2020 NATIONAL AGRICULTURE IN THE CLASSROOM CONFERENCE

LITTLE AMERICA HOTEL

SALT LAKE CITY, UTAH

JUNE 23-26, 2020

EXHIBITOR AND SPONSORSHIP PACKAGE
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rainmaker: $20,000 and up</strong></td>
<td>All the benefits of Ranch Hand level, plus:</td>
</tr>
<tr>
<td></td>
<td>• FOUR complimentary Conference Registrations*</td>
</tr>
<tr>
<td></td>
<td>• Opportunity to include an item with registration materials</td>
</tr>
<tr>
<td></td>
<td>• Listing on individual slide at each general session</td>
</tr>
<tr>
<td></td>
<td>• All opportunities listed under Ranch Hand</td>
</tr>
<tr>
<td></td>
<td>• Choose from many options to “Customize your sponsorship.”</td>
</tr>
<tr>
<td><strong>Barn Raiser: $15,000 - $19,999</strong></td>
<td>All the benefits of Ranch Hand level, plus:</td>
</tr>
<tr>
<td></td>
<td>• THREE complimentary Conference Registrations*</td>
</tr>
<tr>
<td></td>
<td>• Opportunity to include an item with registration materials</td>
</tr>
<tr>
<td></td>
<td>• Listing on individual slide at each general session</td>
</tr>
<tr>
<td></td>
<td>• All opportunities listed under Ranch Hand</td>
</tr>
<tr>
<td></td>
<td>• Choose from many options to “Customize your sponsorship.”</td>
</tr>
<tr>
<td><strong>Harvester: $10,000 - $14,999</strong></td>
<td>All the benefits of Ranch Hand level, plus:</td>
</tr>
<tr>
<td></td>
<td>• TWO complimentary Conference Registrations*</td>
</tr>
<tr>
<td></td>
<td>• Opportunity to include an item with registration materials</td>
</tr>
<tr>
<td></td>
<td>• Listing on donation level slide at each general session</td>
</tr>
<tr>
<td></td>
<td>• All opportunities listed under Ranch Hand</td>
</tr>
<tr>
<td></td>
<td>• Choose from many options to “Customize your sponsorship.”</td>
</tr>
<tr>
<td><strong>Cultivator: $5,000 - $9,999</strong></td>
<td>All the benefits of Ranch Hand level, plus:</td>
</tr>
<tr>
<td></td>
<td>• One complimentary Conference Registration*</td>
</tr>
<tr>
<td></td>
<td>• Opportunity to include an item with registration materials</td>
</tr>
<tr>
<td></td>
<td>• All opportunities listed under Ranch Hand</td>
</tr>
<tr>
<td></td>
<td>• Choose from many options to “Customize your sponsorship.”</td>
</tr>
<tr>
<td><strong>Ranch Hand: $1,250 - $4,999</strong></td>
<td>Premium Exhibit Space ($1,250 value)</td>
</tr>
<tr>
<td></td>
<td>• Acknowledgement through the conference website linking to sponsoring organization’s home page</td>
</tr>
<tr>
<td></td>
<td>• Excel list of Conference Attendees with contact information (list provided is of conference attendees who agree to share their information)</td>
</tr>
<tr>
<td></td>
<td>• Acknowledgement through conference onsite signage and in the conference program</td>
</tr>
<tr>
<td></td>
<td>• Included in general sponsor listing on slides shown before general sessions</td>
</tr>
<tr>
<td></td>
<td>• Attending representative included in the list of participants</td>
</tr>
<tr>
<td><strong>Exhibitor: $900</strong></td>
<td>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.</td>
</tr>
</tbody>
</table>

* Complimentary conference registrations do not include pre- or post-conference tours.
# Sponsorship Recognition Benefits Grid

**2020 National Agriculture in the Classroom Conference ‘Agriculture Elevated’**

LITTLE AMERICA HOTEL, SALT LAKE CITY, UTAH. DEADLINE FOR CONFERENCE SPONSORSHIP IS MAY 15, 2020.

Following is a list of sponsorship recognition benefits available for the 2020 National Agriculture in the Classroom Conference. Questions regarding sponsorship opportunities, contact Randy Bernhardt at rjbernhardt@aol.com, phone (505) 227-4090, or Lisa Gaskalla, at info@naitco.com, phone (352) 754-0246.

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Ranch Hand $1,250 - $4,999</th>
<th>Cultivator $5,000 - $9,999</th>
<th>Harvester $10,000 - $14,999</th>
<th>Barn Raiser $15,000 - $19,999</th>
<th>Rainmaker $20,000 and up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual slide shown prior to general sessions</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listed on donation level slide shown prior to general sessions</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Opportunity to include an item at registration check in</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Complimentary Conference Registrations</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Premium Exhibit Space</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgement through the conference website linking to sponsoring organization’s home page</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Excel list of Conference Attendees with contact information (list provided is of conference attendees who agree to share their information)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgement through conference onsite signage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgement in the conference program</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Included in general sponsor listing on slides shown before general sessions</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgement through pre-conference website publicity</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Attending representative included in the list of participants</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Based on the giving level you selected* choose from the following custom sponsorship options. These opportunities are available on first-come basis.

* $5000 sponsorships and above (Cultivator through Rainmaker levels of sponsorship. Does not apply to Ranch Hand level.

**State Contacts/NAITCO Annual Meeting Sponsor - $3,500**
- An opportunity to address the Agriculture in the Classroom State Contacts at the NAITCO Annual Meeting (10 minutes)
- An invitation to attend a planned social event with State Contacts

Unavailable – Sponsored by Protect the Harvest

**Wednesday: Opening Breakfast Sponsor— $7,500 (2 Available)**
- Your company logo displayed at the opening breakfast.
- Opportunity to place materials at place settings.

**Thursday: Awards Breakfast Sponsor— $10,000 (Exclusive Opportunity)**
- Your company logo displayed at breakfast on Thursday.
- Opportunity to place materials at place settings.
- Product feature (subject to availability).
- Opportunity to welcome attendees (two minutes).

**Thursday: Awards Luncheon Sponsor— $7,500 (2 Available)**
- Your company logo displayed at lunch on Thursday.
- Opportunity to place materials at place settings.
- Product feature (subject to availability).
- Opportunity to welcome attendees (two minutes).

**Thursday: Reception Sponsor— $3,500**
- Your company logo displayed at the reception.
- Product feature (subject to availability).
- Opportunity to interact with participants, state contacts and vendors.

**Thursday: Banquet Sponsor— $10,000 (2 Available)**
- Your company logo displayed at banquet Thursday evening.
- Opportunity to place materials at place settings.
- Opportunity to address attendees (five minutes)

**Friday: Breakfast Sponsor— $5,000 (2 Available)**
- Your company logo displayed at breakfast on Friday.
- Opportunity to place materials at place settings.
- Product feature (subject to availability).
- Opportunity to welcome attendees (2 minutes).

**Friday: Closing Luncheon Sponsor— $5,000 (2 Available)**
- Your company logo displayed at lunch on Friday.
- Opportunity to place materials at place settings.
- Product feature (subject to availability).
- Opportunity to welcome attendees (2 minutes).

**Water Bottle Sponsor— $2,750** – Your logo in one color on standard style water bottle, along with the NAITC logo and/or conference logo.

**Meeting Bag Sponsor— $5,000 (exclusive opportunity)**
Your logo in one color on the official attendee meeting bag, along with the NAITC logo/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:
- Thursday Morning
- Thursday Afternoon
- Friday Morning

**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.
2020 NAITC Conference
June 23-26, 2020
Little America Hotel
Salt Lake City, Utah

Exhibit Booth Registration:
Each 8’x8’ booth space includes one six foot draped table, two chairs, and one person in the exhibit booth. Premium exhibit spaces have higher visibility locations. Electricity will be available. The exhibit fee does not include conference registration. To participate in meal functions, an exhibitor must pay the full registration fee or may purchase meals individually.
□ STANDARD EXHIBIT BOOTH: $ 900
□ PREMIUM EXHIBIT BOOTH: $1250
□ EXHIBIT BOOTH INCLUDED WITH SPONSORSHIP
Upgrade to the Sponsor category and receive a complimentary exhibit booth with priority choice of premium booth location. See below for sponsorship levels.

Add additional exhibit representative(s) to your booth below.
# of additional exhibit staff $75 each
Name(s) of additional exhibit staff:

Sponsorships
Indicate your sponsorship category below by entering your sponsorship amount. A complete listing of sponsorship benefits by level can be found on the NAITC website.
□ Ranch Hand ($1,250-$4,999) $_________
□ Cultivator ($5,000-$9,999) $_________
□ Harvester ($10,000-$14,999) $_________
□ Barn Raiser ($15,000-$19,999) $_________
□ Rainmaker ($20,000 and more) $_________

Customize your sponsorship:
Choose from the following custom sponsorship options based on the giving level you selected above (Rainmaker through Cultivator levels of sponsorship. Not available for Ranch Hand level). These opportunities are available on first-come basis. See the Customize Your Sponsorship sheet for details.
□ State Contact Meeting Sponsor (exclusive) SOLD $3,500
□ Wednesday Opening Breakfast (2 available) $7,500
□ Thursday Awards Breakfast Sponsor (exclusive) $10,000
□ Thursday Awards Luncheon Sponsor (2 available) $7,500
□ Thursday Reception Sponsor (exclusive) $3,500
□ Thursday Banquet Sponsor (2 available) $10,000
□ Friday Breakfast Sponsor (2 available) $5,000
□ Friday Closing Luncheon (2 available) $5,000
□ Morning Break Sponsor $1,500 □ Thursday □ Friday Afternoon Break Sponsor $1,500 □ Thursday □ Friday Reception Bar Sponsor - $500
□ Workshop Room Sponsor - $1,000 (8 available)
□ Water Bottle - $2,750 (exclusive)
□ Meeting Bag - $5,000 (exclusive)

Enter your company information exactly as you would like it to appear in the program guide:
Company Name: __________________________
Address: ________________________________________________
City, State, Zip: ________________________________________
Phone: (_______) ______________________________
Email: _____________________________________________
Website: ____________________________________________
Representative’s Name: ________________________________
Email your company logo for the program guide to:
Hannah.paxton@usu.edu by May 15, 2020

Advertising in the Program Guide
(Paid separately. Not a sponsorship benefit)
□ Full page ad - Outside back cover (color) $3000
□ Full page ad - Inside Front Cover (color) $2500
□ Full page ad - Inside Back Cover (color) $2500
□ Full page ad - Within book (black and white) $1500
□ Half page ad (black and white) $775
□ Quarter page ad (black and white) $500
□ Business card size ad (black and white) $275
All ads subject to approval. Email your print-ready ad in electronic form to Hannah.paxton@usu.edu. See the website for sizes.
Print ready file deadline: April 13, 2020

TOTAL: $____________

FOUR EASY WAYS TO REGISTER
1. ONLINE: www.naitcconference.org
2. FAX: 435-797-0636
3. MAIL: NAITC 2019 Conference
Conference Services Department
5005 Old Main Hill, Logan, UT 84322-5005
4. PHONE: 800-538-2663 or 435-797-0424 or 0421
For questions about exhibiting, sponsoring, or advertising in the NAITC conference program guide, please contact Randy Bernhardt, rjbernhardt@aol.com, phone (505) 227-4090.

METHOD OF PAYMENT
□ Check payable to: NAITC c/o USU Conference Services
□ Payment/sponsorship processed through NAITC Office
□ Purchase order # ______________________ (invoice me)
□ Credit Card: Call 800-538-2663 or 435-797-0424

CANCELLATION & REFUND POLICY
Refunds will be made to those registrants who must cancel, less a $80 processing fee. Written cancellation requests must be post-marked by April 2, 2020. No refunds will be made after that date.