponsored workshop/symposium. All information will be included with the workshop/symposium information in the meeting program. Contact Kelly Fogarty for a list of available symposia and workshop options.

\$500 - \$1,500

TRADE SHOW MIXER

A professional mixer that brings students and professionals together, serves as an unofficial kick-off to the meeting. Food and drinks are made available the first night of the trade show; this is a prime opportunity to showcase your name in front of SRM members and vendors; opportunities to sponsor all or portions of the mixer are available. All information will be included with the Trade Show mixer information in the meeting program.

\$500 - \$3,000



2024 SRM SPONSOR OPPORTUNITIES

MENU OF OPTIONS Page 2 of 2

POSTER SESSIONS

A variety of sponsorship opportunities are offered during the poster sessions. You can sponsor the poster boards, drinks, and appetizers during the poster sessions. All information will be included with the poster session information in the meeting program.

\$500 - \$1,500

SRM IS A LEADER IN STUDENT ENGAGEMENT

Sponsor one of SRM's student groups or one of the many student-based activities and contests that take place at the Annual Meeting. Contact Kelly Fogarty for information on specific pricing options.

\$500 - \$7,500

PAST PRESIDENT'S LUNCHEON

Sponsor the luncheon for the past presidents of the Society.

\$1,000

CUSTOMIZABLE OPPORTUNITIES

In addition to our general meeting sponsorship opportunities, you can customize any of our categories, or simply choose a selection from the list below to enhance your exposure at the meeting. For each sponsor option listed, your name and logo will be displayed and advertised along with the event and/or item.

[Want to customize the list further?](#)

We're happy to discuss any sponsorship opportunities to fit your needs.



