

2021 Exhibit Space Available†

50th MSC Annual Meeting

September 21 - 23, 2021

The Peabody
Memphis, TN



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 Memphis.**
4. **Focused Opportunity:** You can meet with members September 21, 22, & 23, but the exhibit set-up and tear-down time is **4:00pm – 8:00pm on September 22.**

SIGN-UP TODAY

For 2021, display space at the MSC 50th Annual Meeting September 21st - 23rd, is available to members of the Mulch & Soil Council as follows:

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 w/ emails in Excel Format before and after the conference
8. Materials in Attendee bag
9. Sponsorship of specific event or item (see list below):
 - o Pens/Pads for all attendees at all sessions
 - o Name Badges & Lanyards for all attendees

Platinum Sponsor (\$7,500 - \$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 w/ emails in Excel Format before and after the conference
8. Materials in Attendee bag
9. Sponsorship of specific event or item (see list below):
 - o Opening Reception (\$10,000)
 - o President's Reception (\$7,500)

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):
 - o Registration Bags for all attendees
 - o Pre-Meeting Reception w/ Board Members

Silver (\$2,500)

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):
 - o Day 1 PM Snack Break
 - o Day 2 AM Coffee Break
 - o Day 2 AM Snack Break
 - o Day 2 PM Snack Break

General Displays

(Early = pre July 30/ Late = After July 30)

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

50th MSC Annual Meeting

2021 Exhibit Space Reservation For Members of the Mulch & Soil Council†

September 21 - 23, 2021
The Peabody
Memphis, TN

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)

SOLD Attendee Pen & Pads	\$15,000	(DIAMOND Sponsor)
SOLD Name Badges & Lanyards	\$15,000	(DIAMOND Sponsor)
SOLD Opening Reception (Wednesday, 9/22)	\$10,000	(PLATINUM Sponsor)
SOLD President's Reception (Thursday, 9/23)	\$7,500	(PLATINUM Sponsor)
SOLD Registration Bags	\$5,000	(GOLD Sponsor)
SOLD Pre-Meeting Reception w/ Board (Wednesday, 9/22)	\$5,000	(GOLD Sponsor)
SOLD Day 1 PM Snack Break (Wednesday, 9/22)	\$2,500	(SILVER Sponsor)
SOLD Day 2 AM Coffee Break (Thursday, 9/23)	\$2,500	(SILVER Sponsor)
SOLD Day 2 AM Snack Break (Thursday, 9/23)	\$2,500	(SILVER Sponsor)
SOLD Day 2 PM Snack Break (Thursday, 9/23)	\$2,500	(SILVER Sponsor)



General Displays (Early = pre July 30 / Late = After July 30)

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

Only 11 Booths Left

† 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 at any time due to changes in TN or home state Covid-19 travel regulations will receive full refunds. Other cancellations must be received in writing at the MSC office by August 23, 2021 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 August 23, 2021.

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: _____