

# 2020 Exhibit Space Available†

## 49th MSC Annual Meeting

October 6 - 8, 2020

Hilton Charlotte City Center  
Charlotte, NC



**MSC may be one of the only in-person meetings for our industry in 2020.**

We estimate our members purchase **more than \$200 million in equipment** each year and another **\$60-\$75 million in colorants**.

You probably go to *other meetings and exhibits where thousands of people with no actual buying power* roam hundreds of competing exhibits.

### ***MSC IS DIFFERENT!***

1. MSC members are owners, presidents, vice presidents, general managers and plant managers — *the exact people you need to know because they ALL have purchasing power!*
2. MSC members represent the leading mulch and soil production companies in the U.S. with *over 50% - 65% of the packaged mulch and soil retail market sales.*
3. AND, your competition is limited because MSC has authorized *ONLY 25 EXHIBIT SPACES in Charlotte.*
4. Focused Opportunity: You can meet with members October 6, 7 & 8, but the exhibit set-up and tear-down time is *4:00pm – 8:00pm on October 7.*

### **SIGN-UP TODAY**

For 2020, display space at the MSC 49<sup>th</sup> Annual Meeting October 6-8 in Charlotte, NC, is available to members of the Mulch & Soil Council as follows:

**Optimize Your Exposure To This Elite Buying Audience With A Sponsor Booth Space:**  
*Sponsored booths will receive priority in space assignments.*

#### **Diamond Sponsor (\$15,000)**

1. Booth space<sup>††</sup>
2. 2 complimentary full meeting registrations included
3. 1 full-page ad in final program
4. 1 designated e-blast
5. Listed as Diamond Sponsor on website
6. Logo included on physical and digital signage throughout entire conference venue
7. Attendee List w/ emails in Excel Format before and after the conference
8. Materials in Attendee bag
9. Sponsorship of specific event or item (see list below):
  - Pens/Pads for all attendees at all sessions
  - Name Badges & Lanyards for all attendees

#### **Platinum Sponsor (\$7,500 - \$10,000)**

1. Booth space<sup>††</sup>
2. 2 complimentary full meeting registrations included
3. ½ page ad in final program
4. 1 designated e-blast
5. Listed as Platinum Sponsor on website
6. Logo included on physical and digital signage throughout entire conference venue
7. Attendee List w/ emails in Excel Format before and after the conference
8. Materials in Attendee bag
9. Sponsorship of specific event or item (see list below):
  - Opening Reception (\$10,000)
  - President's Reception (\$7,500)

#### **Gold Sponsor (\$5,000)**

1. Booth space<sup>††</sup>
2. 2 complimentary full meeting registrations included
3. 1/4 page ad in final program
4. Listed as Gold Sponsor on website
5. Logo included on physical and digital signage throughout entire conference venue
6. Materials in Attendee bag
7. Sponsorship of specific event or item (see list below):
  - Registration Bags for all attendees
  - Pre-Meeting Reception w/ Board Members

#### **Silver (\$2,500)**

1. Booth space<sup>††</sup>
2. 1 complimentary full meeting registration included
3. Business card ad in final program
4. Listed as Silver Sponsor on website
5. Logo included on physical and digital signage throughout entire conference venue
6. Sponsorship of specific event or item (see list below):
  - Day 1 PM Snack Break
  - Day 2 AM Coffee Break
  - Day 2 AM Snack Break
  - Day 2 PM Snack Break

#### **General Displays**

*(Early = pre July 31/ Late = After July 31)*

#### **Basic Member Booth Space \$1,500 Early / \$2,000 Late**

1. Booth space<sup>††</sup>
2. 1 complimentary registration included

†Exhibit eligibility limited to members of the Mulch & Soil Council.

†† Booth space is one 6 ft tabletop or one 8 ft “pop-up” exhibit space. Electrical and A/V needs are extra. Booth placement is determined by MSC at the venue. Sponsored booths will receive priority in space assignments. Only one booth per company.

# 49th MSC Annual Meeting

## *2020 Exhibit Space Reservation For Members of the Mulch & Soil Council†*

**October 6 - 8, 2020**  
**Hilton Charlotte City Center**  
**Charlotte, NC**

### Optimize Your Exposure To This Elite Buying Audience With A Sponsor Booth Space:

**\*\*\*Sponsored booths will receive priority in space assignments†† \*\*\***

We wish to be the ***exclusive sponsor*** & exhibitor†† of the entire event indicated below: (Check Space)

<input type="checkbox"/> Attendee Pen & Pads .....	\$15,000 .....	(DIAMOND Sponsor)
<input type="checkbox"/> Name Badges & Lanyards .....	\$15,000 .....	(DIAMOND Sponsor)
<del><input type="checkbox"/> Opening Reception (Wednesday, 10/7).....</del>	<del>\$10,000 .....</del>	<del>(PLATINUM Sponsor)</del>
<input type="checkbox"/> President's Reception (Thursday, 10/8) .....	\$7,500 .....	(PLATINUM Sponsor)
<input type="checkbox"/> Registration Bags .....	\$5,000 .....	(GOLD Sponsor)
<input type="checkbox"/> Pre-Meeting Reception w/ Board (Tuesday, 10/6)...	\$5,000 .....	(GOLD Sponsor)
<del><input type="checkbox"/> Day 1 PM Snack Break (Wednesday, 10/7) .....</del>	<del>\$2,500 .....</del>	<del>(SILVER Sponsor)</del>
<del><input type="checkbox"/> Day 2 AM Coffee Break (Thursday, 10/8).....</del>	<del>\$2,500 .....</del>	<del>(SILVER Sponsor)</del>
<input type="checkbox"/> Day 2 AM Snack Break (Thursday, 10/8).....	\$2,500 .....	(SILVER Sponsor)
<input type="checkbox"/> Day 2 PM Snack Break (Thursday, 10/8) .....	\$2,500 .....	(SILVER Sponsor)

### **General Displays (Early = pre July 31 / Late = After July 31)**

Basic Member Booth Space†† \$1,500 Early / \$2,000 Late

† Exhibit eligibility is limited to members of the Mulch & Soil Council.

††Booth space is one (1), 6-ft tabletop or one (1), 8-ft "pop-up" exhibit space. Electrical and Audio/Visual needs are extra. Booth placement is determined by MSC at the venue. Sponsored booths will receive priority in space assignments. Only one booth per company.

## **Sponsor & Exhibitor Registration Information**

Member Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Payment:  Check  Credit Card

Card Type:  AmEx  VISA  MasterCard

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Zip Code: \_\_\_\_\_

CVV: \_\_\_\_\_ Signature: \_\_\_\_\_