

25th Annual
WINTER CONFERENCE

JAN. 26-27, 2021 • WICHITA, KANSAS

QUESTIONS? Email Swaffar@notill.org
or call (785) 210-4549

 [notillorg](https://twitter.com/notillorg)
#notill2021

 [NoTillOnThePlains](https://www.facebook.com/NoTillOnThePlains)
www.notill.org

June 8, 2020

Dear Sponsors,

Any other year we would be sending you information on how to register for the 2021 conference with a solid plan for the conference. With the uncertainty brought on by COVID-19 we are in still figuring out how and whether we will have our traditional Conference. We certainly intend to hold the Conference January 26 and 27, 2021 in Wichita.

With that in mind, we opened an online sponsor registration form so you can reserve your booth space and sponsor benefits. We will not ask for payment until we are confident how we will deliver the 25th Annual Winter Conference.

I'm sure you can understand our disappointment in not being able to trumpet our silver anniversary event, however like we ask our producers to do, we will adapt and continue on doing the best job we can.

At this time we are planning and lining up the best speakers for the 25th Annual Winter Conference as usual. In August we will evaluate the situation and make a decision on conference format. In the event we cannot hold a large in-person event we will let you know how we will hold the event and adjust sponsor benefits and payments accordingly.

You will find the sponsor benefits and information about the conference for the large in-person event we are planning in the following pages. If you have any questions please contact us at Swaffar@notill.org or call us at (785) 210-4549.

We look forward to celebrating 25 years supporting agriculture systems modeling nature Jan 26-27, in Wichita, Kansas!

Sincerely,



Steve Swaffar
Executive Director

Important Details

1. Booth Hours

Monday, Jan. 25: 8:30 a.m. – 5:00 p.m. (optional for fundamentals and advanced workshops)

Tuesday, Jan. 26: 8:00 a.m. to 7:00 p.m.

Wednesday, Jan. 27: 8:00 a.m. to 4 p.m.

Attendees may view exhibits any time during open hours.

On Monday, Jan. 25 we will host both the beginner's fundamentals workshop and an advanced workshop at the facility. You are welcome to have your booth set up and open to attendees on Monday. All sponsors and exhibitors, must set up booths between 10:00 am - 4:30 p.m. on Monday, or between 7:00 -8:00 a.m. Tuesday.

Monday – January 25, 2021

7:00 a.m. - Registration opens

8:30 to 10:00 a.m. - Fundamentals and Advanced workshops running concurrently in Hyatt Ballrooms

10:00 to 10:20 a.m. - Break

10:20 a.m. to 12:00 p.m. - Fundamentals and Advanced workshop sessions

12:00 to 1:30 p.m. - Lunch for both workshops

1:30 to 3:00 p.m. - Fundamentals and Advanced workshop sessions

3:00 to 3:20 p.m. - Break

3:20 to 4:45 p.m. - Fundamentals and Advanced workshop sessions

Tuesday - January 26, 2020

7:00 - Registration Opens

8:30 a.m. - Keynote Speaker – Convention Hall

10:00 a.m. - Thirty minute break

10:30 a.m. - Breakout Sessions – Hyatt Ballrooms

11:30 a.m. - Lunch

1:00 p.m. - Breakout Sessions – Hyatt Ballrooms

2:00 p.m. - Thirty minute break

2:30 p.m. - Sponsored Breakout Sessions

3:30 p.m. - Thirty minute break

4:00 p.m. - Breakout Session

5:00 – 7:00 PM - Networking Reception in
Lower Connecting Lobby

Schedule subject to change

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Wednesday - January 27, 2020

7:30 a.m. - Registration Opens
8:30 a.m. - Keynote Speaker – Convention Hall
10:00 a.m. - Thirty minute break
10:30 a.m. - Breakout
11:30 a.m. - Lunch
1:00 p.m. - Breakout Sessions
2:00 p.m. - Thirty minute break
2:30 p.m. - Breakout Sessions
3:30 p.m. - Thirty minute break
4:00 p.m. - Breakout Session
Sessions end at 5:00 p.m.
4:00 p.m. – Booth teardown

On Jan. 26, Registration opens at 7:00 a.m. with Keynote session beginning at 8:30 a.m. On Jan. 27, Keynote session begins at 8:30 a.m. There will be an extended lunch and 30-minute breaks for attendee-exhibitor interaction both days.

2. Move-in/Move-out

Sponsors may move in from 10:00 a.m. to 4:30 p.m. on Monday, January 25 or between 7:00 - 8:00 a.m. Tuesday. On Wednesday, Jan. 27, sponsors may pack-up and move out *after 4:00 pm*. We will be hosting our Beginners and Advanced Workshops on Monday so there is an opportunity for booth traffic on Monday.

3. Online Sponsor Registration and Contracts

Please complete your registrations and contracts at www.notill.org. You may complete your contact information, reserve your space, pay securely online via PayPal and order add-ons such as electricity, Internet and other necessary items all in one convenient location. This online process will expedite your registration and improve the trade show experience. Register at www.notill.org

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2021 Sponsor Levels

	Tier 1 Sponsor	Tier 2 Sponsor	Exhibitor Booth
Investment	\$15,000	\$10,000	\$5,000
# Available	7	10	10+
Exhibit Space	Any available booth space	Any Available booth space after T1 sponsors are placed	Any Available booth space in Promenade Lobby
Exhibit Sizes	20' x 20' - (2-3) 8' draped tables, 2 chairs, back and side drape, trashcan.	10' x20' - (1-3) 8' draped table, 2 chairs, back and side drape, trashcan.	8'x10' - One (1) 8' foot table, 2 chairs, in Promenade lobby, trashcan.
Electricity & Internet	Included	Included	Included
Booth Enhancements	Included upon request	Included upon request	Available upon request for cost
Complimentary Registrations	8	4	2
Breakout Session	Exclusive 60-minute session during conference breakouts	Not available	Not available
Attendee List	Included (Name, address, email)	Included (Name, address, email)	Included (Name, address, email)
Complimentary Invitation to NTOP WC events	Invitation for 8 to all events around WC (Monday's workshop, Monday Night Banquet, Winter Conference 2-day pass, Tuesday's Networking Banquet)	Invitation for 4 to all events around WC (Monday's workshop, Monday Night Banquet, Winter Conference 2-day pass, Tuesday's Networking Banquet)	Invitation for 2 for WC activities only (Winter Conference 2-day pass, Tuesday's Networking Banquet)
Conference Proceedings	Company listing in sponsor directory	Company listing in sponsor directory	Company listing in sponsor directory
Conference Proceedings Ad	Full page - color ad	1/2 page - color ad	1/8 page - color ad

2021 Sponsor Levels

	Tier 1 Sponsor	Tier 2 Sponsor	Exhibitor Booth
Recognition			
Showcase 1 year on website and at all NTOP events	Yes	No	No
Logo on advertising	Yes	Yes	Yes, as time and space permits
Listed in news releases	Yes - 5 minimum	Yes - 3 minimum	Yes - 1 minimum
Logo on on-site signage	Yes	Yes - with other Tier 2 sponsors	Yes - with other Exhibitors
Logo featured on your own sign on stage at General Sessions	Yes	No	No
Logo on a slide on jumbo screen before sessions	Yes - logo on own slide	Yes - logo with other Tier 2 sponsors	Yes - logo with other Exhibitors
1 minute commercial before Gen Sess.	Yes	No	No
Reserved seating at Gen. Session	8	4	2
Sponsor spotlight email blast	Yes	Yes	As time permits
Social Media Mentions prior to WC	5	3	1
One promotional piece and some small giveaway in attendee packet	Yes	Yes	No

Sponsor Booth Locations

To view the most current map of available spaces, visit <http://notill.org/conference/2020-sponsor-information>

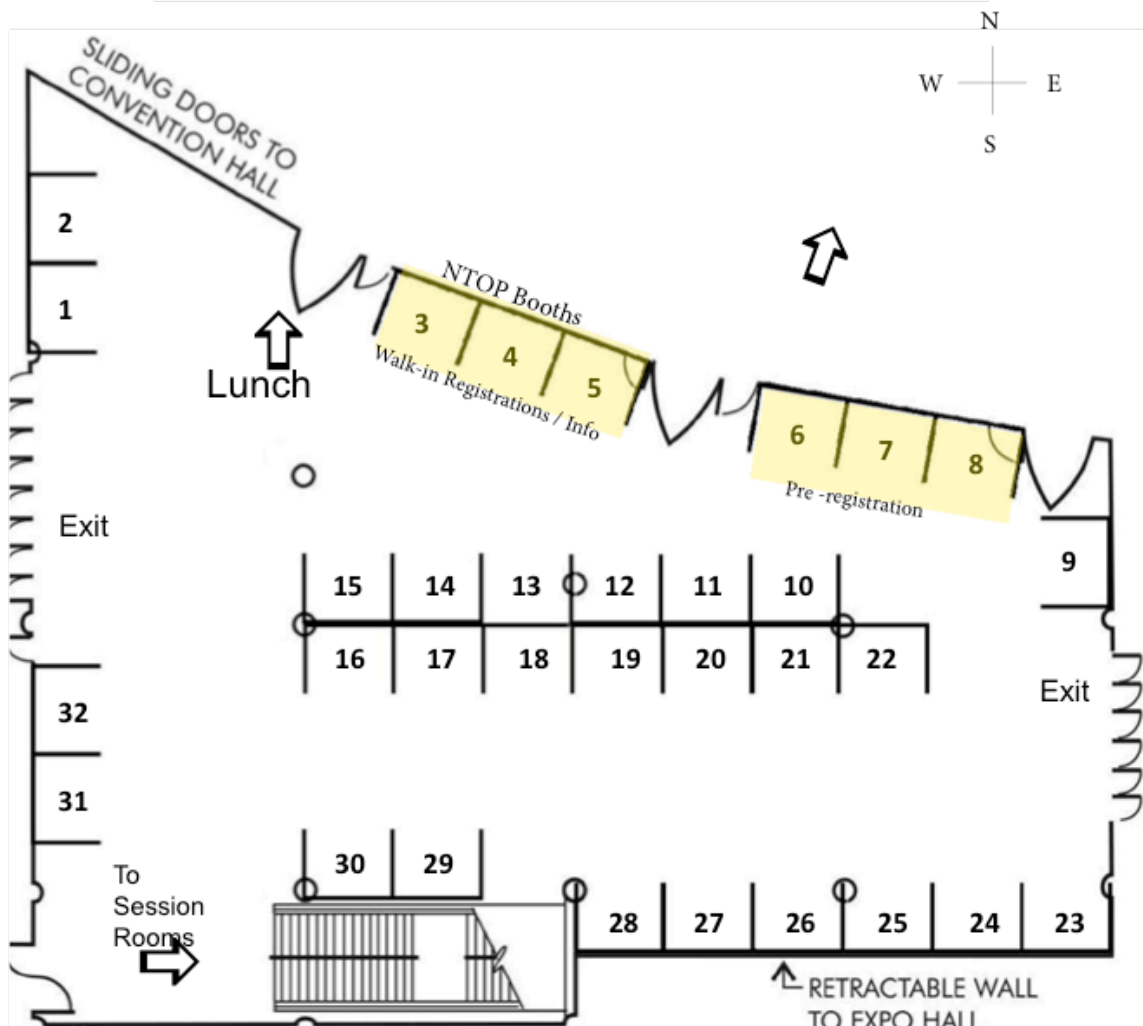
Century II Performing Arts & Convention Center

Connecting Lobby

30 - 8'x10' Booth Spaces

Tier 1 Sponsors will be placed first, followed by Tier 2 sponsors.
Exhibitors will be located upstairs in Promenade Lobby.

NTOP information table and walk-in registration will be located in Booths 3-5, with pre-registration located in booths 6-8. Tuesday evening reception will be held in the lower lobby.



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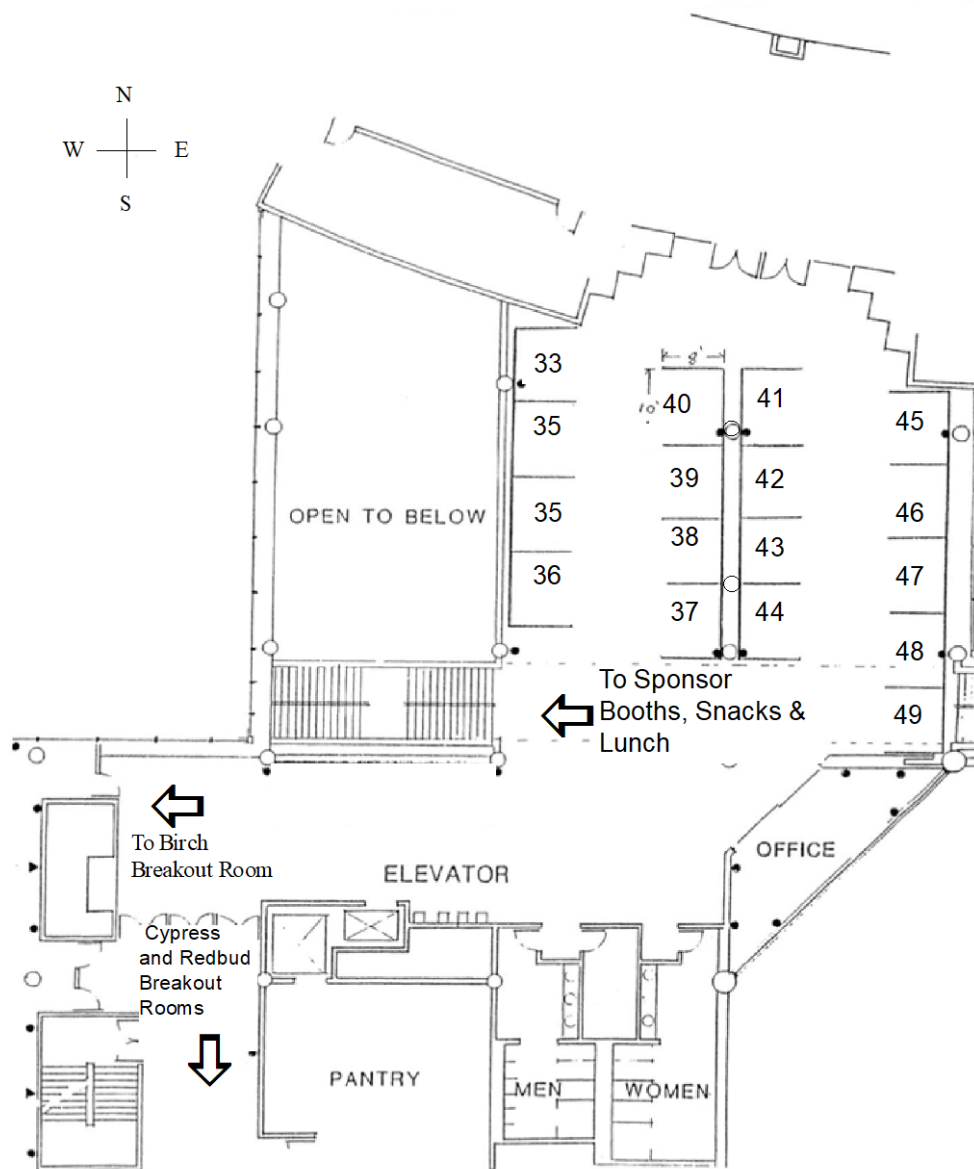
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Century II Performing Arts & Convention Center

Promenade Connecting Lobby

17 - 8'x10' Booth Spaces



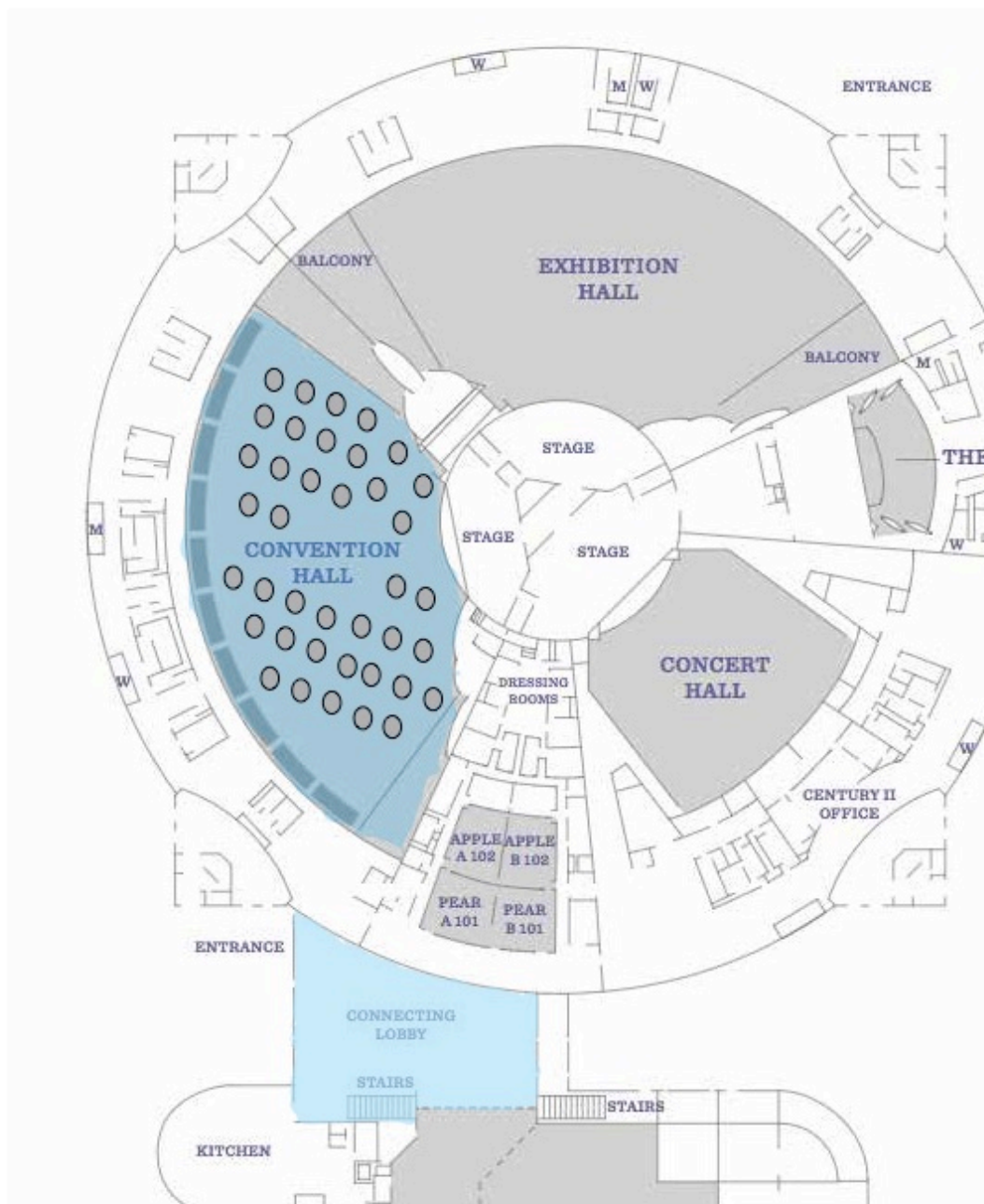
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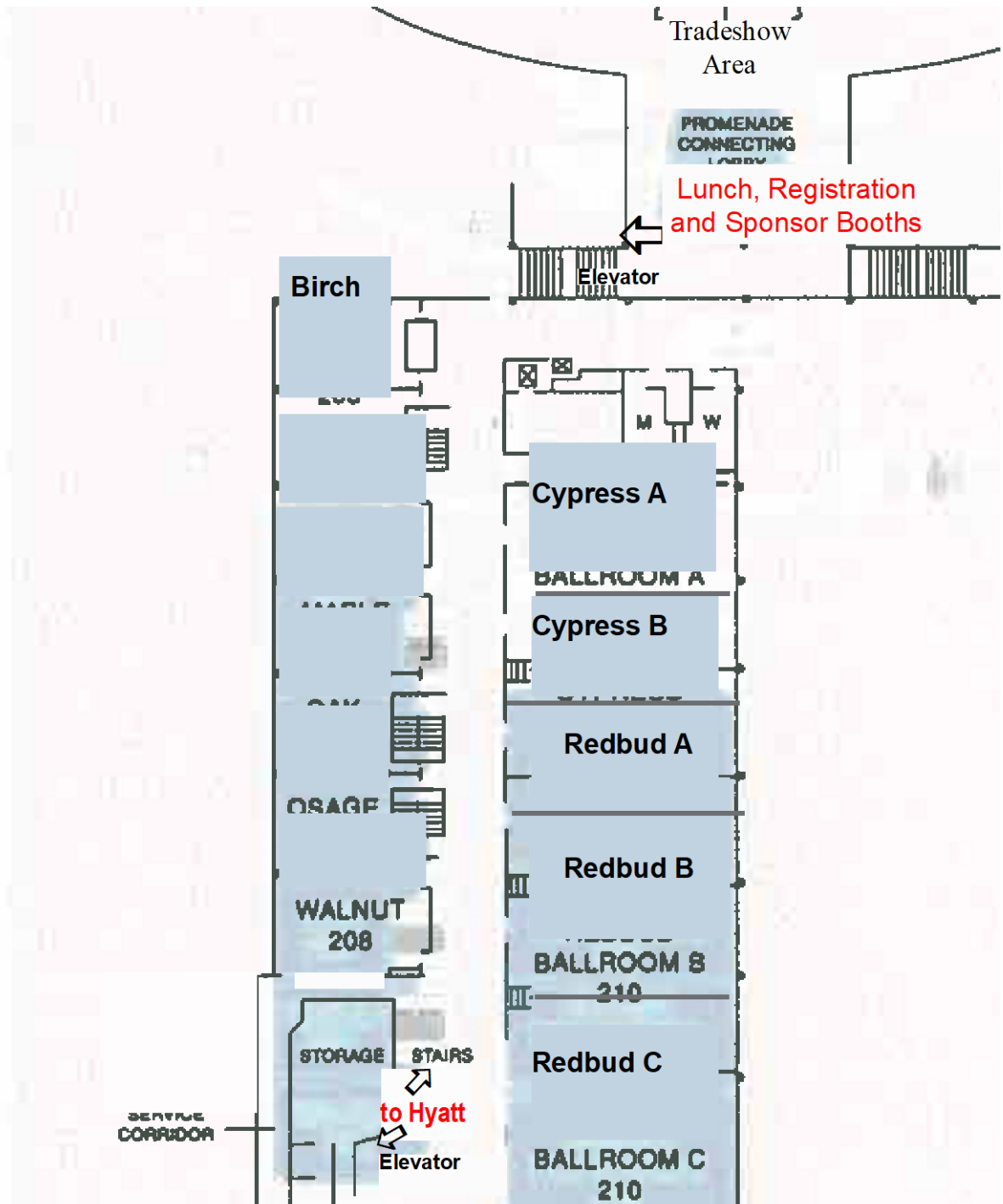
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Convention Center Upper Level



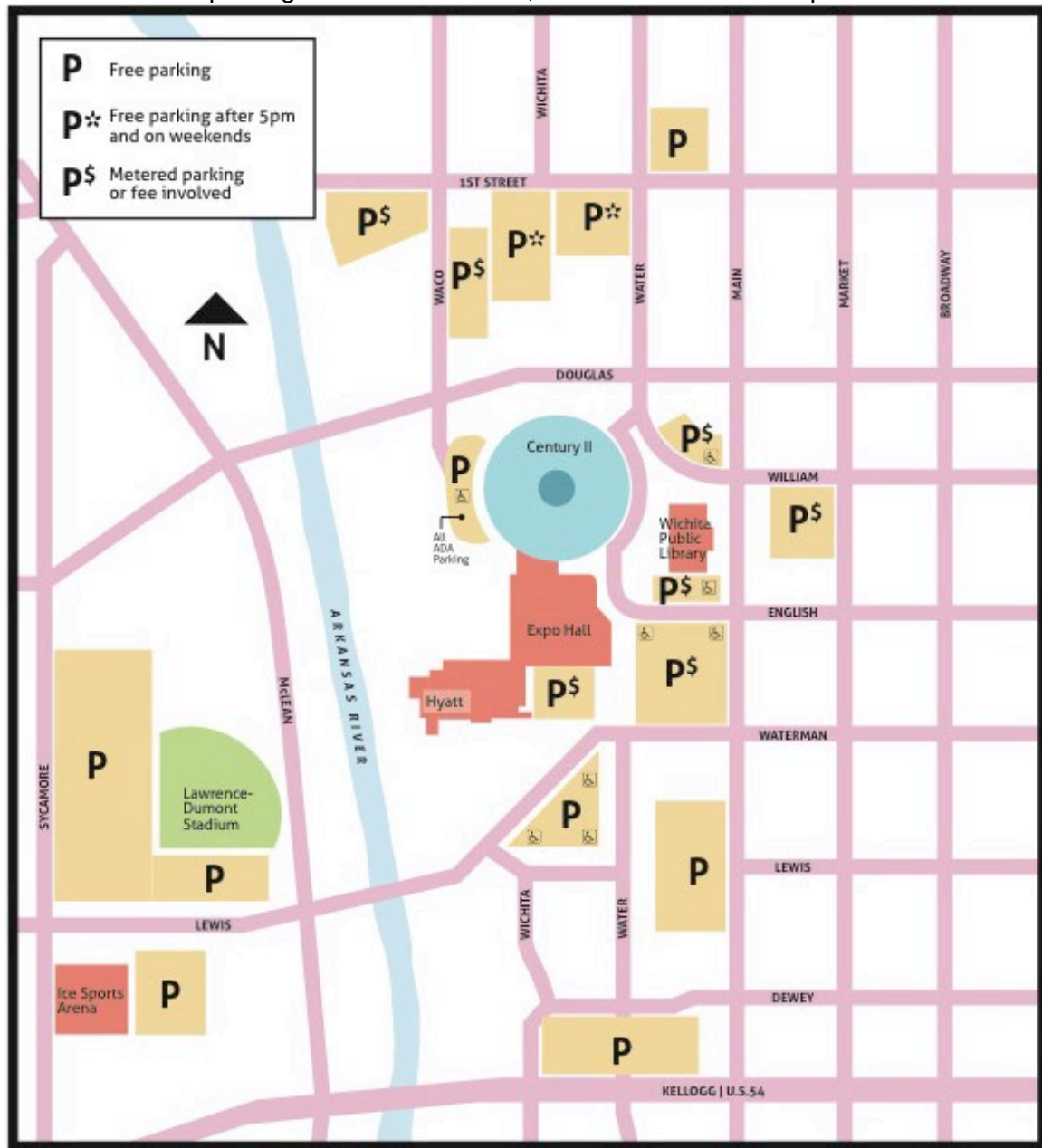
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Parking

A number of free parking areas are available, as indicated on the map below.



Sponsor Checklist

Submit your contract and payment online at notill.org. Sponsor booth locations are first-come, first-serve. Your space is not secured until payment is received. Pay securely online via PayPal during registration or mail a check as soon as possible to No-till on the Plains, P.O. Box 81, Berryton, KS 66409.

	TIER 1 SPONSOR	TIER 2 SPONSOR	Exhibitor
Email print-ready advertisement (PDF or JPG)	Dec. 1 Ad size: WITHOUT BLEED: 8" wide by 10.5" tall, WITH BLEED: 8.75" wide by 11.25" (Keep text within safe space of 8.25" by 10.75", includes .125" on each edge for bleed)	By Dec. 1 Ad size: 7.5" wide by 4.875" tall	By Dec. 1 Ad size: 3.625" wide by 4.875" tall
Submit commercial	By Dec. 15 1-min. commercial		
Email breakout session presentation	By Jan. 10		
Email list of employee names for conference badges	By Jan. 10 (8 badges)	By Jan. 10 (4 badges)	By Jan. 10 (2 badges)

Sponsor Agreement

We hereby make application for sponsorship/exhibitor according to the official floor plan to be used for an exhibit at the No-till on the Plains, Inc. Winter Conference at the Hyatt Regency and Century II on Jan. 26-27, 2021, to be conducted by the No-till on the Plains, Inc. All sponsor/exhibitor rules and information governing the No-till on the Plains, Inc. Winter Conference are accepted by us, and made part of this contract, and we agree to comply with all of them, taking the space for exhibition purposes under the terms and conditions set forth below.

Exhibit Hours

- Monday, Jan. 25: Sponsor move-in as scheduled; registration check-in required
- Tuesday, Jan. 26: 8:00 a.m. to 6:30 p.m. (Facility open at 7:00 a.m.)
- Wednesday, Jan. 27: 8:00 a.m. to 4 p.m.

Move-in/Move-out

- Move-in: Monday, Jan. 25, at 10 a.m. – 4:30 p.m. for move-in and closes at 5:00 p.m. sharp.
- Move-in Tuesday, January 26, 7:00-8:00 a.m.
- All booth spaces will be pre-marked to ease with set-up.
- On Wednesday, Jan. 27, sponsors may pack-up and move out only after 4:00 p.m. All displays must be removed by 6:30 p.m., Jan. 27.
- You may request information to have booth items shipped to the conference facility, please contact Steve to request the shipping information.

Name Badge Policies

Name badges must be worn during the entire show. A name badge must be purchased for each person working the exhibit and may not be exchanged between sponsor representatives working different days.

Sponsor Packets and Check-in

Sponsor packets containing show information and name badges must be picked up at the appropriate registration area (Monday).

Booth Furnishings

- Refer to the sponsorship table in the sponsorship packet for included booth furnishings. Someone will contact you in November for furnishings requests.
- Electricity and wireless Internet is available throughout the Hyatt Regency and included for sponsors/exhibitors. Bring your own extension cord.
- All items on display must lie within the four boundaries of the assigned exhibit area.

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Cancellation Policy

Cancellation of this contract will be granted if No-till on the Plains, Inc. is notified in writing. Exhibitors will be charged a 25% fee for cancellation prior to Dec. 31, 2020. The lessee will be held responsible for the entire rental fee after Jan. 1, 2021.

Liability

Lobby areas are not secure areas. Century Two Convention Center will provide night security but cannot see the entire sponsor/exhibitor area all at once. We will make every effort to help you secure your valuable items at the conference.

It is expressly understood and agreed between the sponsor and No-till on the Plains, Inc. that No-till on the Plains, Inc., its members, and the Hyatt Regency and Century II will not be held responsible for any loss of, or damage to, goods and property of sponsors and sponsors' employees. Each sponsor, upon signing a contract/application for space, expressly releases No-till on the Plains, Inc. from, and agrees to indemnify them against all claims.

Contract Acceptance

When this contract is accepted, No-till on the Plains, Inc. agrees to give us the use of the space, to be used by us in consideration of and for the purpose and time aforesaid. No-till on the Plains, Inc. agrees to the terms herein stated, and to the terms and conditions set forth above.

Please contact Steve Swaffar, No-till On the Plains Executive Director, at Swaffar@notill.org or 785-210-4549 with questions. We look forward to having your support for regenerative agriculture producers!