

2025 Annual Meeting
and
AG PRO EXPO

**National Alliance of
Independent Crop
Consultants**



January 20-24, 2025

**Monterey Convention Center
Monterey, CA**

AG PRO EXPO

MAXIMIZE Your Time—and Your Investment

The easiest way to make the most of your advertising dollars is to join more than 700 leading crop and research consultants and quality assurance professionals at the **2025 NAICC Annual Meeting and AG PRO EXPO, January 20-24**. You can make a lasting impression on these agricultural decision-makers *as they come to you* at your exhibit booth.

Who We Are

NAICC, formed in 1978, is the professional association and the official voice of independent crop consultants, contract researchers and quality assurance professionals. Our members directly influence management decisions on over 27 million U.S. crop acres. Crops range from corn, soybeans, cotton, wheat, alfalfa and rice to fruits, vegetables, nuts, citrus and many more. Our members are experts in crop care, integrated crop and pest management and contract research, in addition to biotechnology and sustainable agriculture.

Exhibit Hall Activities and Details

Exhibit Hours

Installation:	Tuesday, January 21 3:00 pm-5:00 pm
	Wednesday, January 22 8:00 am—1:00 pm
Show Hours:	Wednesday, January 22 3:00 pm—5:00 pm
	Thursday, January 23 7:00 am-7:45 am 10:00 am-10:45 am 3:30 pm-4:15 pm 5:30 pm-7:30 pm
	Friday, January 24 7:00 am-7:45 am 10:00 am-10:30 am 3:30 pm-4:00 pm
Dismantle:	Friday, January 24 10:30 am

Early dismantle results in loss of deposit.

Registration and Deadlines

All spaces are first come, first served. **One complimentary registration is included. Additional registrations are available for \$575 per person for member companies and \$950 for non-members.** All registrations include registration packet, name badge, tickets to meal functions in the Exhibit Hall and access to educational sessions.

**BADGE REQUIRED TO ENTER EXHIBIT HALL
NO EXCEPTIONS!**

Booth Specifics

NAICC Sustaining Members receive a discounted price of **\$1150** for exhibit booths. Regular price is **\$2160** for a 10'X10' booth space. Each booth comes with a 6-foot skirted table and two plastic chairs. *Contracts will not be processed until payment is received.* Cancellations must be made in writing and are subject to a \$250 non-refundable fee. No refunds after December 24.

Booth locations are determined as follows:

- The Exhibitor's level of NAICC sponsorship
- Date the contract and payment were received
- Separation of competitive companies
- Uniform display area and traffic flow

Traffic Enhancers

All continental breakfasts, refreshment breaks, silent auction and receptions will be held in the Exhibit Hall. This will keep the crowds flowing past your booth throughout the day and into the evening. Attendees will have an opportunity to participate in an Exhibit Hall game to enhance traffic to your booth. Details will be given at show move-in.

The **EXHIBIT HALL EXTRAVAGANZA** is a fun-filled evening providing additional visibility for exhibitors who are invited to donate items for the raffle. Exhibitors collect business cards throughout the day and draw the winning names that evening!

NAICC

**700 Wood Duck Drive
Vonore, TN 37885
423/884-3580**

AllisonJones@naicc.org • www.naicc.org

SPONSORSHIP OPPORTUNITIES

Friday Evening Networking/Theme Party	\$10,000
<i>Friday, January 24, 6:30 p.m.</i>	
The NAICC Networking dinner will feature food, music and fun games/activities depicting the Monterey area. We'll also have a fundraiser benefiting the Foundation for Environmental Agriculture Education.	
President's Lunch and Awards Ceremony	\$7,500
<i>Friday, January 24, 12:00 noon</i>	
This event is always popular as NAICC members come together to hear the Incoming President's plans for the year and to honor the achievements of their peers. The industry's most prestigious awards are announced and members are recognized for years of service.	
Annual Meeting APP	\$5,000/\$2500/\$1250
Your company's visibility will be heightened when your name is highlighted on EVERY page of the 2025 NAICC Annual Meeting App. A special "thank you" will be added to the program and in the <i>NAICC News</i> .	
Outgoing President's Reception and Exhibit Hall Extravaganza!	\$5,000
<i>Thursday, January 23, 5:30 p.m.</i>	
This event kicks off the Annual Meeting with an opportunity for all to offer a heartfelt thanks to Outgoing President Debra Stroschein. Exhibitors' raffle items are sure to draw a crowd.	
Meeting Room Sponsorship	\$5000-\$1000
Sponsor one or all meeting rooms! Single Track Sponsorship for the entire week: \$5000; Single Track Sponsorship for one day: \$2500; Single Room Sponsorship for one session: \$1000.	
WiFi Sponsorship	\$5000
Your company name will be listed on all WiFi code notifications, including the name badges!	
Breakfast Sessions	\$4,000 each
<i>Thursday, January 18, 7:00 am Friday, January 19, 7:00 am Saturday, January 20, 8:00 am</i>	
They say it every year: the biggest benefit of attending the NAICC Annual Meeting is networking with their peers. Be the one who makes it possible by sponsoring a continental breakfast in the Exhibit Hall on Thursday or Friday morning.	
New Members' & First Timers' Reception	\$4,000
<i>Wednesday, January 22, 5:30 p.m.</i>	
Every year Annual Meeting attendance soars, thanks to the NAICC new members and first time attendees. This event is an important first impression for new folks, as well as members who have never before attended the meeting.	
Convention T-Shirts	\$3,750
The NAICC Annual Meeting T-shirts are always a popular memento for convention attendees that will be worn over and over again.	

SPONSORSHIP OPPORTUNITIES Cont.

New Members' Boot Camp **\$3,750**

Thursday, January 23, 12:00 noon

The New Members' Boot Camp was definitely the most talked about event among new members and first timers at last year's meeting. We're inviting individual members who recently joined NAICC to mingle with and learn from the NAICC leadership.

QA Networking Luncheon **Co-sponsorship available for \$500-Partner and \$250-VIP**

The NAICC Quality Assurance Networking Luncheon is a very popular event. QAs can mingle with their peers and exchange knowledge and participate in fun games.

Researcher Capability Post Session Drink Tickets **\$3750**

Help NAICC draw a crowd to the Researcher Capability Poster Session by sponsoring drink tickets for the 3-hour reception.

Registration Bags **\$3700**

Attendees will appreciate a registration bag to carry papers and swag from the Exhibit Hall! Bags will have company and NAICC logos imprinted on them and will be handed out at registration.

New & Emerging Technology Session Flash Drives **\$3,500**

USB flash drives, pre-loaded with YOUR company information and the New & Emerging Technology Session presentations, will be handed out to attendees. NAICC and your company logo are imprinted on the devices.

Hotel Room Keys **\$2,750**

The NAICC logo and your company's name and logo will be imprinted on the hotel room keys that attendees will receive upon check-in! Attendees will take your company's name with them wherever they go during the Annual Meeting week when you sponsor the hotel room keys.

Refreshment Breaks in Exhibit Hall **\$2,500**

Thursday, January 23, am or pm **Friday, January 24 am or pm**

Held in the Exhibit Hall, these breaks are excellent high visibility opportunities for sponsors, as attendees network with exhibitors and other attendees.

Name Badge Lanyards **\$2,500**

Attendees will remember the company that made their convention experience more convenient. Lanyards will be printed with "NAICC" and your company's logo and are sure to be very popular.

Committee Chairs' Luncheon **\$1,500**

Wednesday, January 22 12:00 noon

NAICC Committee Chairs will meet over lunch courtesy of a generous corporate sponsor. Here they will interact with the NAICC leadership and learn the ropes of successful committee management.

NAICC Laptops for Convention AV **\$750**

Sponsor a brand new laptop for \$750 that will be used in the educational sessions throughout the week featuring YOUR LOGO! These laptops will be raffled to three lucky attendees.