

USA RICE OUTLOOK CONFERENCE

NEW ORLEANS • DEC 7-9, 2025

SPONSOR & EXHIBITOR PROSPECTUS



WHAT IS THE USA RICE OUTLOOK CONFERENCE?

The USA Rice Outlook Conference is North America's premier rice event. 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 2025 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 9 hours dedicated exhibit show time including a breakfast and two receptions in the Exhibit Hall.



USA Rice Conference App with lead retrieval and advertising opportunities.



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.



CONFERENCE INFORMATION

This year's conference is being held at the Hilton New Orleans Riverside in the Central Business District. The hotel features multiple dining options, self-parking, direct access to the Riverwalk Outlets, and is one mile from the French Quarter.

Conference Hotel:

[Hilton New Orleans Riverside](#)

Two Poydras Street
New Orleans, LA 70130
Phone: (504) 561-0500



Registration

Register by Nov. 6 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. 6)	Registration (Nov. 7 - Nov. 30)	Onsite Registration (Dec. 7-9)
Member	\$315	\$415	\$440
Non-Member	\$475	\$575	\$600
Guest	\$175	\$175	\$175

General Registration: The general registration fee provides admittance to conference sessions, trade show, continental breakfast, 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 Awards Luncheon, can be added for additional fees.

Name Badges: Name badges are required for admittance to all conference functions. Name badges are issued only to conference registrants and registered guests.

Conference Hotel

Hotel Room Rates, Dates, and Availability: USA Rice has a special conference rate of \$199 single or double for hotel rooms available on a first-come, first-served basis for reservations made no later than Nov. 7, 2025. 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.

Photo Release: Attendees acknowledge and give unrestricted permission for USA Rice to use photographs, video, and audio recordings taken during the event to report on and promote this and future conferences.

Cancellation Policy: All changes/cancellations must be sent in writing to jbryant@usarice.com by Nov. 7, 2025 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 Nov. 30, 2025.

Hotel Reservations: [Click here](#) to reserve your room online or call the hotel directly at (504) 561-0500 and ask for the special USA Rice rate. Please keep your reservation confirmation number.

Hotel Check-In/Check-Out Times: Check-in is 4:00 p.m. and check-out is Noon.

Parking: The Hilton New Orleans Riverside offers self-parking at \$50 per night and valet parking at \$55 per night with unlimited in/out access. Hourly parking is available for those not staying overnight.

EXHIBIT AT OUTLOOK 2025

Meet face-to-face with hundreds of rice industry decision makers who are ready to conduct business. This year's conference will feature more than 24,000 square feet of exhibit, networking, and education space. Three stages located within the Exhibit Hall will feature more than 20 hours of concurrent educational programming, ensuring a constant flow of attendees.



Exhibit Rates

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

Standard Booth (8'x10')	Member	Non-Member
On/Before October 17	\$1,050	\$1,200
On/After October 18	\$1,150	\$1,350

Please note, booth electricity is an additional \$250.

Maximize your Visibility with Priority Booth Selection

All our booths offer great exposure, but the locations are assigned on a first-come, first-served basis. For an additional \$100 per 8'x10' space, you can jump to the front of the line and select your most desired spot. (Also first-come, first-served)

What an 8'x10' Booth Includes

- 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" x 44")

Exhibitor Benefits

- **New Products & Technology** – 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** – Engage with attendees by enhancing your exhibitor profile in the official conference app. Your company name and booth number are automatically listed, but you can round out your profile with a logo, contact information, and a company description or call-to-action.

ENGAGEMENT BEYOND THE BOOTH

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.

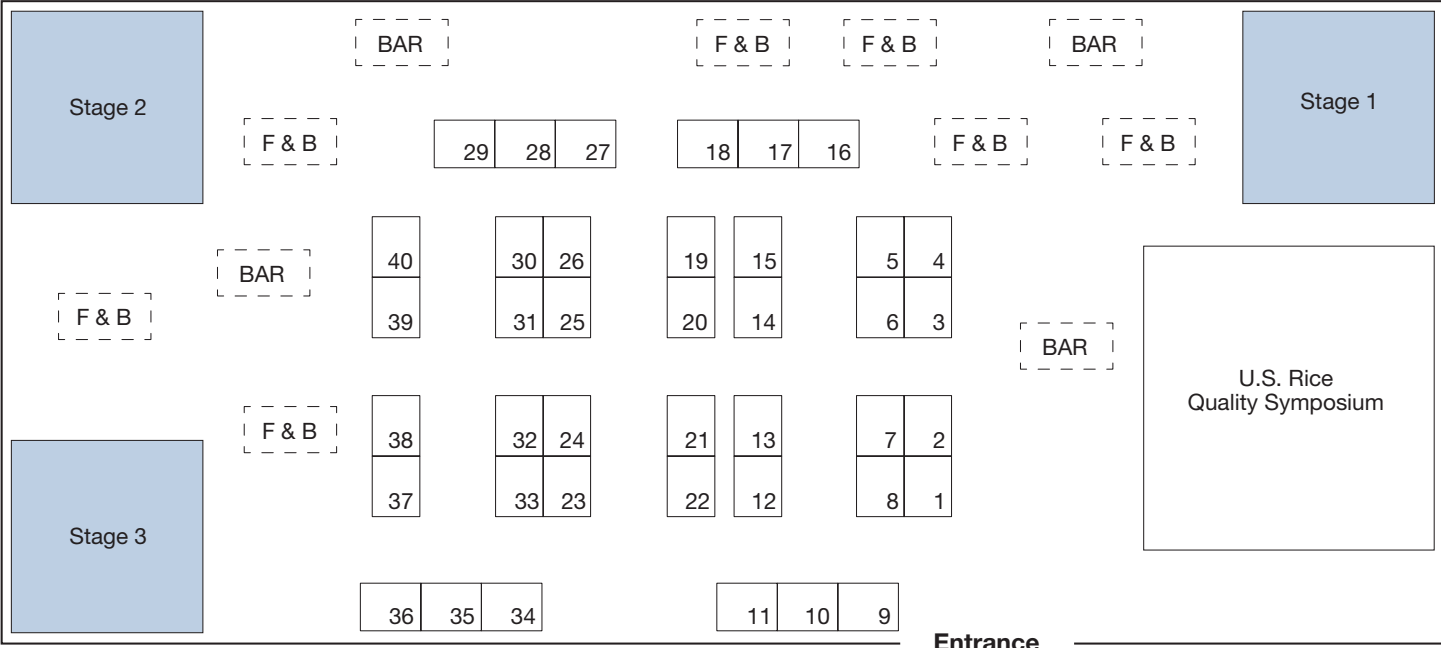
\$250

Opportunities available: multiple

Discounted Advertising

All exhibitors have access to special ad rates in all USA Rice media channels. 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 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.

	Complimentary attendee registration	Complimentary 8'x10' booth	Discount on additional 8'x10' booth	Logo on website & on-site signage
Platinum Plus \$20,000 & up	Five (5)	One (1) booth, plus priority location selection	\$300 off	✓
Platinum \$15,000 – \$19,999	Four (4)	One (1) booth, plus priority location selection	\$250 off	✓
Diamond \$10,000 – \$14,999	Three (3)	One (1) booth	\$250 off	✓
Gold \$7,500 – \$9,999	Two (2)	One (1) booth	\$100 off	✓
Silver \$5,000 – \$7,499	One (1)	–	\$75 off	✓
Bronze \$1,000 – \$4,999	–	–	\$50 off	✓



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 conference app.

Branded Items

Stage Naming

Your brand on one of our three education stages! Situated prominently within our Exhibit Hall, the stages host hours of educational programming, are called out in the schedule and map, are prime gathering locations, and featured in photos and videos for years to come.

\$15,000

Opportunities available: three (3)

Check-in Kiosks – NEW

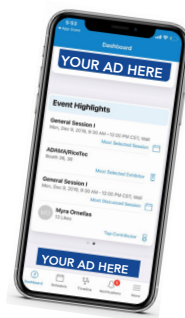
We've added four self check-in kiosks that every attendee must use. Have your logo included on the branding and on the welcome screen.

\$15,000

Opportunities available: one (1)

Official Conference App Sponsor

Be designated as the power behind the official conference app. With no printed program, all attendees will rely on the app to find programming and session information, schedules, and maps. Recognition with a splash screen, app banner ads, and on-site app signage/materials.



\$10,000

Opportunities available: one (1)

Event Badges – NEW

Our double-sided 4" x 6" badges will feature your ad on the back. Put your message directly in the hands of every attendee.

\$10,000

Opportunities available: one (1)

Reusable Water Bottle

Every attendee receives a high-quality vacuum insulated water bottle for use during the conference – and long after the event is over with your logo laser engraved! Water stations are conveniently placed throughout the venue.

\$14,000

Opportunities available: one (1)



Branded Notebook with Pen

Take note, these branded notebooks will be a huge hit! Every attendee will receive a notebook in their registration bag.

\$10,000

Opportunities available: one (1)

Hotel Key Card

Attendees can't get into their hotel rooms without seeing your logo! 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)

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)

Lanyards

Hang your brand around every attendee's neck!

\$5,000

Opportunities available: one (1)

Continued on next page

EVENT & PROMOTIONAL SPONSOR OPPORTUNITIES **Continued**

Water Stations

Brand the water stations all attendees will be using with their reusable water bottle (page 7). Multiple locations throughout the event.

\$5,000

Opportunities available: one (1)

Hand Sanitizer

Each registration bag will include a 2-oz. hand sanitizer featuring your logo!

\$3,500

Opportunities available: one (1)

Custom Giveaway in Registration Bag

Include a product sample or promotional item of your choice in the registration bag. Cost of item is not included in the price of sponsorship.

\$3,500

Opportunities available: multiple

Conference Events & Activities

Event sponsors are recognized in multiple ways during these great networking events.

Conference Receptions

The Grand Opening Reception and Annual Conference Reception are the most widely attended events.

\$5,000 // Buyout \$35,000 each

Opportunities available: multiple

Continental Breakfast

Tuesday starts in the Exhibit Hall with continental breakfast. You can add to your impact with signage, and branded napkins and cups (supplies not included in the price).

\$5,000 // Buyout \$15,000

Opportunities available: multiple

Coffee & Beverage Breaks

Keep everyone's engines revved throughout the day with coffee and beverages in the Exhibit Hall. You can add to your impact with branded napkins and cups (supplies not included in the price).

\$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, and Lifetime Achievement Award.

\$4,000 // Buyout \$40,000

Opportunities available: multiple



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EVENT & PROMOTIONAL SPONSOR OPPORTUNITIES **Continued**

Game Breaks

USA Rice places interactive games around the Exhibit Hall. These entertaining networking hubs are always a hit. Branded signage, decals, or equipment will put your company at the center of the fun!

\$3,500

Opportunities available: two (2)

Advertising at Outlook

High-Impact Branding Opportunities

We're partnering with Hilton to make exclusive high visibility signage opportunities available throughout the event space and the hotel's main lobby.

\$10,000 & up

Opportunities available: multiple

Video Advertisement

Integrate a video ad, up to two minutes, into the General Session.

\$7,500

Opportunities available: two (2)

Floor Clings

Advertise your services and lead attendees to your booth with colorful vinyl floor clings placed along the walk and in the Exhibit Hall.

\$5,000 (set of 20)

Opportunities available: multiple

The Rice Stuff Podcast On Location!

Multiple episodes of our podcast are recorded on stage. Sponsors are mentioned throughout recording and can participate in a live ad.

\$3,000

Opportunities available: multiple

Doorknob Bag

Every attendee staying in the official conference hotel will wake up to your marketing material on their doorknob. Purchase the morning of Day 1 or Day 2, or both!

\$3,500 per day

Opportunities available: two (2)

Conference App Ads

Banner ads will rotate through the app and link users directly to your webpage, a video, or a sales sheet.

\$250

Opportunities: multiple



ADVERTISING OPPORTUNITIES

An added benefit to sponsors and exhibitors is exclusive access to unique and discounted advertising selections to amplify your messaging. We offer an array of opportunities to generate buzz before, during, and after the conference.

Banner Ad in Conference 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



Before, During, & After the Conference

Maximize your company's exposure during the Outlook Conference and beyond! Sponsors & Exhibitors receive a 20% discount on ads in our e-newsletter and podcast.

USA Rice Daily E-Newsletter

The USA Rice Daily reports the latest news on issues and activities that matter most to the rice industry. The newsletter is published Monday through Friday at 3:30 pm ET approximately 230 times per year and is distributed to more than 3,600 subscribers.

Ad Specs & Discounted Pricing

Ad Type	Frequency	Member		Non-Member	
Box Ad (300 x 350 pixels)	1 Week (5 emails)	\$135.05	\$108.04	\$155.30	\$124.24
Box Ad (300 x 350 pixels)	1 Month (19+ emails)	\$513.19	\$410.55	\$590.17	\$472.14

The Rice Stuff Podcast

The Rice Stuff podcast speaks directly to rice farmers, millers, and marketers about the issues they care most about. New episodes are released on the second and fourth Tuesday of every month. Sponsors receive two unique 30-second commercials of the hosts discussing your product/services. The commercials play in all podcast episodes (including new and past episodes) for the duration of the campaign.

Ad Duration & Discounted Pricing

Ad Duration	Member		Non-Member	
1 Month	\$300	\$240	\$350	\$280
3 Months	\$855	\$684	\$985	\$788
6 Months	\$1,530	\$1,224	\$1,760	\$1,408
9 Months	\$2,025	\$1,620	\$2,350	\$1,880
12 Months	\$2,160	\$1,728	\$2,500	\$2,000

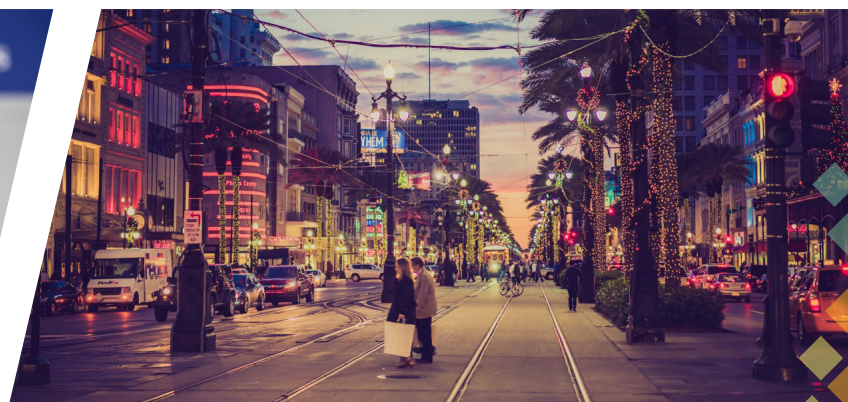


EXHIBIT TERMS AND CONDITIONS

USA Rice Outlook Conference ▪ Hilton New Orleans Riverside ▪ December 7-9, 2025

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 Hilton New Orleans Riverside.
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. **Loading Dock and Exhibit Hall Dimensions:** Single four bay dock located off Convention Center Blvd in service entrance. Height adjustable from 3ft to 5 ft. Easy ground level access to the Grand Salon (exhibit hall) through service corridors. Loading dock roll up door is 10'W x 10'3 H. The dimensions from the Salon doors leading to the loading dock are 9'10"W x 11'10" H. Grand Salon (exhibit hall) ceiling is 12" H. If bringing in equipment, please contact Jenni Bryant at (202) 361-9028 or jbryant@usarice.com.
3. **Setup and removal:** The exhibit area will be available for exhibitor to setup on Sunday, Dec. 7, 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 11:30 a.m. on Tuesday, Dec. 9, and must be completely removed by 6:00 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 (703) 236-1477.
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 purchased 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 Oct. 17, 2025, to be assured 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 Oct. 17, 2025.
 - b. Zero percent of exhibit fee if cancellation notice is received after Oct. 17, 2025.
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. 7, 2025, 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

Advanced Freight Warehouse Address:

Exhibiting Company Name / Booth Number
USA Rice Outlook Conference 2025
C/O Freeman
905 Sams Ave
New Orleans, LA 70123

Advanced Freight Deadline is Monday, December 1, 2025. After this date, freight will still be accepted at the above address, but at a slightly higher rate. For questions, please contact Freeman Exhibitor Support at (888) 508-5054 or exhibitorsupport@freemanco.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 conference center, 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 Conference, 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

Registration Desk Hours

Sunday, Dec. 7	1:00 p.m. – 6:00 p.m.
Monday, Dec. 8	8:30 a.m. – 12:00 p.m. 2:00 p.m. – 5:00 p.m.
Tuesday, Dec. 9	7:30 a.m. – 11:00 a.m.

Exhibit Hall Hours

Sunday, Dec. 7	6:00 p.m. – 7:00 p.m.
Monday, Dec. 8	2:00 p.m. – 6:30 p.m.
Tuesday, Dec. 9	7:30 a.m. – 11:30 a.m.

Sunday, December 7, 2025

- 6:00 p.m. – 7:00 p.m. Grand Opening Reception
- 7:30 p.m. – 10:00 p.m. Leadership Alumni Dinner (Alumni Only)

Monday, December 8, 2025

- 9:00 a.m. – 11:45 a.m. General Session
- 12:00 p.m. – 1:45 p.m. Annual Awards Luncheon (Ticketed Event)
- 2:00 p.m. – 5:00 p.m. Concurrent Education Sessions / Exhibit Hall
- 3:00 p.m. – 4:30 p.m. U.S. Rice Quality Symposium
- 5:30 p.m. – 6:30 p.m. Annual Conference Reception
- 6:30 p.m. – 11:00 p.m. USA Rice Back Our PAC Dinner & Auction (Ticketed Event)

Tuesday, December 9, 2025

- 7:00 a.m. – 8:30 a.m. Continental Breakfast and Visit Exhibitors
- 7:30 a.m. – 8:30 a.m. New Products & Technology
- 8:30 a.m. – 11:30 a.m. Concurrent Education Sessions / Exhibit Hall
- 11:30 a.m. 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 November 30, 2025.