

# USA RICE MILLERS' ASSOCIATION

Coeur d'Alene  
IDAHO

## SPONSOR & EXHIBITOR BROCHURE



**June 15-18, 2021**  
121<sup>ST</sup> CONVENTION

# SPONSOR AND EXHIBITOR OPPORTUNITIES

The annual convention of the USA Rice Millers' Association (RMA) provides an excellent opportunity for sponsors and exhibitors to show support for the U.S. rice industry.

The RMA Convention provides a forum to strengthen business ties and pursue new contacts. It brings together representatives from rice milling companies and associated businesses from the United States and abroad. Most attendees are executives and key decision-makers within their companies. Average attendance is 350, representing rice millers, growers, marketers, exporters, brokers, end-users, equipment manufacturers, packaging and service suppliers, and others.



## MAXIMUM VISIBILITY AT COST-EFFECTIVE RATES

The RMA Convention offers general sponsorships as well as sponsorship of specific events or items. Unique and custom opportunities also are available.

Exhibitor opportunities will be available on Wednesday, June 16, during the breakfast and at the general session on Friday, June 18. As an exhibitor you will receive a quarter-page ad in the convention guide and are able to include a

one-page document or company brochure in the attendees' onsite folder. The convention guide will list all sponsors and exhibitors (exhibitors will include contact info).

Sponsorship Levels	Pricing	Ad in Program Guide	Comp. Reg.	Includes Comp. Booth	Discount on Exhibit Fees*
Imperial	\$20,000 & up	Two-Page	Up to 5	✓	
Royal	\$10,000 - \$19,999	Full-Page	Up to 4	✓	
Diamond	\$6,000 - \$9,999	Full-Page	Up to 3		✓
Platinum	\$5,000	Full-Page	Up to 2		✓
Gold	\$4,000	Half-Page	Up to 2		✓
Silver	\$3,000	Quarter-Page	1		✓
Bronze	\$2,000	None	0		✓
Patron	\$1,000	None	0		
Golf Patron	\$500	None	0		

Exhibitor Rates					
Member	\$1,250	Quarter-Page	1		
Non-Member	\$2,000	Quarter-Page	1		
Discounted Exhibitor Rates for Sponsors Only					
Member	\$1,000	Quarter-Page	1		
Non-Member	\$1,750	Quarter-Page	1		

All sponsors and exhibitors will receive special badge ribbons. All sponsoring company names or logos will be displayed at the General Session, on signage, and on the website.

## SPONSORSHIP OPPORTUNITIES FOR SPECIFIC EVENTS/ITEMS

<b>Sponsored Event/Item</b> Put your company name/logo on a specific event or item.  Exclusive and/or customized opportunities may be available. Call for details.	<b>Level</b>	<b>Number of Opportunities</b>	<b>Buy Out Price (Only 1 Sponsor)</b>
Wednesday Night Cocktail Hour <b>SOLD</b>	<i>Royal</i>	1	*
Friday Afternoon Lunch* <b>SOLD</b>	<i>Imperial</i>	1	*
RMA Welcome Dinner	<b>Gold &amp; above</b>	Multiple	*
Program Speakers	<b>Platinum &amp; above</b>	2	Call for details.
Wednesday Morning Breakfast Speaker	<b>Platinum &amp; above</b>	2	\$10,000
RMA Convention App with Company Logo	<b>Platinum &amp; above</b>	2	\$10,000
Wednesday Morning Breakfast (seated breakfast)	<b>Gold &amp; above</b>	3	\$7,500
Hotel Key Cards	<b>Platinum &amp; above</b>	1	\$5,000
Conference Folder	<b>Gold &amp; above</b>		\$5,000
Convention Masks with Logo	<b>Gold</b>	1	\$4,000
Convention Lanyards	<b>Silver</b>	1	\$3,000
Convention Photographer	<b>Bronze, Silver</b>	2	\$3,000
Individual Hand Sanitizer	<b>Bronze, Silver</b>	1	\$3,000

\*Imperial Sponsored receptions are paid for by the sponsor.

<b>Golf Sponsors</b> Golf sponsors at this level will receive all general sponsorship benefits plus recognition on the sponsorship banner at the tournament and at the golf awards presentation.	<b>Sponsor Level</b>	<b>Number of Opportunities</b>	<b>Buy Out Price (Only 1 Sponsor)</b>
Beverage Carts	<b>Silver &amp; above</b>	2	\$3,000 each cart
Golf Luncheon	<b>Silver &amp; above</b>	2	\$7,500
Golf Team Awards	<b>Silver</b>	1	\$3,000
Box Breakfast	<b>Silver &amp; above</b>	2	\$6,500
Photographer	<b>Bronze</b>	1	\$2,000

<b>Golf Patron</b> Golf Patron sponsors will be recognized on the sponsorship banner at the tournament and at the golf awards presentation.			
Best Dressed Group Awards	<b>Golf Patron</b>	1	\$500
Closest to the Pin Awards	<b>Golf Patron</b>	1	\$500
Hole-in-One Contest	<b>Golf Patron</b>	1	\$500
Longest Drive Awards	<b>Golf Patron</b>	1	\$500
Koozies	<b>Golf Patron</b>	1	\$500

# EXHIBITOR SPONSORS OPPORTUNITY

**EXHIBITOR RATE:** Members: \$1,250; Non-Member: \$2,000.

**DISCOUNTED EXHIBIT RATE FOR SPONSORS:** Member: \$1,000; Non-Member: \$1,750.  
Discount only applies to Bronze Level Sponsorship and above.

## Exhibit Times:

Date	Time	Booth
Tuesday, June 15	1:00 p.m. to 5:00 p.m.	Setup Booth
Wednesday, June 16	8:00 a.m. to 10:00 a.m.	Man Booth
Friday, June 18	8:30 a.m. to 11:15 a.m.	Man Booth
Friday, June 18	11:15 a.m.	Dismantle Booth

**PHOTO RELEASE:** Any photographs taken by RMA/USA Rice may be used in publicizing RMA/USA Rice events including this and future conventions.

The 2021 RMA Convention will abide by Idaho state and the Coeur d'Alene Resort COVID-19 guidelines.

## EXHIBITOR OR SPONSOR TERMS AND CONDITIONS

### A. CANCELLATION

If it is necessary for any sponsor or exhibitor to withdraw from the convention, the sponsor or exhibitor must notify RMA in writing by May 14, 2021. General Sponsor refunds will be made according to the following schedule:

- Full general sponsorship fee if notification is received by May 14, 2021.
- No refunds will be given for notifications received after May 14, 2021.

### B. DEADLINE

Application, payment, and artwork for features must be received by May 14, 2021.

### C. Sponsors/Exhibitors

Imperial Sponsor	Two-page ad	14" w x 10" h
Royal Sponsor	Full-page ad	7" w x 10" h
Diamond Sponsor	Full-page ad	7" w x 10" h
Platinum Sponsor	Full-page ad	7" w x 10" h
Gold Sponsor	Half-page ad	7" w x 5" h
Silver Sponsor	Quarter-page ad	3.25" w x 4.75" h
Exhibitor	Quarter-page ad	3.25" w x 4.75" h

Each sponsor or exhibitor is responsible for providing a press-ready, high resolution PDF or EPS of your feature to be placed in the convention brochure. If no artwork is received, company name and type of sponsorship will be listed in the space provided for the feature.

All copy is subject to acceptance by the publisher. Publication of an ad is neither an endorsement of the sponsor nor of its products or services. RMA is not responsible for sponsor claims in published ads.

All artwork must be received by close of business May 7, 2021.

For additional information or questions on the RMA Convention Exhibitor or Sponsor Program, please contact Jenni Bryant at (703) 236-1477 or [jbyant@usarice.com](mailto:jbyant@usarice.com).



This meeting is open to all persons regardless of race, color, national origin, gender, religion, age, disability, political beliefs, or marital/family status. If you have special needs or require any assistance, please contact Jeanette Davis, (703) 236-1447, [jdavis@usarice.com](mailto:jdavis@usarice.com).

# SPONSOR AND EXHIBITOR APPLICATION

Name: \_\_\_\_\_ Badge Name (if different) \_\_\_\_\_  
Primary Registrant

Name: \_\_\_\_\_ Badge Name (if different) \_\_\_\_\_  
Spouse/Guest Registrant

Name: \_\_\_\_\_ Badge Name (if different) \_\_\_\_\_  
Child Registrant

Company/Farm: \_\_\_\_\_ Telephone: \_\_\_\_\_

Address: \_\_\_\_\_ Mobile: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ E-mail: \_\_\_\_\_

Affiliation: \_\_\_\_\_  
(Affiliation refers to Miller, Marketer, Exporter, Grower, Rough Rice Merchant, Broker, Port, Inspection Co. etc.)

Registration	Fee	Total
Early Member Registration - Through May 7	\$500	
Late and Onsite Member Registration - After May 7	\$650	
Early Non-Member Registration - Through May 7	\$750	
Late and Onsite Non-Member Registration - After May 7	\$900	
Spouse/Guest Registration (guests over 18)	\$250	
Child/Guest Registration (under 18)	\$85	
Complimentary Sponsor Registration (Imperial, Royal, Diamond, Platinum, Gold and Silver)	\$0	
Complimentary Exhibitor Registration (one per exhibit booth)	\$0	

Sponsor and Exhibitor Packages		
<b>Imperial Sponsor (customized, call for details)</b>	\$20,000 & up	
<b>Royal Sponsor (includes up to four complimentary registrations, one complimentary booth, and a full-page ad)</b>	\$10,000 - \$19,999	

<b>Diamond Sponsor (includes three complimentary registrations, exhibitor discount rate, and a full-page ad)</b>	\$6,000 - \$9,999	
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<b>Platinum Sponsor (includes two complimentary registrations, exhibitor discount rate, and a full-page ad)</b>	\$5,000	
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<b>Gold Sponsor (includes two complimentary registrations, discount exhibitor rate, and a half-page ad)</b>	\$4,000	
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Sponsor and Exhibitor Packages <i>continued</i>	Fee	Quantity	Total
<b>Silver Sponsor (includes one complimentary registration, discount exhibitor rate, and a quarter-page ad)</b>	\$3,000		

<b>Bronze Sponsor (includes discounted exhibitor rate)</b>	\$2,000		
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<b>Golf Patron</b>	\$500		
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Exhibit Booth			
Member Exhibit Booth (includes one complimentary registration and a quarter-page ad)	\$1,250		
Non-Member Exhibit Booth (includes one complimentary registration)	\$2,000		
Discounted Exhibitor Rate for Sponsors Only (includes one complimentary registration and a quarter-page ad)	Member	\$1,000	
	Non-Member	\$1,750	

Special Events			
Special Event: Spokane River Rafting	\$150		
Special Event: Breakfast Program with National Geographic Speaker	\$25		
Special Event: Annual RMA Golf Tournament	\$350		
Golf Rental - Right Handed	\$85		
Golf Rental - Left Handed	\$85		
RMA Welcome Dinner (price included in registration fee)	\$0		

Please put an X in Fee column where appropriate.			
Do not include my name on the registration list.			
Do not include my spouse/guest on the registration list.			
Do not include my child on the registration list.			

Please list any dietary requirements

**PAYMENT:** Payment must be received with the registration form to be considered. RMA is exempt from federal income taxes as an IRS 501(c)(6) organization. However, contributions to the RMA are not deductible as a charitable contribution for federal tax purposes.

**Please note:** Any checks not payable on U.S. funds and drawn on a U.S. bank will be assessed all application processing fees charged to RMA.

**CREDIT CARD:**       AMEX       MC       VISA       DISCOVER

Cardholder's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Make check payable to USA Rice Millers' Association and mail to  
USA Rice Millers' Association, 2101 Wilson Blvd. Suite 610, Arlington, VA 22201; Fax: 703-236-2301

The undersigned sponsor and/or exhibitor applicant has read and agrees to all respective sponsor and/or exhibitor terms, conditions and regulations for participating in the 121<sup>st</sup> USA Rice Millers' Association Convention, which are part of this brochure and become the contract between the sponsor and/or exhibitor and the USA Rice Millers' Association upon the USA Rice Millers' acceptance of the application.

Signature \_\_\_\_\_ Date: \_\_\_\_\_