

**2027 Annual Meeting
and
AG PRO EXPO**

**National Alliance of
Independent Crop
Consultants**



January 27-29, 2027

**Hyatt Regency at the Arch
St. Louis, MO**

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 600 leading crop and research consultants and quality assurance professionals at the **2027 NAICC Annual Meeting and AG PRO EXPO, January 25-30**. 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 26**
3:00 pm-5:00 pm
Wednesday, January 27
8:00 am—12:00 pm

Show Hours: **Wednesday, January 27**
1:00 pm—5:00 pm
Thursday, January 28
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 29
7:00 am-7:45 am
10:00 am-10:30 am

Dismantle: **Friday, January 29**
10:45 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 **\$1220** for exhibit booths. Regular price is **\$2430** 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 the Thursday evening reception 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

SPONSORSHIP OPPORTUNITIES

Welcome Reception

\$10,000

Wednesday, January 27, 6:00 p.m.

The NAICC Welcome Reception will feature everything St. Louis at the Cardinal's Ballpark Village. Enjoy famous St. Louis BBQ dinner while riding (or watching others ride!) the machinal bull at PBR. Or enjoy your favorite ballpark concessions while overlooking Cardinal Stadium. You will also have a chance to purchase raffle tickets benefiting the Foundation for Environmental Agriculture Education.

Annual Meeting APP

\$5,000/\$2500/\$1250

Your company's visibility will be heightened when your name is highlighted on EVERY page of the 2027 NAICC Annual Meeting App. A special "thank you" will be added to the program and in the *NAICC News*.

Outgoing President's Reception and Exhibit Hall Extravaganza!

\$5,000

Thursday, January 28, 5:30 p.m.

This event kicks off the Annual Meeting with an opportunity for all to offer a heartfelt thanks to Outgoing President Laurie Bennett. 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.

Wi-Fi Sponsorship

\$5000

Your company name will be listed on all Wi-Fi code notifications, including the name badges!

Breakfast Sessions

\$4,000 each

Thursday, January 28, 7:00 am Friday, January 29, 7:00 am

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.

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.

New Members' Boot Camp

\$3,750

Thursday, January 28, 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.

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SPONSORSHIP OPPORTUNITIES Cont.

QA Networking Luncheon

Co-sponsorship available for \$500-Partner and \$250-VIP

Thursday, January 28, 12:00 noon

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

\$3750

Help NAICC draw a crowd to the Researcher Capability Poster Session by sponsoring drink tickets for the 2-hour reception. Co-sponsor the event appetizers for \$1875.

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 28, am or pm

Friday, January 29, 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

\$2,000

Wednesday, January 27 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 Convention AV

\$1000

Contribute to the NAICC AV costs for the educational sessions. Any amount is appreciated.