

36th Annual Training Conference and Career Expo

March 23-26 | Hyatt Regency Jacksonville

Sponsorship, Exhibition, and Advertising Guide

MANRRS: Broadening Horizons and Changing the Narrative



www.manrrs.org

CONFERENCE SPONSORSHIP, CAREER FAIR, AND ADVER-TISING OPPORTUNITIES

MANRRS will convene its 36th Annual Career Fair and Training Conference in Jacksonville, Florida. We invite you to assist MANRRS in promoting diversity and leadership through sponsorship, exhibiting at the Career Fair, and advertising in the Conference Program book. Corporations, governmental agencies, organizations, and institutions, of all sizes can find a level of financial support in this program that provides the desired impact, fits your budget, and enables your organization to showcase your opportunities, products and services to a unique audience of professionals and interested students. This program details a myriad opportunities to highlight your brand during conference activities; showcase and exhibit your organization at Career Fair booths; and, gain exposure through the placement of advisements in the Conference Program book. At the last in person Annual Conference, in Overland Park, KS, more than 1,100 students and professionals were in attendance. We anticipate another successful meeting in Jacksonville in 2022 with hopes to supersede this number in conjunction with our 7th Annual Diversity Summit. Your commitment and financial support will secure the appropriate exposure and benefits such as a premier exhibit booth location at

the Career Fair. Opportunities are offered on a first-come, first-serve basis– so don't delay, sign up today! The sooner you respond, the greater the likelihood that your preferred option will be available.





NATIONAL MANRRS PARTNERS

We would like to thank our sponsoring organizations for their support of the National Society for MANRRS.

Overview of the Society

The National Society for Minorities in Agriculture, Natural Resources, and Related Sciences (MANRRS) is a national, non-profit organization that promotes and fosters the inclusion of underrepresented minorities in agriculture, natural resources and related sciences disciplines. MANRRS establishes partnerships among its student and professional members and individuals from private industry, government, academia and non-profit organizations in a nurturing environment that promotes scholarly excellence, professional development, networking, and career placement. This is accomplished through the many activities at individual chapters, cluster/regional events and at the Annual National Training Conference and Career Fair.

MANRRS began as a vision shared by agricultural students and faculty at Michigan State University (MSU) and the Pennsylvania State University (PSU). The goal was to develop a network among minority students in agriculture, natural resources and related sciences and professionals from academic institutions, government, and industry. Their commitment led to the first national MANRRS conference, which was held at MSU in 1986. Today, the mission of the Society continues to be the promotion of the academic and professional advancement of its members by empowering minorities in agriculture, natural resources, and related sciences. Our motto is *"Changing the face of agriculture by linking hands around the world."*

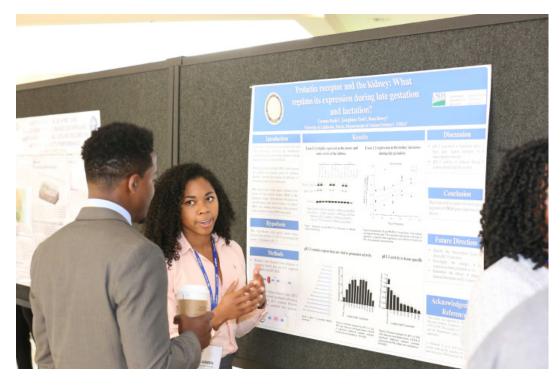
MANRRS Specific Objectives

- Create an environment for mentorship, fellowship and networking among students, faculty, staff, administrators, representatives from government agencies and industry from across the nation;
- Increase the number of students in agricultural sciences, natural resources, and related fields at the undergraduate and graduate levels;
- Encourage scholarly achievement, advancement and excellence among members;
- Promote career and academic counseling for undergraduate and graduate students;
- Enhance the academic performance, research aptitude, leadership skills, and professional development of members;
- Increase the awareness and direct involvement of sponsors and students;
- Ensure that all student members are prepared to meet the needs of the 21st century workforce; and
- Provide sponsors with talented graduates to fill their employment needs in agricultural sciences, natural resources and related sciences.

MANRRS MEMBERSHIP PROFILES AND BENEFITS

Currently, MANRRS operates at the local, regional, and national levels. At the **local level**, there are more than sixty collegiate chapters located in 39 states and Puerto Rico; some of which sponsor high school students (Junior MANRRS Chapters). As part of their leadership development and professional training, student members are elected as officers at the local, regional and national levels. Chapters hold local meetings that emphasize topics, such as philanthropy/community service, career awareness and development, MANRRS awareness, résumé and cover letter preparation, meeting facilitation, and interviewing skills. Local chapters also host events, which draw students from other schools and colleges on campus, in order to promote the mission of the National Society.

At the **regional level**, local MANRRS Chapters are geographically grouped together into six Regions across the country. Annually, Cluster Workshops are held to draw students from multiple regions together for leadership and professional development workshops, and also foster networking opportunities. Sponsors often participate as workshop presenters, and in some cases, they host mini-Career Fairs. At both the local and regional levels, professional members and sponsors often take advantage of these opportunities to interact with the students on a one-on-one basis.



At the **national level**, MANRRS holds its Annual National Training Conference and Career Fair at which members meet to promote diversity in agriculture, natural resources, and the related sciences. Key functions of the Conference include the promotion of high school, undergraduate, and graduate scholarship and networking. This event, by far, is the largest single event of the Society, as it generally attracts more than 1, 100 student members, professionals and sponsors. The Conference usually offers keynote addresses by prominent leaders, workshop sessions as well as contests, such as Oral Research, Poster Research, Written Essay, Public Speaking, and Chapter-of-the-Year. Also, the National Conference sponsors one of the largest agricultural and natural resources Career Fairs for underrepresented minorities in the country. At this event, employers obtain the added benefit of meeting with students and young professionals directly to discuss internship and permanent employment opportunities. In addition to student training, MANRRS offers its professional members professional development training via workshops that are conducted by its sponsors.

MANRRS MEMBERSHIP PROFILES AND BENEFITS

To increase diversity in agriculture, natural resources, and related sciences for the current and future workforce, MANRRS continues to successfully bring together members and participants from federal agencies, academia, non-profit organizations, business and industry. Membership in the National Society is open to people of all racial, cultural, and ethnic backgrounds who support the organization's mission and its objective of increasing diversity in agriculture natural resources and related sciences careers. The current national membership is 2,050 sixty percent of the membership is female, while 40% is male. The membership body includes 1,100 Undergraduates, 205 Graduate Students, 250 Professionals, and 500 Jr. MANRRS (high school) members from diverse ethnic backgrounds and an array of academic disciplines.

MANRRS members also receive leadership and career training through scholarship activities, including research contests, essay contests, career development workshops and more! MANRRS is committed to ensuring that its members are prepared for agricultural, natural resources and related sciences careers before and after graduation, by working closely with sponsors to develop and deliver state-of-the art-training opportunities for members at the local, regional, and national levels.





2022 REGIONAL CLUSTER LOCATIONS

Region I - Philadelphia, PA Region II and III - Atlanta, GA Region IV - Dallas, TX Region V - Location TBD Region 6 - Location TBD

CUSTOM SPONSORSHIP & BRANDING OPPORTUNITIES

Highlight your company through additional sponsorship and branding opportunities. Please contact Ms. Lisa Hurly at (856) 429-8305 for custom packages. Prices are available for Sponsors and Exhibitors only.

Chapter Grants and travel Scholarships

Mini-Grants up to \$1,000 are awarded to local MANRRS and Jr. MANRRS chapters to support student learning, professional development, or travel to the national conference.

Conference Giveaway Items

The conference provides a number of opportunities to increase brand awareness for your organization by allowing organizations to sponsor premium giveaways to all conference attendees

- Hotel Key Cards
- Event Signage
- Door Prizes

General Sessions and Breaks

Throughout the conference, there are a number of General Sessions. Your company can sponsor a table of up to ten seats to include student attendees.

- Student Social Friday afternoon
- Bverage Break Saturday morning
- Snack Break Saturday afternoon

Signage and Digital Promotions

Highlight your company with a custom email blast, social media post or banner ad on the mobile app.

- Company Flags
- Cling-Ons
- Gobos
- Signage for breakouts
- Banner Ads

Networking Events

Networking events are for students and professionals, to socialize and exchange business cards in a professional setting. Dessert and "mocktails" will also be offered at some of these events.

- Presidents' Reception Thursday evening
- Branding You Thursday afternoon
- Company Hospitality Suites Friday evening
- Ice Cream Social Friday afternoon

High School Symposium

High schools are invited to the conference site (Saturday) where they are exposed to career options in agriculture, natural resources, and related sciences. This unique opportunity allows the participants to interact with MANRRS student officers and learn about colleges and universities as well as potential areas of study. Companies can volunteer in-kind resources for hands-on experiments and activities for students to participate, which focus on various STeM activities related to food, agriculture, natural resoirces and related sciences.

Professional Hospitality

All professional conference participants are invited to enjoy complimentary beverages and hors d'oeuvres in a social setting exclusively for professionals. Companies can brand their company with premiere signage throughout this threeday event.

This event will take place on Thursday and Friday nights, and will typically begin at 9:00 PM and last until 12:00 AM.



The MANRRS Career Fair provides an opportunity for representatives of government, industry, academia, and nonprofit organizations to connect directly with some of the best and brightest students and professionals from more than 55 colleges and universities representing 1862 and 1890 Land-Grant Institutions as well as Hispanic Serving Institutions (HSI).

The Career Fair held on Friday will help you recruit students and professionals to meet your needs for a diverse workforce. Advanced scheduled interview space will be available to exhibitors for student interviews. Private interview rooms in the hotel may be requested at an additional cost. Please contact Ms. Lisa Hurly at (856) 429-8305.

The Career Fair provides more than four hours of exhibition time. Secure your space now!

Advertising Specials for Exhibitors Only! Reduced Rates for Half and Full Page Ads.

Additional Exhibitor Fees:

• Additional booth representative name badges are available at **\$250.00** each (price includes attendance to the Career Fair on Friday only). Additional dinner tickets can be purchased for the President's Reception and Gala Banquet.

Exhibitor Booth Fees:	Single	Double
Government/Academia/Nonprofit	\$1,750	\$2,300
Industry	\$2,650	\$3,600

(PREMIUM BOOTH SPACE IS RESERVED FOR MANRRS NATIONAL PARTNERS)

Each Exhibitor will receive:

- For Single Booths, you receive Career Fair admission and representative name badges for two (2) representatives from your organization, which includes full conference registration for one (1) individual and one (1) additional exhibitor career fair only badge.
- For Double Booths, you receive Career Fair admission and representative name badges for three (3) representatives, which includes full conference registration for one (1) individual and two (2) additional exhibitor career fair only badges.
- Booth space during the Career Fair (Single 10' height x 8' wide; Double 10' deep x 20' wide)
- Draped back wall (10' height) and side rail (3' height)
- Draped table (white) and 2 side chairs
- One-line ID Sign (44"W x 7"H)
- Recognition on the Conference Website
- Your organization's name, logo, and a description of your services listed in the Conference Program
- Rental options for private interview space available at \$250 per space (space is limited)

Wednesday, March 23

3:00 PM - 5:00 PM - Sponsor Appreciation Luncheon (invite only)

Thursday, March 24

12:00 PM - 6:00 PM - Exhibitor Check-in and Set-up

Friday, March 25

9:00 AM - 9:30 AM - Exhibitor Orientation/Briefing 12:30 PM - 1:30 PM - Box Lunch 10:00 PM - 3:30 PM - Career Fair Open 3:30 PM - Career Fair Closes, Exhibitor Take-down

ADVERTISING OPPORTUNITIES

Advertising Opportunities include a variety of ad sizes in our conference program. An ad in our souvenir Conference Program book will reinforce your presence and help you recruit and secure long-term relationships.

Sizes:	Rates:	Exhibitor Rates Dimensions (width & height)	
Full page	\$995	\$800	
Half page (horizontal)	\$675	\$525	
Covers: Inside Front Cover	\$2 750		
Inside Back Cover	,		4
Back Cover	\$2,500		
Two Color Rate Additional - \$200		00	Full Color Rate Additional - \$400

The Conference Program book will be printed in these two spot colors only (black & PMS 125C [MANRRS Gold]). Advertisers who wish to use two colors can have this color added to their advertisement for an additional \$200 (This \$200 color charge will be added to the rate listed above to determine your total cost). Ads placed on "Cover" and "Special" pages will be printed in full process colors (CMYK) at an additional cost of \$400.

Advertisement Sales Close on Friday, February 18, 2022 Artwork Submission Deadline is Friday, February 25, 2022

Production Requirements:

Conference Program Size: 8 ¹/₂" x 11"

Terms: Advertisements are to be pre-paid. No commission allowed.

Typesetting and any additional production costs will be billed to advertiser at prevailing rates for any changes to artwork.

Digital Files:

Digital files may be sent on disk to the following address: 1 of 4 Studio, 800 NW Sixth Ave., Suite 303, Portland, OR 97209, or e-mail to: hoover@lof4studio.com. All ads submitted digitally MUST BE in Macintosh compatible format in one of the following programs:

٠	QuarkXPress 6.5	Macintosh Format, include all fonts and image links
٠	InDesign 3.0	Macintosh Format, include all fonts and image links
٠	Adobe Illustrator 11.0 or lower	Convert all fonts to outlines, include image links and save
		to EPS files
٠	Adobe Photoshop 8.0 or lower	Render all type
٠	Adobe Acrobat PDF	Embed all fonts and images
٠	Macromedia Freehand EPS file	Convert all fonts to outlines, include image links and save
		to EPS files

Ads (one color only) saved into Adobe PDF will be accepted but we cannot guarantee that this process will be completely successful. Please "stuff" or "zip" all files and e-mail to **hoover@1of4studio.com**.

For artwork submission, specifications or technical questions only, call Hoover Li at (503) 796-1095.

Any questions regarding advertising, please contact Lisa Hurly at **(856) 429-8305** or by email at <u>hurly@ameetingplace.com</u>.

MANRRS CAREER FAIR RULES AND REGULATIONS



OFFICIAL GENERAL CONTRACTOR: MANRRS has appointed A MEETING COMPANY (AMC) as the official general contractor for the 2022 Career Fair. All references herein to MANRRS shall mean MANRRS and AMC.

ASSIGNMENT OF SPACE: Assignment of space will be at the discretion of MANRRS. Every effort will be made to accommodate requests for booth assignments. MANRRS reserves the right to make such changes to the floor plan of booths as may be deemed necessary.

EXHIBIT FEES AND PAYMENT OF SPACE: Applications will NOT be processed or space assigned without the required payments and signature. All applications must be accompanied by full payment. Checks should be made payable to: A Meeting Company, and must be mailed to: 411 Washington Avenue, Haddonfield, NJ 08033. Receipt of payment does not oblige MANRRS to accept a contract as binding. MANRRS retains the option of returning funds.

CANCELLATION: Cancellations of exhibit space must be directed in writing to: A Meeting Company, 411 Washington Avenue, Haddonfield, NJ 08033. Refunds, less an administrative fee of \$250 per booth, will be made at the discretion of MANRRS, but no refund will be given for a cancellation made within 45 days of set-up day. In case of fire or any other causes beyond the control of MANRRS that prevent holding the show, this contract will not be binding.

EXHIBIT BOOTHS: There will be a total of 100 10'x10' booths. All booths will include one draped table, two side chairs, and a one-line identification sign (44" x 7") bearing the exhibitor's name and booth number. Booth numbers will be assigned 2 weeks prior to the Career Fair. You will receive a final confirmation with your booth numbers one week prior to the conference. If you do not receive this information, please contact Lisa Hurly at 856-429-8305 or hurlyl@ameetingplace.com.

INSTALLATION AND DISMANTLING:

Thursday, March 24 12:00 PM – 6:00 PM - Exhibitor Check-in and Set-up *Friday, March 25* 3:30 PM – Exhibitor Take-down and Move-out

SHIPPING: MANRRS will mail to each exhibitor, approximately 30 days prior to the show opening, an information and service kit that provides exhibitors with complete shipping instructions, production information, and other forms for all services needed during the installation, show period, and removal of exhibits. Exhibitors needing special information before receiving the official exhibitor kit should contact the general contractor directly at <u>hurlyl@ameetingplace.com</u> or 856-429-8305.

Please Note: Do NOT ship exhibits directly to the Hyatt Regency

Jacksonville. Shipments will not be accepted. Shipping instructions and storage fees will be included in the exhibitor packet.

CONFIRMATION: Upon receipt of your registration information, you will receive confirmation within 48 hours. If you DO NOT receive confirmation, please contact Lisa Hurly at 856-429-8305 or e-mail <u>hurly@ameetingplace.com</u> as your materials may not have been received.

EXHIBITOR REGISTRATION: Exhibitors can check in at the Career Fair Registration Desk on Thursday, March 24, 8:00 AM to 5:00 PM. Exhibitors will be given name badges, which are to be worn at all times in the exhibit hall. No one will be admitted to the Career Fair hall without a name badge.

USE OF SPACE: Exhibitors shall not assign, share, or sublet any space without written consent of MANRRS. Care must be taken that no display extends more than 8' above the floor or more than 8' in depth from the back wall of the booth, or interferes with the view of other exhibitors. Noticeable noise produced from operation of any equipment or apparatus is not permitted.

LIABILITY: MANRRS and the Hyatt Regency Jacksonville will not be held responsible for the safety of the property of the exhibitors from theft, fire, damages, accident or other causes. Exhibitor agrees to protect, save and hold MANRRS and the Hyatt Regency Jacksonville and all agents and employees thereof (hereafter collectively called "indemnities") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those associated with the exhibitor. Further, exhibitor shall at all times protect, indemnify, save and hold harmless the indemnities against and from any and all losses, costs (including attorney's fees), damages, liability or expense arising from or out of or by reason of any accident of bodily injury or other occurrence to any person or persons, including the exhibitors, its agents, employees and business invitee which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

SAFETY REGULATION: Exhibitors must adhere to all municipal and state laws, rules and regulations. No combustible decorations may be used at any time; all drapes, table coverings and other materials must comply with fire department regulations.

SECURITY (INSIDE AND OUTSIDE): The Career Fair is being held at the Hyatt Regency Jacksonville. Neither MANRRS nor the Hyatt Regency Jacksonville can be held responsible for any exhibit materials. Please take the necessary precautions each day for safeguarding your exhibit materials.

FAILURE TO OCCUPY SPACE: Space not occupied by the beginning of the Career Fair installation period as specified in these rules and regulations will be forfeited by the exhibitors. This space may be resold, reassigned or used by MANRRS.

SHOW CANCELLATION: If the Career Fair is canceled by MANRRS for any reason, MANRRS will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space.

SELECTION OF EXHIBITORS: Only firms and organizations whose services and products are appropriately related to the purpose of MANRRS shall be permitted to exhibit. These contract Conditions, Rules and Regulations are a part of the MANRRS Exhibitor's Application and Contract for exhibit. Please give a copy of these Rules and Regulations to the person(s) responsible for the setup of your booth(s).

2022 CONFERENCE HOST HOTEL INFORMATION



Hyatt Regency Jacksonville Riverfront Reserve your Guest Room Early!

BY PHONE:

- Contact the Hyatt Regency Jacksonville at (904) 588-1234. Mention "Minorities in Ag" group code to receive the \$149 plus tax (currently 14.6% tax) per night conference group rate.
- Total with tax: \$171.00/per night

BY WEBSITE:

- For online reservation, use this <u>link</u> or access it on the MANRRS website at <u>https://info.manrrs.org/hotel</u>.
- Make your reservations EARLY! The group rate and rooms will be available until the MANRRS Room Block is full or by **February 28, 2022**, whichever occurs first.
- Reservations may be made, modified or canceled by individuals on-line.

Hyatt Regency Jacksonville Riverfront

225 E. Coastline Dr. Jacksonville, FL 32202 Phone: (904) 588-1234 MANRRS Group Rate: \$149.00 + tax (Currently 14.6% night) Valet: Available on first-come basis Internet: Complimentary in sleeping rooms Check-in: 3:00 PM | Check-out: 12:00 Noon

Hotel Location & Nearby Attractions

Hyatt Regency Jacksonville Riverfront is located adjacent to the city's iconic Main Street Bridge, providing panoramic river views and walkable access to the heart of downtown. Our Downtown Jacksonville hotel leverages the largest function space in Northeast Florida, relaxing views from hotel rooms and meeting spaces, and new lobby concepts that foster connections and energize travelers.

Covid Guidelines

The safety and wellbeing of our guests and colleagues is always a top priority. In light of COVID-19 and for precautionary measures, the following services and facilities will be impacted. For inquiries, please contact the hotel directly.

- Unavailable until further notice Business center, Regency Club
- Limited service available Food service (Shor 3 meal will be based on hotel occupancy), Bar service (Tavern is open in the evenings)
- Face coverings See Hyatt's Global Care & Cleanliness Commitment policies <u>here</u>.
- Government mandate This location may have COVID-19 travel restrictions in place including national, local and health advisories and requirements. Learn more.

Restaurants, Bars, Lounge & Dining options

Enjoy fresh pastries and Starbucks® coffee at Market, signature entrées and local brews at SHOR Seafood Grill, & local brews and happy hour at TAVERN, and delectable dining at Morton's The Steakhouse.

Hotel Accommodations and Guest Rooms

Get contemporary amenities in one of our 951 elegant guestrooms. Business travelers can capitalize on corporate-friendly perks featuring free Wi-Fi.



PAST CAREER FAIR EXHIBITORS

Agriculture Future of America American Phytopathological Society Archer Daniels Midland Company Auburn University Bayer Catepillar Cargill CHS Foundation Colorado State University ConAgra Foods Crop Production Services Dow AaroSciences Duke University Nicholas School of the Environment DuPont Pioneer Hi-Bred Int'l Elanco Animal Health Environment Protection Agency Farm Credit Florida A&M University Iowa State University John Deere Kansas State University - College of Agriculture Diversity Program Office Kansas State University College of Veterinary Medicine Kansas State University Master of Agribusiness Land O'Lakes Michigan State University College of Agriculture and Natural Resources Missouri Department of Conservation Monsanto National Association of Agricultural Educators (NAAE) National FFA Organization North Carolina A&T State University Novozymes Bio Ag, Inc. Oregon State University Peace Corps Purdue University Society of Wetland Scientists Student Conservation Association Syngenta Texas A&M University Texas Parks & Wildlife Department The Ohio State University Graduate School The Weyerhaeuser Company The Wildlife Society Tuskegee University University of Arkansas University of Kentucky Cooperative Extension University of Minnesota College of Veterinary Medicine University of Saskatchewan - College of Graduate Studies and Research USDA APHIS Animal Care USDA APHIS Veterinary Services USDA Agricultural Research Service USDA Economic Research Service USDA Food Safety & Inspection Service USDA Forest Service USDA National Ag. Statistics Service USDA Natural Resources Conservation Service USDOI Fish and Wildlife Service **USDOI** National Park Service **USDOI Office of Surface Mining** Virginia Tech College of Agriculture and Life Sciences Virginia-Maryland Regional College of Veterinary Medicine Walt Disney World - Animal Programs West Virginia University Graduate Education WVU Davis College of Agriculture, Natural Resources, and Design Yale School of Forestry & Environmental Studies



SPONSORSHIP/EXHIBITING/ADVERTISING REGISTRATION

If you do not receive an e-mail confirmation within 48 hours, please contact Lisa Hurly at (856) 429-8305.

MANRRS 2022 Conference | March 23-26 | Jacksonville, Florida

On-line registration is available for Sponsors and Exhibitors

Please visit www.manrrs.org/nationalconference for complete details.

MANRRS CHAPTERS

Region I

Bowie State University Delaware State University Houghton College Rutgers University The Pennsylvania State University University of Delaware University of the District of Columbia University of Maryland Eastern Shore University of Maryland College Park West Virginia State University West Virginia University

Region II

Abraham-Baldwin Agricultural College Clemson University Florida A&M University Florida International University Fort Valley State University North Carolina A&T State University North Carolina State University South Carolina State University University of Florida University of Georgia - Athens Virginia Polytechnic Institute & State University Virginia State University

Region III

Alabama A&M University Alcorn State University Auburn University Kentucky State University Mississippi State University Tennessee State University Tennessee Tech University Tuskegee University University of Arkansas at Fayetteville University of Arkansas at Pine Bluff University of Kentucky University of Tennessee - Knoxville University of Tennessee - Martin

Region IV

Kansas State University Langston University Lincoln University of Missouri Louisiana State University Oklahoma State University Prairie View A&M University Southern University and A&M College Texas A&M University - College Station Texas State University Texas Tech University University of Missouri - Columbia

Region V

Central State University Idaho State University Iowa State University Michigan State University Purdue University Southern Illinois University - Carbondale The Ohio State University University of Illinois at Urbana - Champaign University of Minnesota University of Nebraska-Limcoln University of Wisconsin-Madison Wilberforce University

Region VI

California Polytechnic State University -San Luis Obispo Cal Poly, Pomona California State University - Chico California State University - Fresno Colorado State University New Mexico State University Oregon State University South Mountain Community College University of Arizona University of California – Davis University of Hawaii at Manoa Utah State University Washington State University