

SPONSOR/ EXHIBITOR APPLICATION

COMPANY INFORMATION

Company/Farm (as it will appear on badges, signs, etc.)

Street Address

City, State Zip Code

Select Primary Affiliation with U.S. Rice Industry:

- | | |
|--|--|
| <input type="checkbox"/> Farmer | <input type="checkbox"/> Crop Protection Products |
| <input type="checkbox"/> Miller | <input type="checkbox"/> Government/Extension/University |
| <input type="checkbox"/> Rough Rice Merchant | <input type="checkbox"/> Farm Equipment/Technology |
| <input type="checkbox"/> Seed Business | <input type="checkbox"/> Ag Lender |
| <input type="checkbox"/> End User | <input type="checkbox"/> Industry Relations/Advocacy |
| <input type="checkbox"/> Crop Consultant | <input type="checkbox"/> Other: |

CONTACT INFORMATION

Sponsorship Contact (if applicable)

Full Name

Title

Email

Direct Phone

Mobile Phone

Exhibit Contact (if applicable)

Same as sponsor contact

Full Name

Title

Email

Direct Phone

Mobile Phone

SPONSORSHIP OPTIONS

1 Select Sponsor Level

- | | | |
|---|---|--|
| <input type="checkbox"/> Platinum Plus – \$15,000 | <input type="checkbox"/> Gold – \$5,000 | <input type="checkbox"/> Contributor – \$1,000 |
| <input type="checkbox"/> Platinum – \$10,000 | <input type="checkbox"/> Silver – \$4,000 | |
| <input type="checkbox"/> Diamond – \$7,500 | <input type="checkbox"/> Bronze – \$3,500 | |

2 List Desired Sponsor Opportunities (see pages 6-7 for options)

- | | |
|----|----|
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |

3 Claim Complimentary Exhibit Booth & Complimentary Ad (if applicable)

Please indicate below if you plan to use your complimentary booth and/or complimentary ad in the conference edition of USA Rice's *Whole Grain* newspaper. See the Exhibitor Options section (next page) to add electricity, upgrade your complimentary booth, or add additional booth space with discounts. Please note, one (1) complimentary registration is available with each 8'x10' booth space (you can assign the complimentary exhibitor registration on the next page).

- | | |
|---|---|
| <input type="checkbox"/> Yes, we want the complimentary exhibit booth
(Platinum Plus = Premium Booth; Platinum/Diamond = Standard Booth) | <input type="checkbox"/> Yes, we want the complimentary ad
(Platinum Plus = full-page; Platinum = half-page) |
| <input type="checkbox"/> No, we do not plan to exhibit | <input type="checkbox"/> No, we do not want the complimentary ad |

4 Assign Complimentary Sponsor Registration (if applicable)

Please register those individuals that will receive a complimentary registration. You can assign your complimentary registration(s) now, or later. The number of complimentary registrations is based on sponsor level: Platinum Plus = four (4), Platinum = three (3), Diamond = two (2), and Gold = one (1).

- Same as Sponsor Contact (above) Same as Exhibit Contact (above)

Full Name	Full Name	Full Name	Full Name
Email	Email	Email	Email
Phone	Phone	Phone	Phone

EXHIBITOR OPTIONS

1 Select Exhibit Booth Price & Quantity

Pricing On/Before October 29

Standard Booth (member) – \$950

Standard Booth (non-member) – \$1,050

Pricing After October 29

Standard Booth (member) – \$1,100

Standard Booth (non-member) – \$1,250

2 Exhibit Add-On Options

Upgrade Standard Booth to Premium – \$100

Add quantity of booth spaces to upgrade to premium

Electricity – \$225 (use checkbox)

3 Discounts for Sponsors

Platinum Plus, Platinum, and Diamond

Sponsors at these levels receive a discount on additional booth space(s). Indicate additional booth type/quantity above, then add quantity to corresponding discount below.

Platinum Plus Sponsor – \$250 off

Platinum Sponsor – \$250 off

Diamond Sponsor – \$100 off

Gold, Silver, and Bronze

Sponsors at these levels receive a discount on one (1) booth space. Indicate booth type/quantity above, then check the corresponding discount to be added.

Gold Sponsor – \$75 off

Silver Sponsor – \$50 off

Bronze Sponsor – \$50 off

4 Booth Location Preferences

Rank booth numbers in order of preference (see floor plan on page 5)

1.

2.

3.

4.

5 Assign Complimentary Exhibitor Registration

One (1) complimentary exhibitor registration is included with each 8'x10' booth space. You can assign your complimentary registration(s) now, or later.

Same as Exhibit Contact (previous page)

Full Name

Email

Phone

Full Name

Email

Phone

Full Name

Email

Phone

Full Name

Email

Phone

EXHIBITS TOTAL

ADVERTISING OPTIONS

Conference App

Banner Ad – \$250

Whole Grain Advertising

Member Rates

Full Page Ad – \$715

½ Page Ad – \$400

⅓ Page Ad – \$287

Non-Member Rates

Full Page Ad – \$800

½ Page Ad – \$450

⅓ Page Ad – \$325

ADVERTISING TOTAL

SUMMARY & PAYMENT OPTIONS

Total Pricing

Sponsorship

Exhibits

Advertising

TOTAL

Payment Methods

Let us know how you would like to remit payment and we will follow-up with next steps.

ACH

Check (payable to USA Rice Federation)

Credit Card

By registering and participating in the 2021 USA Rice Outlook Conference you are agreeing to adhere to the [Event Code of Conduct](#).

We hereby apply for exhibit space at the 2021 USA Rice Outlook Conference. In making application, we agree to exhibit under and comply with the exhibit terms and conditions located behind this application. Each company must return a copy of this contract, properly executed by an authorized company representative. Exhibit Management will attempt to assign space according to application's continuity with the meeting, application date, individual applicant requirements, and available space. Exhibit Management reserves the right to rearrange the floor plan and/relocate exhibits in the best interest of the total exhibit. Applications and any/all requested materials must be received by October 29, 2021.

EXHIBIT

TERMS AND CONDITIONS

USA Rice Outlook Conference • Hyatt Regency New Orleans • December 5-7, 2021

A. DEFINITIONS

As used in this application:

1. The Term "USA Rice" means the USA Rice Federation.
2. The Term "Conference" means the USA Rice Outlook Conference.
3. The Term "Hotel" means Hyatt Regency New Orleans
4. The Term "Drayage Company" means Freeman.

B. SPACE

1. **Display booth exhibits:** A standard booth exhibit is 8' x 10' in size. Exhibit booths consist of 8-foot high back wall with 3-foot high draped side rails. Each booth is provided with a 6-foot long skirted table, two chairs, one wastebasket, and one 7-inch x 44-inch exhibitor identification sign. Electricity is not included. If electricity is needed, it must be requested on the application form.
2. **Exhibit Hall dimensions:** 19' x 11.6' x 7.10'. Max Load weight 12,000 lbs. Service Elevators Max Load weight is 4,000 lbs. 5.1' x 7.4' x 10' Front door is 4' x 7'. If bringing in equipment, please contact Jenni Bryant @ (202) 361-9028 or jbryant@usarice.com.
3. **Setup and removal:** The exhibit area will be available for exhibitors to set up on Sunday, Dec. 5, from noon to 5:00 p.m. Setup of exhibits must be completed by 5:00 p.m. to allow the exhibit hall to open at 6:00 p.m. Exhibit materials may not be dismantled before Noon on Tuesday, Dec. 7, and must be completely remove by 4:00 p.m. the same day. No exhibit may be erected after the exhibition opens nor may be dismantled before the official closing time without written permission from USA Rice. It is the responsibility of the Exhibitor to see that all materials are delivered to the Hotel and removed from the Hotel by the specified deadline. Should there be failure to remove the exhibit; removal will be arranged by the Federation at the expense of the Exhibitor. Note: If you need additional time, please contact Jenni Bryant at (202) 361-9028.
4. **Furnishings:** Furniture, carpet, draping, accessories, signs, etc., in addition to what is provided for in section B (1) are the sole responsibility of the Exhibitor and should be ordered in advance from the Drayage Company on the forms that will be provided by the Drayage Company. The Electricity will be purchased through USA Rice, but is the sole responsibility of the Exhibitor. The rate is included in the Sponsorship Brochure. We are in a hotel ballroom and carpet is provided, additional carpeting for your booth can be purchases from the Drayage Company.
5. **Deadline:** USA Rice reserves the right to assign all exhibit booth space. Requests for specific locations will be considered by date of receipt of completed application, accompanied by full payment. Applications for exhibit space must be received no later than Nov. 5, 2021, to be as-

sured consideration. USA Rice reserves the right to accept or reject any and all applications.

C. CANCELLATION

1. **Cancellation by Exhibitor:** If it is necessary for an Exhibitor to withdraw from the conference, the Exhibitor must notify USA Rice in writing. Refunds will be made according to the following schedule:
 - a. 100 percent of the exhibit fee, if cancellation notice is received on or before Nov. 5, 2021.
 - b. Zero percent of exhibit fee if cancellation notice is received after Nov. 5, 2021.
2. **Cancellation of conference:** In the event that fire, strike or any other circumstances beyond the control of USA Rice causes the conference or exhibits to be cancelled, full refund of exhibit rental fees will be made.
3. **Failure to occupy space:** Space not occupied by the close of the exhibit installation period, as specified in the accompanying materials, will be forfeited by the Exhibitor and may be resold, reassigned or used by USA Rice without refund, unless prior approval is obtained in writing from USA Rice. When exhibit materials are on hand, USA Rice reserves the right to assign labor to set up any display that is not completely erected by 5:00 p.m. on Dec. 5, 2021, and the Exhibitor will be liable for all charges incurred.

D. CONDITIONS

1. **Acceptability of exhibits:** All exhibits shall be operated to serve the interests of the U.S. rice industry and shall not detract from other exhibits or the conference as a whole. USA Rice, in its sole discretion, reserves the right to deny exhibit space to any potential exhibitor, or to require the immediate withdrawal of any exhibit, if USA Rice determines that the intention of the exhibitor or the content of the exhibit is inconsistent with or injurious to the purpose of the conference, the U.S. rice industry or USA Rice. Acceptance of an exhibit does not imply an endorsement of the exhibitor or an exhibitor's products or services.
2. **Use of space:** Exhibitors are required to register and to wear exhibitor badges during the setup and staffing of exhibit booths. All product and service demonstrations and product and service promotional material distributions must be confined to the limits of exhibitor booth(s). Exhibits which include the operation of any audio, video or other machinery must be operated so that the noise resulting from such operation will not disturb adjacent exhibitors and their patrons or others in the trade exhibit area.
3. **Drayage:** Advance shipment of exhibit materials must be sent to the Drayage Company. Should any shipments be made directly to the Hotel, they will be removed by the authorized Drayage Company and stored until the Hotel is ready to accept material for the exhibition and all cost involved will be charged to the Exhibitor concerned.

Drayage agent is: Freeman

Freeman Advance Freight Warehouse

Address:

Exhibiting Company/ Name / Booth #
USA Rice Outlook Conference
C/O Freeman
905 Sams Avenue
New Orleans, LA 70123

Questions for Freeman: Please contact the Advanced warehouse between 8:00 a.m. to 4:00 p.m. Monday through Friday. Phone: (888) 508 5054; Fax: (469) 621-5612; ExhibitorSupport@freeman.com.

4. **Photography release:** Any pictures taken by USA Rice may be used in publicizing USA Rice or its events, including this and future conferences.

E. LIABILITY

1. **Security:** The main doors of the exhibit hall will be locked each day following completion of scheduled activities. Any other security arrangements will be the responsibility of the exhibitor.
2. **Damage to exhibit facilities:** The exhibitor must surrender space occupied in the same condition it was at commencement of occupation. The exhibitor or an agent of the Exhibitor shall not injure or deface the walls, columns or floors of the Hotel, the booth(s) or the equipment or furniture of the booth(s). When such damage occurs, the exhibitor shall be liable to the owners of the property so damaged.
3. **Liability:** Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor agrees to protect, save and defend and keep USA Rice, the Conference, the Drayage Company, and the Hotel forever harmless from any damages or charges imposed for violation of any law or ordinance caused, directly or indirectly, by Exhibitor or loss occasioned by the negligence of the Exhibitor. The Exhibitor shall, at all times, protect, indemnify, save and defend and keep harmless USA Rice, the Drayage Company, and the Hotel against and from any and all loss, cost, damage, liability or expense from or out of or by reason of any accident or other occurrence to anyone, including the exhibitor, its agents, employees, and business invitees which arise from or out of or by reason of said Exhibitors occupancy and use of the exhibit premises or a part thereof. USA Rice is not responsible for the performance of products, services or materials advertised or exhibited.
4. **Insurance:** The exhibitor must provide USA Rice proof of insurance of at least a \$1 million policy. The exhibitor must name USA Rice as an additional insurance to their company insurance certificate.

Direct questions or if you plan to bring equipment please contact Jenni Bryant (202) 361-9028, jbryant@usarice.com.