



**2021 NATIONAL AGRICULTURE IN THE CLASSROOM
CONFERENCE**

IOWA EVENTS CENTER

DES MOINES, IOWA

JUNE 28-JULY 1, 2021

EXHIBITOR AND SPONSORSHIP PACKAGE

Contact NAITCO Development Director Randy Bernhardt at
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SPONSORSHIP AND EXHIBITOR LEVELS

DES MOINES, IOWA
JUNE 28-JULY 1, 2021

Rainmaker: \$20,000 and up

All the benefits of Ranch Hand level, plus:

- FOUR complimentary Conference Registrations*
- Opportunity to include an item with registration materials
- Listing on individual slide at each general session
- All opportunities listed under Ranch Hand
- Choose from many options to "Customize your sponsorship."

Barn Raiser: \$15,000 - \$19,999

All the benefits of Ranch Hand level, plus:

- THREE complimentary Conference Registrations*
- Opportunity to include an item with registration materials
- Listing on individual slide at each general session
- All opportunities listed under Ranch Hand
- Choose from many options to "Customize your sponsorship."

Harvester: \$10,000 - \$14,999

All the benefits of Ranch Hand level, plus:

- TWO complimentary Conference Registrations*
- Opportunity to include an item with registration materials
- Listing on donation level slide at each general session
- All opportunities listed under Ranch Hand
- Choose from many options to "Customize your sponsorship."

Cultivator: \$5,000 - \$9,999

All the benefits of Ranch Hand level, plus:

- One complimentary Conference Registration*
- Opportunity to include an item with registration materials
- All opportunities listed under Ranch Hand
- Choose from many options to "Customize your sponsorship."

Ranch Hand: \$1,250 - \$4,999

- Premium Exhibit Space (\$1,250 value)
- Acknowledgement through the conference website linking to sponsoring organization's home page
- Excel list of Conference Attendees with contact information (list provided is of conference attendees who agree to share their information)
- Acknowledgement through conference onsite signage and in the conference program
- Included in general sponsor listing on slides shown before general sessions
- Attending representative included in the list of participants

Exhibitor: \$900

- 8 X 8 exhibit space (assigned by administration) including one six foot table and two chairs. All breaks and receptions held in exhibit area plus Wednesday morning snack break with AITC State contacts.

* Complimentary conference registrations do not include pre- or post-conference tours.

CUSTOMIZE YOUR SPONSORSHIP

Des Moines, Iowa
June 28 – July 1, 2021

Based on the giving level selected, choose from the following custom sponsorship options, which are available on first-come basis. These options are available at \$5,000 sponsorships and above.

State Contacts/Annual Meeting Sponsor - \$3,500 SOLD

- An opportunity to address the Agriculture in the Classroom State Contacts at the NAITCO Annual Meeting (10 minutes) Monday June 28
- An invitation to attend a planned social event with State Contacts

State Contacts Dinner - \$2,500

- Your company logo displayed at the dinner the evening of Monday June 28.
- Opportunity to place materials on dinner tables.

Tuesday: Opening Breakfast Sponsor— \$7,500

(2 Available)

- Your company logo displayed at the breakfast Tuesday June 29.
- Opportunity to place materials at place settings.

Wednesday: Awards Breakfast Sponsor— \$10,000

(Exclusive Opportunity)

- Your company logo displayed at breakfast Wednesday June 30.
- Opportunity to place materials at place settings.
- Product feature (subject to availability).
- Opportunity to welcome attendees (two minutes).

Wednesday: Awards Luncheon Sponsor— \$7,500

(2 Available)

- Your company logo displayed at the lunch Wednesday June 30.
- Opportunity to place materials at place settings.
- Product feature (subject to availability).
- Opportunity to welcome attendees (two minutes).

Wednesday: Reception Sponsor— \$3,500

- Your company logo displayed at the reception Wednesday June 30.
- Product feature (subject to availability).
- Opportunity to interact with participants, state contacts and vendors.

Wednesday: Banquet Sponsor— \$10,000 (2 Available)

- Your company logo displayed at banquet Wednesday evening June 30.
- Opportunity to place materials at place settings.
- Opportunity to address attendees (five minutes)

Thursday: Breakfast Sponsor— \$5,000 (2 Available)

- Your company logo displayed at breakfast Thurs. July 1.
- Opportunity to place materials at place settings.
- Product feature (subject to availability).
- Opportunity to welcome attendees (2 minutes).

Thursday: Closing Luncheon Sponsor— \$5,000

(2 Available)

- Your company logo displayed at lunch Thursday July 1.
- Opportunity to place materials at place settings.
- Product feature (subject to availability).
- Opportunity to welcome attendees (2 minutes).

Mask/Lanyard Sponsor - \$2,000 (exclusive) SOLD

Your logo in one color on the official conference mask and lanyard, along with the NAITC logo/conference logo.

Water Bottle Sponsor - \$2,750

Your logo in one color on standard style water bottle, along with the NAITC logo and/or conference logo.

Daytime Break Sessions (Multiple Sponsorship Opportunities for Snack Breaks) \$1,500

Your company logo displayed at break areas. Conference breaks can be tailored to the sponsor* (i.e. "Make an Ice Cream Sundae" Break sponsored by Dairy Producers).

*subject to budget restrictions.

Break Times:

- Tuesday Morning
- Wednesday Morning or Afternoon
- Thursday Morning

Tour Buses - \$1,500 each (8 Available)

Sponsor a traveling workshop tour bus and your organization's logo will be displayed on the bus.

Opportunity to provide materials to attendees on the traveling workshop tour bus.

Workshop Room Sponsor - \$1,000

Sponsor a workshop room and your organization will be recognized on workshop room signage and in the conference program. Exclusive sponsorship, only one sponsor per room.

Reception Bar Sponsor - \$500

Your logo displayed at bar area. Sponsorship is for the bartender service only and does not include purchase/sponsorship or endorsement of alcoholic beverages.