

2022 Exhibit Space Available†

51st MSC Annual Meeting

October 4 - 6, 2022

Hilton Charlotte Uptown
Charlotte, NC



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 Charlotte.**
4. **Focused Opportunity:** You can meet with members throughout the entire annual meeting, but the exhibit time is **4:30pm – 7:00pm on October 5, 2022.**

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
 - Meeting Audio/Visual

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)
 - 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
 - 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):
 - 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 \$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.

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2022 Exhibit Space Reservation For Members of the Mulch & Soil Council†

**October 4 - 6, 2022
Hilton Charlotte Uptown
Charlotte, NC**

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)

<input type="checkbox"/> Attendee Pen & Pads	\$15,000		(DIAMOND Sponsor)
<input type="checkbox"/> Name Badges & Lanyards	\$15,000	SOLD	(DIAMOND Sponsor)
<input type="checkbox"/> Meeting Audio/Visual	\$15,000	SOLD	(DIAMOND Sponsor)
<input type="checkbox"/> Opening Reception (Wednesday, 10/5).....	\$10,000	SOLD	(PLATINUM Sponsor)
<input type="checkbox"/> President's Reception (Thursday, 10/6)	\$8,500	SOLD	(PLATINUM Sponsor)
<input type="checkbox"/> Registration Bags	\$5,000	SOLD	(GOLD Sponsor)
<input type="checkbox"/> Pre-Meeting Reception w/ Board (Tuesday, 10/4)...	\$5,000	SOLD	(GOLD Sponsor)
<input type="checkbox"/> Day 1 PM Snack Break (Wednesday, 10/5).....	\$2,500	SOLD	(SILVER Sponsor)
<input type="checkbox"/> Day 2 AM Snack Break (Thursday, 10/6).....	\$2,500	SOLD	(SILVER Sponsor)
<input type="checkbox"/> Day 2 AM Snack Break (Thursday, 10/6).....	\$2,500	SOLD	(SILVER Sponsor)
<input type="checkbox"/> Day 2 PM Snack Break (Thursday, 10/6)	\$2,500	SOLD	(SILVER Sponsor)

General Displays (Early = pre August 15 / Late = After August 15)

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

† 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 NC or home state Covid-19 travel regulations will receive full refunds. Other cancellations must be received in writing at the MSC office by August 31, 2022 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 31, 2022.

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

Tel: 806.832.1810 / E-mail: Meetings@mulchandsoilcouncil.org