

**Sponsor Opportuntties**  
**49th MSC Annual Meeting**  
**October 6 - 7, 2020**  
**Hyatt Regency Grand Cypress Resort**  
**Orlando, FL**



Due to the Coronavirus Pandemic, the Mulch & Soil Council is offering a **LIMITED, HYBRID Meeting Program** for October 2020.

**OPTION #1:** For those who are comfortable following all CDC recommendations and state health department requirements, the Council has arranged for an in-person event at the Hyatt Regency Grand Cypress Resort in Orlando. **Under current Florida Covid-19 guidelines, we are restricted to 50% capacity for in-person participants following full social distancing; so, space is limited.**

**OPTION #2:** For members who cannot meet in person OR who prefer to participate from home, the Council is also offering an on-line version of our program.

Even under this limited hybrid program, the MSC is one of a very few industry meetings to offer **ANY** in-person meeting opportunities for 2020.

**2020 PROGRAM PLAN**

**October 6:**

3:30pm-5:00pm	Exhibitor Display Setup
5:00pm-8:00pm	Opening Reception & Displays

**October 7:**

10:00am-3:00pm	Exhibitor Booths Open
8:00am-12:00pm	Board of Directors Meeting
12:00pm-1:15pm	Meeting Luncheon
1:15pm-3:15pm	<b><i>MSC On-Line Business Meeting Featuring the "Crow Political Report"</i></b>
3:15pm-4:30pm	Closing Networking Reception
4:30pm-5:00pm	Exhibit Removal

***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 20 Supplier registrations in Orlando.***
4. Focused Opportunity: You can meet with members October 6 & 7 from ***5:00pm October 6 to 4:30pm October 7th.***
- 5.

**Optimize Your Exposure To This Elite Buying Audience With A Sponsor Booth Space:**  
***Sponsored booths will receive priority in space assignments.***

**SIGN-UP TODAY**

For 2020, display space at the MSC 49<sup>th</sup> Annual Meeting October 6-7 in Orlando, FL, is available to members of the Mulch & Soil Council as follows:

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

1. ***Sponsorship of Featured Speaker, Luncheon, Name Badges & Lanyards for all attendees***
2. 1 Exhibit booth & display space at on-site event
3. 2 complimentary full meeting registrations included
4. 1 full-page ad in final program
5. 1 designated e-blast
6. Listed as Diamond Sponsor on website
7. Logo included on physical and digital signage throughout entire conference venue
8. Attendee List w/emails in Excel Format before and after the conference
9. Materials in Attendee bag

**Platinum Sponsor (\$10,000)**

1. ***Sponsorship of Opening Reception October 6th***
2. 1 Exhibit booth & display space at on-site event
3. 2 complimentary full meeting registrations included
4. ½ page ad in final program
5. 1 designated e-blast
6. Listed as Platinum Sponsor on website
7. Logo included on physical and digital signage throughout entire conference venue
8. Attendee List w/emails in Excel Format before and after the conference
9. Materials in Attendee bag

**Gold Sponsor (\$5,000 or \$7,500)**

1. ***Sponsorship of Registration Bags for all attendees OR the closing networking reception October 7th***
2. 1 Exhibit booth & display space at on-site event
3. 1 complimentary full meeting registration included
4. 1/4 page ad in final program
5. Listed as Gold Sponsor on website
6. Logo included on physical and digital signage throughout entire conference venue
7. Materials in Attendee bag

**Silver (\$2,500)**

1. 1 Exhibit booth & display space at on-site event
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):
  - o **Wednesday Morning Coffee Break**
  - o **Wednesday Afternoon Coffee Break**

**General Displays**

***(Early = pre Aug 31 / Late = After Aug 31)***

**Basic Member Booth Space \$1,500 Early / \$2,000 Late**

1. Booth space<sup>†,††,†††</sup>
2. 1 complimentary registration included

# 49th MSC Annual Meeting

## *2020 Annual Meeting Sponsorship For Members of the Mulch & Soil Council* †

October 6 - 7, 2020  
Hyatt Regency Grand Cypress Resort  
Orlando, FL

**Optimize Your Exposure To This Elite Buying  
Audience With A Sponsor Booth Space:**  
*Due To Pandemic Regulations, the number of Participants Is Limited* ††

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

<b>SOLD</b> Featured Speaker, Lunch, Badges & Lanyards.....	\$15,000	<b>SOLD</b> .....	(DIAMOND Sponsor)
<b>SOLD</b> Opening Reception (Tuesday, 10/6).....	\$10,000	<b>SOLD</b> .....	(PLATINUM Sponsor)
<b>SOLD</b> Closing Networking Reception (Wednesday, 10/7).....	\$7,500	<b>SOLD</b> .....	(GOLD Sponsor)
<b>SOLD</b> Registration Bags.....	\$5,000	<b>SOLD</b> .....	(GOLD Sponsor)
<b>SOLD</b> Morning Coffee Break (Wednesday, 10/7).....	\$2,500	<b>SOLD</b> .....	(SILVER Sponsor)
<b>SOLD</b> Afternoon Coffee Break (Wednesday, 10/7).....	\$2,500	<b>SOLD</b> .....	(SILVER Sponsor)
___ Basic Member Booth Space.....	\$1,500		

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

†† Up to 25 of the total participants may be sponsors.

††† 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 at any time due to changes in FL or home state Covid-19 travel regulations will receive full refunds or can convert to on-line registrations with a refund of the difference. Other cancellations must be received in writing at the MSC office by **September 6, 2020** and will be subject to a cancellation fee of 25%, which will be deducted from the refund. No refund will be made for non-Covid-19 cancellations received after **September 6, 2020**.

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## 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: \_\_\_\_\_