



Soil Management Summit

Showcase Your Solutions For Soil Health!

University of Minnesota Extension is proud to host the 20th annual Soil Management Summit (SMS) on January 29-30, at Mayo Clinic Event Center in Mankato, MN

This is your chance to connect with engaged farmers and ag professionals actively seeking innovative solutions to improve soil health and farm profitability.

Why Exhibit at the SMS?

- **Targeted Audience:** Reach over 200 full-time farmers and ag advisors directly influencing the practices of hundreds more.
- **New Clientele:** Gain exposure to farmers actively seeking new products, equipment, and services to enhance their soil health practices.
- **Networking Hub:** Build valuable connections with potential customers and industry leaders.
- **Direct Marketing:** Showcase your solutions during Beer and Bull, between-session breaks, the welcome address, and the closing Farmer Panel discussion.

The SMS focuses on practical strategies for:

- Reducing tillage
- Integrating cover crops
- Optimizing soil health practices for farm profitability

Do you offer innovative equipment, products, or services that assist farmers with:

- Minimizing soil disturbance?
- Enhancing cover crop success?
- Expanding crop rotations?
- Protecting soil health?

... then the SMS is the perfect platform to connect with your ideal customers!

We value your expertise and encourage you to participate in this premier soil health event.

See the information on the following page to learn about sponsorship and exhibitor opportunities.

	Platinum	Gold	Silver	Exhibitor
Amount	\$5,000	\$3,000	\$2,000	\$500
Sponsor farmer registrations*	5 Farmers	2 Farmers		
Booth Size	20' x 8'	15' x 8'	10' x 8'	10' x 8'
Two 15-minute table talk sessions **	✓	✓	✓	
Acknowledgment of sponsorship during the Summit	Beer and Bull Sponsor and welcome slides	Lunch Sponsor and welcome slides	Break Sponsor and welcome slides	Welcome slides
Recognition ⁺ on conference-related social media channels	✓	✓	✓	✓
Promotional items at the registration desk or on tables (pre-approved by SMS Committee [^])	✓	✓		
Free registration(s) for employees	4 registrations	3 registrations	2 registrations	1 registration

* You may choose which farmers to sponsor or have the planning team select which farmers to sponsor at their discretion.

** Table talks are informal, short presentations with ample discussion with farmers. Handouts are OK but no PowerPoints!

+ Logos may be used on promotional materials and social media platforms. On the conference website, organizations will be recognized by name only.

[^] Services, products, or other information provided must be in line with the scope of the conference. If you have questions about suitability for participation, please contact Shane before online or mail-in payment.

MORE INFORMATION

Anna Cates, catesa@umn.edu

The conference encourages attendees to interact with exhibitors by offering meals, the Beer and Bull social, and “free time” to be held in the main trade show area.

Trade Show Location

SMS will be held at the [Mayo Clinic Event Center](#) at 1 Civic Center Plaza, Mankato, MN 56001.

Trade Show Hours

Jan 28th - Booth set-up 12:00 p.m. - 5:00 p.m. (forklift will be available 12:00 - 5:00)

Jan 29th - Trade show 8:00 a.m. - 8:00 p.m.

Jan 30th - Trade show 8:00 a.m. - 1:00 p.m.** (forklift will be available 1:00 - 2:00)

****Booth breakdown will not begin until 1 p.m. on Jan 30. No exceptions!****

Trade Show Booth

The booth space includes two chairs, a 6' table, and skirting upon request. Please indicate any additional needs on the application form.

Terms and Conditions

Exhibits will be placed on a first-come, first-served basis as long as space allows. The following terms and conditions shall apply to all sponsors/exhibitors as part of our SMS trade show:

Sponsor/Exhibitor Responsibility

Sponsors/Exhibitors shall be responsible for operating, setting up/installing, and tearing down their booths. A forklift will be provided for loading and unloading from trailers. Sponsors/Exhibitors are responsible for damage to the facility from their setup/teardown.

Reservations/Cancellation

Booth space for sponsors and exhibitors is on a first-come, first-served basis. Completed sponsor/exhibitor [application form](#), **AND** full payment, **AND** company logo must be submitted to University of Minnesota by **December 17, 2024**. If the above-listed items are not received by then, we cannot ensure recognition in printed advertising and conference materials. All exhibitor cancellations must be received by email or mail and postmarked by **January 17, 2025** for full reimbursement. Cancellations received after January 17th will forfeit payment.

Application Deadline/Payment Information

Full payment and application is required by **December 17, 2024**.

Also, please email your company logos to Melinda Dontje (dontj002@umn.edu) by **December 17, 2024** to ensure inclusion in conference materials.

Invoices can be either sent digitally or by mail. Please indicate your preference on the online application form.

Options for payment:

Checks - make payable to **University of Minnesota** and mail them to:

Melinda Dontje

University of Minnesota Extension Regional Office

1961 Premier Drive, Suite 110, Mankato, MN 56001

Credit Card/Cash - Please email Melinda Dontje (dontj002@umn.edu) to set up.

Interested?

[ONLINE APPLICATION FORM CAN BE ACCESSED HERE](#)