

2 0 2 1

USA RICE OUTLOOK CONFERENCE

SPONSOR & EXHIBITOR
PROSPECTUS



December 5-7, 2021
Hyatt Regency New Orleans
New Orleans, LA

WHAT IS THE USA RICE OUTLOOK CONFERENCE?

The USA Rice Outlook Conference is North America's premier rice event. Over three days in December, farmers, millers, merchants, agri-businesses, government agencies, end-users, suppliers, academics, and other industry affiliates gather to network, participate in educational programming, and plan for the coming crop year.

Discover our selection of unique and effective opportunities to promote your company and show your support for the industry. We look forward to helping you build your business at the 2021 USA Rice Outlook Conference in New Orleans!

This Year's Conference will Feature:

- Education stages located in Exhibit Hall to guarantee greater exhibitor exposure.
- More than 10 hours dedicated exhibit show time.
- USA Rice Conference App to enhance your exposure and reach attendees.

**JOIN
USA
RICE &
SAVE**

A variety of membership opportunities are available, including **USA Rice Enterprise Partner** for companies affiliated with the U.S. rice industry. Benefits include registration and exhibitor discounts for the Outlook Conference and more!

For USA Rice membership information, please contact Jeanette Davis, jdavis@usarice.com, (240) 682-0059.

Health & Safety

We are committed to the safety of all participants in the 2021 USA Rice Outlook Conference. While some elements of the event might be a bit different due to necessary safety measures, we are monitoring guidance on a daily basis from local, state, and federal health authorities in our efforts to keep people safe. We will be making real-time adjustments, as needed, to provide a safe meeting environment. We will communicate our on-site policies to registered attendees prior to the conference and will post signage throughout the event space to keep you informed of any changes. For a comprehensive look at the safety measures in place and USA Rice's Code of Conduct requirements, please visit usarice.com/outlook/safety.



CONFERENCE

INFORMATION

This year's conference will be held at the Hyatt Regency New Orleans located near the South Market District and adjacent to the Caesars Superdome.

Hyatt Regency New Orleans

601 Loyola Avenue
New Orleans, LA 70113
Phone: (504) 561-1234
Reservations: (877) 803-7534

Registration

Register by Nov. 5 for the lowest rate! All U.S. rice farmers are eligible to register at the member rate. You may also register at this rate if you are an employee of a company that is a current member of one of the following: USA Rice Enterprise Partners, USA Rice Millers' Association, USA Rice Merchants' Association, and/or The Rice Foundation.

Registration Type	Early Registration (On/Before Nov. 5)	Registration (Nov. 6 - Dec. 3)	Onsite Registration (Dec. 4-7)
Member	\$265	\$365	\$390
Non-Member	\$425	\$525	\$550
Guest	\$150	\$150	\$150

General Registration: The general registration fee provides admittance to conference sessions, trade show, continental breakfasts, and receptions. Please note, special events, such as tours and the annual Awards Luncheon, can be added for additional fees.

Guest Registration: The guest registration fee provides admittance to receptions only. Those interested in attending conference sessions must pay the general registration fee. Please note, special events, such as tours and the annual Awards Luncheon, can be added for additional fees.

Cancellation Policy: All changes/cancellations must be sent in writing to jbryant@usarice.com by Nov. 19, 2021 to receive a full refund. No refunds will be made after that date.

Special Assistance: Persons requiring special accommodations or having any dietary restrictions to attend or participate in this conference should contact Jeanette Davis at (240) 682-0059 or e-mail jdavis@usarice.com no later than Dec. 1, 2021.

Conference Hotel

Hotel Room Rates, Dates, and Availability: USA Rice has a special conference rate of \$169 single or double for hotel rooms available on a first-come, first-served basis for reservations made no later than Nov. 2, 2021. Making reservations by this deadline does not guarantee that a room is available, so it is recommended you make your hotel reservations as soon as possible. The conference rates are available three days prior and three days after, subject to availability.

Hotel Reservations: [Click here](#) to reserve your room online or call the hotel directly at (877) 803-7534 and ask for the special USA Rice rate. Please keep your reservation confirmation number.

Hotel Check-In/Check-Out Times: Check-in is 3:00 p.m. and check-out is Noon.

Parking: The Hyatt Regency New Orleans offers premium valet parking, but parking is limited and subject to availability. There are several parking lots nearby, including 1301 Girod Parking Garage that connects directly to the hotel. Merit Parking operates this lot and pricing ranges from \$25 for self to \$40 for valet.

Transportation

Airport: Hyatt Regency New Orleans is located 15 miles/30 minutes from the Louis Armstrong International Airport. Hyatt Regency New Orleans partners with a local shuttle service to make your trip to/from the Louis Armstrong New Orleans International Airport easy. [Click here](#) to reserve your spot at least 24 hours prior to your flight arrival time.

Around Town: The Hyatt Regency New Orleans is approximately a mile from the historic French Quarter. New Orleans Loyola Streetcar Line passes the hotel every 20 minutes and runs to Canal Street, Harrah Casino and other attractions. The fee is \$1.25 paid upon boarding. One-Day and 3-day passes are also available for \$3 and \$9. Uber and Lyft are also available.

EXHIBIT AT

OUTLOOK 2021

This year's conference will feature more than 25,000 square feet of exhibit, networking, and education space. Two stages located within the exhibit hall will feature more than 9 hours of education programming, ensuring a constant flow of attendees.

Meet face-to-face with hundreds of rice industry decision makers who are ready to conduct business.



Exhibit Rates

Booths are measured in 8'x10' increments. Two or more booths can be combined to create an 8'x20' configuration or larger. Pricing for larger booths is calculated on the 8'x10' base price.

Standard Booth (8'x10')	Member	Non-Member
On/Before October 29	\$950	\$1,050
After October 29	\$1,100	\$1,250

Please note, booth electricity is an additional \$225.

Premium Booth Upgrade

Premium booth spaces are situated in high-traffic areas and assigned on a first-come, first served basis. You can upgrade a standard booth to premium booth for an additional \$100 per 8'x10' space.

What an 8'x10' Booth Includes

- Select booth space in Exhibit Hall
- One (1) complimentary registration
- 8' high back drape
- 3' high side rail drape
- One (1) 6'x30" draped table
- Two (2) side chairs
- One (1) wastebasket
- Company identification sign (7"x44")

Exhibitor Benefits

- **Presentation Opportunity** – Give a 3-minute presentation about any new products or technology. Presentation slots are limited in number and assigned on a first-come, first-served basis.
- **Exhibitor Profile in Conference App** – Help attendees learn more about your products and services by enhancing your exhibitor profile in the official conference app. Your company name and booth number will be automatically listed, but you can round out your profile by sending us a logo, contact information, and a company description or call-to-action.

EXHIBITOR UPGRADES

Company Spotlight

Take advantage of this unique opportunity for your company to be spotlighted from one of our session stages with a five-minute presentation or video. Your spotlight will be worked seamlessly into conference programming and company materials may also be distributed.

\$1,500

Opportunities available: multiple

Banner Ad in App

Put your products and services at the fingertips of your target audience with a banner ad in our conference app. It's a great way to increase your company's visibility while driving traffic to your website or booth. Banner ads are limited to one (1) per company.

\$250

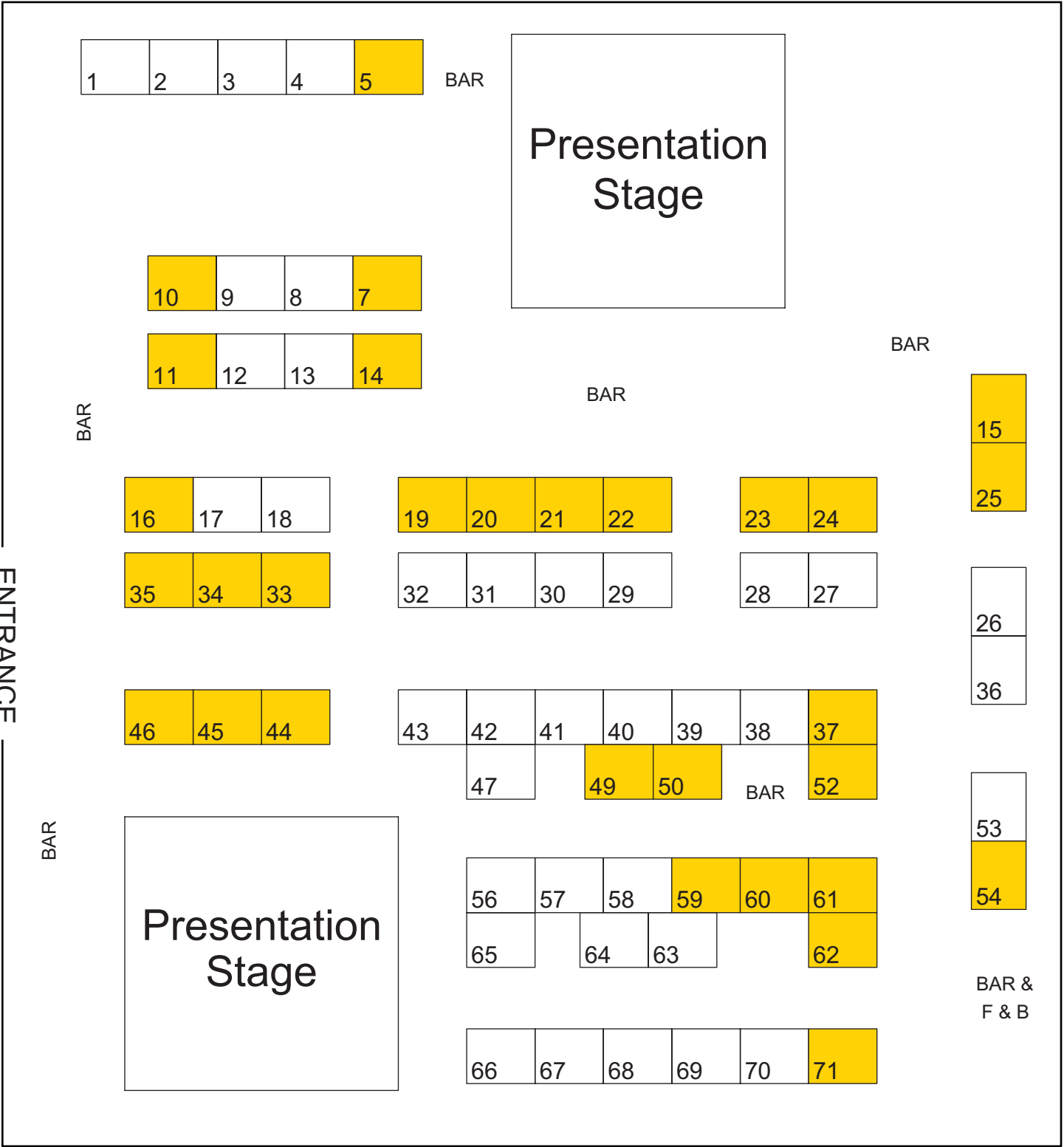
Opportunities available: multiple

Discounted Advertising

All exhibitors have access to special ad rates for USA Rice's *Whole Grain* newspaper, including the 2021 Outlook edition as well as all 2022 editions. For more information, see our Advertising Opportunities (page 10).

EXHIBIT HALL

LAYOUT



ELEVATE YOUR BRAND

SPONSOR LEVELS & BENEFITS

Sponsorship increases visibility and value for your company. As you explore our selection of sponsor opportunities on the next few pages, keep in mind that your investment level comes with added benefits. In addition to the perks below, all sponsor levels have access to exclusive advertising discounts during the conference and beyond.

Platinum Plus – \$15,000

- Four (4) complimentary attendee registrations
- Complimentary full-page ad in conference edition of USA Rice's *Whole Grain* newspaper
- Logo displayed on website, on-site signage, and at conference general sessions

Exhibit Options:

- One (1) complimentary 8'x10' premium booth
- \$250 discount on additional 8'x10' booth space

Diamond – \$7,500

- Two (2) complimentary attendee registrations
- Logo displayed on website, on-site signage, and at conference general sessions

Exhibit Options:

- One (1) complimentary 8'x10' standard booth
- \$100 discount on additional 8'x10' booth space

Silver – \$4,000

- Logo displayed on website and on-site signage

Exhibit Options:

- \$50 discount on 8'x10' standard booth

Contributor – \$1,000

- Logo displayed on website and on-site signage

Platinum – \$10,000

- Three (3) complimentary attendee registrations
- Complimentary half-page ad in conference edition of USA Rice's *Whole Grain* newspaper
- Logo displayed on website, on-site signage, and at conference general sessions

Exhibit Options:

- One (1) complimentary 8'x10' premium booth
- \$250 discount on additional 8'x10' booth space

Gold – \$5,000

- One (1) complimentary attendee registration
- Logo displayed on website, on-site signage, and at conference general sessions

Exhibit Options:

- \$75 discount on 8'x10' standard booth

Bronze – \$3,500

- Logo displayed on website and on-site signage

Exhibit Options:

- \$50 discount on 8'x10' standard booth



EVENT & PROMOTIONAL

SPONSOR OPPORTUNITIES

As a sponsor, your brand can be visible throughout the venue and in the materials and media that attendees use during the event. We offer a variety of brand-building sponsor opportunities from events to promotional giveaways, from meals to our mobile app.

Stage Naming

Have one of our three stages branded for your company. These branded stages will host more than 10 hours of education programming and create high visibility for your company. In addition to signage and opportunities to distribute literature, your representative may open and close the programming each day.

\$15,000

Opportunities available: three (3)

The Rice Stuff Podcast On Location!

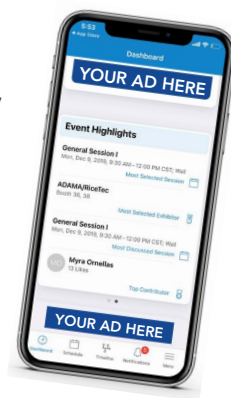
The sponsor is recognized on signage at the centrally-located studio and during every segment break by the hosts. A sponsor representative will be booked as a show guest and we include a thirty second commercial in the full catalog of episodes for six months.

\$15,000

Opportunities available: one (1)

Conference App

Be designated as the power behind the official conference app. All programming and session information, schedules, and maps will be housed in the app, along with your brand. Enjoy permanent ad features within the app, along with banner ads that appear three times more frequently than other purchased banner ads. Recognition in on-site app signage/materials.



\$10,000

Opportunities available: one (1)

Portable Phone Charger

All attendees receive a portable powerbank featuring your logo. Slimline or cylinder shapes accommodate any logo layout.

\$10,000

Opportunities available: one (1)



Reusable Water Bottle

Display your logo on high-quality reusable vacuum water bottles that all attendees will receive and use during the conference – and long after the event is over! Water stations will be conveniently placed for attendees to fill up their water bottles throughout the day.

\$7,500

Opportunities available: one (1)

Registration Bag

Branded registration bags will be distributed to every conference registrant and reused after the event for shopping or just toting things around.

\$7,500

Opportunities available: one (1)

Hotel Key Card

Put your company logo in every attendee's pocket – literally! – when you take advantage of this unique opportunity. Your four-color, custom image will be printed on the front of the hotel key cards for all rooms booked within the USA Rice Outlook Conference room block.

\$7,500

Opportunities available: one (1)

Continued on next page

EVENT & PROMOTIONAL **SPONSOR OPPORTUNITIES** Continued

Water Stations

Even in the age of social media and instant communication, we still like to gather around the water cooler. Bring people refreshment and a place to catch up and visit. Multiple locations throughout the event.

\$5,000

Opportunities available: one (1)

Lanyards

Hang your brand around every attendee's neck!

\$5,000

Opportunities available: one (1)

Presentation Spotlight

Take advantage of this unique opportunity for your company to be spotlighted from the main stage during one of two general sessions. Presenters are worked seamlessly into conference programming and given five minutes for a presentation, video, or remarks. Company materials may also be distributed to attendees in conjunction with the presentation.

\$5,000 and \$3,500

Opportunities available: two (2)

one (1) at General Session I for \$5,000

one (1) at General Session II for \$3,500

Conference Receptions

Sunday's Grand Opening Reception and Monday's Annual Conference Reception are the most widely attended events in the Exhibit Hall. Sponsor companies will be recognized in multiple ways during these great networking events.

\$5,000 (or higher) // Buyout \$35,000 each

Opportunities available: multiple

Continental Breakfast

Monday and Tuesday start in the Exhibit Hall with continental breakfasts and an opportunity to supply branded coffee cups and napkins. Sponsors will be recognized on shared signage in the Exhibit Hall and in the conference app.

\$5,000 (or higher) // Buyout \$15,000 each

Opportunities available: multiple

Branded Face Masks

As long as face coverings are required, why not proudly display your logo in front of every attendees face?

\$5,000

Opportunities available: one (1)



Continued on next page

EVENT & PROMOTIONAL **SPONSOR OPPORTUNITIES** Continued

Coffee & Beverage Breaks

Keep everyone's engines revved throughout the day with coffee and beverages in the Exhibit Hall. This service is provided all day Monday and Tuesday. Sponsors will be recognized on shared signage in the Exhibit Hall and in the conference app. There are multiple opportunities for branded napkins and cups (first-come, first-served). Please note, napkins and cups are not included in the price of sponsorship.

\$4,000

Opportunities available: five (5)

Annual Rice Awards Luncheon

The Awards Luncheon is a must attend event and features presentations for Rice Farmer of the Year, Rice Industry Leader, Lifetime Achievement Award, the introduction of the new Rice Leadership Development Class and more! Sponsors will be recognized in multiple ways at the event.

\$4,000 (or higher)

Opportunities available: multiple

Education Session

Sponsoring individual education sessions comes with the opportunity to welcome attendees to the session, introduce program speakers, and distribute company material in the session and associate your brand with cutting edge topics and speakers.

\$3,500

Opportunities available: multiple

Hand Sanitizer

Each registration bag will include a 2-oz. hand sanitizer squeeze bottle featuring your logo! The bottle has a carabiner-style clip, ensuring it will be useful to attendees long after the event is over.

\$3,500

Opportunities available: one (1)

Game Breaks

USA Rice is placing interactive games around the Exhibit Hall. These entertaining networking hubs were a major hit at our last conference. Branded signage, decals, or equipment will put your company at the center of the fun!

\$3,500

Opportunities available: two (2)

Doorknob Bag

Every attendee staying in the official conference hotel will wake up to your marketing material on their doorknob. Purchase Monday morning or Tuesday morning or both.

\$3,500

Opportunities available: two (2)

Custom Giveaway in Registration Bag

Include a product sample or promotional item of your choice in the registration bag that all conference attendees receive. Please note, cost of giveaway item is not included in the price of sponsorship.

\$3,500

Opportunities available: multiple



ADVERTISING OPPORTUNITIES

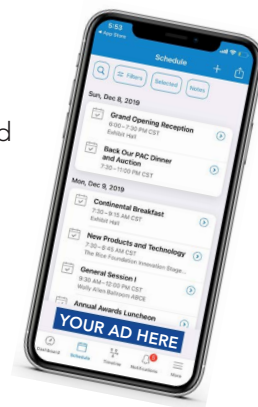
Maximize your company's exposure during the Outlook Conference and beyond! An added benefit to sponsors and exhibitors is exclusive access to unique and discounted advertising selections to amplify your messaging.

Banner Ad in Conference App

At our last conference, we offered a mobile app for the first time and 60% of attendees downloaded and used the app. It's a great way to put your products and services at the fingertips of your target audience. Increase your company's visibility while driving traffic to your website or booth with a banner ad in our app. Banner ads are limited to one (1) per company.

\$250

Opportunities available: multiple



Whole Grain Advertising

USA Rice's exclusive publication is distributed at the Outlook Conference to more than 14,000 regular subscribers, and online. Sponsors and exhibitors have access to discounted ad rates for the 2021 Outlook Edition as well as all 2022 editions. **Space in the Outlook Edition is limited, so secure your spot today!**

Ad Specs & Discounted Pricing

Ad Type	Size	Member	Non-Member
Full Page	10.375" x 13"	\$765 \$ 715	\$850 \$ 800
1/2 Page (Horizontal)	10.375" x 7"	\$450 \$ 400	\$500 \$ 450
1/2 Page (Vertical)	4.925" x 13"	\$450 \$ 400	\$500 \$ 450
1/3 Page	6.75" x 5.25"	\$337 \$ 287	\$375 \$ 325

Artwork Deadline

The deadline for advertisements to be included in the **Outlook Edition is November 12, 2021**. Ads received after this date, or sponsors who come on after this date will receive their ad benefit in a 2022 edition of the *Whole Grain*.

Beyond the Conference

The USA Rice media network offers advertisers a range of effective channels for delivering messages and showcasing products, brands, and services to rice industry decision-makers.

- USA Rice Daily E-Newsletter
- USA Rice Website
- The Rice Stuff Podcast
- Whole Grain Newspaper

As a bonus, Outlook sponsors and exhibitors get an **additional 5% off our discounted bundled advertising packages**. That's a total of **20% off** – talk about getting the most bang for your buck!

Reserve your space today!

[Click here](#) for the USA Rice Media Kit



2021 USA RICE OUTLOOK CONFERENCE 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).

- | | |
|--|--|
| <input type="checkbox"/> Same as Sponsor Contact (above) | <input type="checkbox"/> Same as Exhibit Contact (above) |
|--|--|

Full Name

Full Name

Full Name

Full Name

Email

Email

Email

Email

Phone

Phone

Phone

Phone

Continued on next page

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.

SCHEDULE

AT-A-GLANCE

Saturday, Dec. 4, 2021

1:00 p.m. to 5:00 p.m. Registration Desk Open

Sunday, Dec. 5, 2021

7:30 a.m. to 6:00 p.m. Registration Desk Open

6:00 p.m. to 7:00 p.m. USA Rice Outlook Conference Grand Opening Reception

TBA USA Rice Back Our PAC Event (Ticketed Event)

Monday, Dec. 6, 2021

7:00 a.m. to Noon Registration Desk Open

2:00 p.m. to 6:00 p.m. Hospitality Desk Open

7:30 a.m. to 9:30 a.m. Exhibit Hall / New Products Session / Continental Breakfast

9:30 a.m. to Noon General Session I

Noon to 1:30 p.m. USA Rice Outlook Annual Rice Awards Luncheon (Ticketed Event)

2:00 p.m. to 5:30 p.m. Special Event: Mardi Gras World Float Tour (Ticketed Event)

2:00 p.m. to 3:30 p.m. Concurrent Education Sessions

3:30 p.m. to 3:45 p.m. Break in Exhibit Hall

3:45 p.m. to 5:20 p.m. Concurrent Education Sessions

5:20 p.m. to 6:00 p.m. Visit Exhibits / Networking

6:00 p.m. to 7:00 p.m. Annual USA Rice Outlook Conference Reception

Tuesday, Dec. 7, 2021

7:00 a.m. to 10:00 a.m. Hospitality Desk

7:30 a.m. to 9:00 a.m. Exhibit Hall / Networking / Continental Breakfast

9:00 a.m. to 11:45 a.m. Concurrent Education Sessions

9:30 a.m. to Noon Special Event: Creole Cooking – A Louisiana Cooking Demo (Ticketed Event)

Noon Exhibit Hall Closes

1:00 p.m. to 3:30 p.m. General Session II

3:30 p.m. 2021 USA Rice Outlook Conference Adjourns

USA Rice is an equal opportunity provider and employer. USA Rice does not discriminate based on race, color, national origin, religion, sex, gender identity, sexual orientation, disability, age, marital/family status, or political beliefs.

Persons requiring special accommodations or having any dietary restrictions to attend or participate in this conference should contact Jeanette Davis at (240) 682-0059 or e-mail jdavis@usarice.com no later than December 1, 2021.