



Annual Training Conference and Career Expo

MARCH 20-24, 2024

CHICAGO MARRIOTT DOWNTOWN MAGNIFICENT MILE

Sponsorship, Exhibition, and Advertising Guide

MANRRS: ASPIRE TO INSPIRE



www.manrrs.org

Presented in partnership with:



NATIONAL 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 Expo.

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;
- Provide sponsors with talented graduates to fill their employment needs in agricultural sciences, natural resources and related sciences.

IMPORTANT DEADLINE DATES

- 02/15 Last day to cancel registration. **50% credit provided.**
- 02/16 Advertisement Sales Close
- 02/23 Advertisement Submission Deadline
- 02/20 First Day for Warehouse Deliveries without a Surcharge
- 02/29 Discount Price Deadline for Custom Shepard Rentals
- 03/01 Last Day to modify registrations
- 03/12 Advanced Material Handling Discount
- 03/19 Last Day for Warehouse Deliveries

SPONSORSHIP, EXHIBITION, AND ADVERTISING OPPORTUNITIES

MANRRS will convene its 38th Annual Training Conference and Career Expo in Chicago, IL. We invite you to assist MANRRS in promoting diversity and leadership through sponsorship, exhibiting at the Career Expo, 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 of 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 last year's Annual Conference in Atlanta, GA, there were more than 2,100 students and professionals were in attendance. We anticipate another successful meeting in Chicago in 2024 with hopes to supersede this number in conjunction with our 8th 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 Expo. 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.



MANRRS MEMBERSHIP

Currently, MANRRS operates at the local, regional, and national levels. At the **local level**, there are more than 100 collegiate and high school chapters located in 39 states, Puerto Rico and Ghana. 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, to promote the mission of the National Society.

At the **regional level**, local MANRRS Chapters are geographically grouped 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 Expo 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 1,300 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

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 science careers. The current national membership is 3,050 sixty percent of the membership is female, while 40% is male. The membership body includes 1,500 Undergraduates, 305 Graduate Students, 350 Professionals, and 950 Junior 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.



ADDITIONAL SPONSORSHIP & BRANDING OPPORTUNITIES

The MANRRS38 conference sponsorship upgrade opportunities are listed for each partnership level. Organizations must be current sponsors. Opportunities are available on a first-come basis. Please contact Lisa Hurly at (856) 429-8305 or MANRRS@ameetingplace.com if interested in any opportunity below.

Chapter Conference Mini-Grants

Mini-Grants are awarded to local MANRRS and Junior MANRRS chapters to support student participation in the national conference.

- Chapter of Excellence Registration - includes registration for two chapter delegates and an advisor - (multiple opportunities available) - \$1,500
- Chapter of Excellence Room & Board - includes two rooms per chapter x 3 nights for two chapter delegates and an advisor - (multiple opportunities available) - \$1,500

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.

- Conference Door Prize (1 opportunity available) - \$10,000
- Lanyards (1 opportunity available) - \$15,000
- Hotel Key Cards (1 opportunity available) - \$25,000
- Conference Shirt (1 opportunity available) - \$50,000
- Conference Bags (1 opportunity available) - \$50,000

Entertainment

Throughout the conference, there are a number of social activities for undergraduate, graduate, and professional attendees. Your company can sponsor a table of up to ten seats at the General Sessions on Saturday to include student attendees.

- Professional Alumni Spades Tournament (1 opportunity available) - Fri. - \$5,000
- Junior MANRRS Game Night (1 opportunity available) - Fri. - \$5,000
- DJ & Entertainment for Conference (2 opportunities available) - Thu. & Fri. - \$5,000
- Photo Booth for two days (2 opportunities available) - Thu. & Fri. - \$5,000

General Sessions and Breaks

Throughout the conference, there are three General Sessions. Food and beverage are provided at events for an additional cost.

Ice Cream Social (2 opportunities available) - \$10,000

- Beverage Break (3 opportunities available) - \$10,000
- Snack Break (2 opportunities available) - \$10,000
- Box Lunch Bags (1 opportunity available) - \$15,000

Signage Promotions

Highlight your company with custom signage throughout the hotel. Contact for pricing.

- Pillar Signage throughout the hotel (limited opportunities available)
- Wi-Fi
- Jumbo Monitor (multiple opportunities available)

Networking Events

Network and provide an inclusive environment for students and professionals, to socialize, and exchange business cards in a professional setting. Dessert and “mocktails” can be provided at designated events for an additional cost. Companies can brand their company with premiere signage throughout events.

- Junior MANRRS Kickoff (1 opportunity available) - Thu. - \$5,000
- Branding You (2 opportunities available) - Thu. & Fri. - \$5,000
- Undergraduate Student Social - (1 opportunity available) - Fri. - \$5,000
- Graduate Student Mixer (1 opportunity available) - Thu. - \$5,000
- Advisor Reception - (1 opportunity available) - Fri. - \$5,000
- Graduate Student Social (1 opportunity available) - Fri. - \$5,000
- Professional Alumni Mixer (2 opportunities available) - Thu. & Fri. - \$5,000
- Company Hospitality Suites for up to 100 people (5 opportunities available) - Fri. - \$10,000



MANRRS CAREER EXPO

The MANRRS Career Expo 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 100 high schools, colleges, and universities representing 1862 and 1890 Land-Grant Institutions as well as Hispanic Serving Institutions (HSI).

The Career Expo, 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 A Meeting Company at (856) 429-8305 or email MANRRS@ameetingplace.com.

The Career Expo provides four hours of exhibition time. Secure your space now!

Exhibitor Booth Fees:	By 12/31/23	By 1/31/24	By 2/28/24	on-Site
	Single	Single	Single	Single
Government/Academia/Nonprofit.....	\$1,850.....	\$2,000.....	\$2,150.....	\$2,250
Industry.....	\$2,750.....	\$2,900.....	\$3,050.....	\$3,150

(PREMIUM BOOTH SPACE IS RESERVED FOR MANRRS NATIONAL PARTNERS)

Additional Exhibitor Fees:	By 12/31/23	By 1/31/24	By 2/28/24	On-Site
Additional Exhibitor Fee.....	\$350.....	\$400.....	\$450.....	\$525

- Additional booth representative name badges are available starting at \$350 each (price includes attendance for Friday events only).

Each Exhibitor will receive:

- Career Expo admission and representative name badge for one (1) representative from your organization for Friday only.
- Booth space during the Career Expo (Single - 8’ height x 8’ wide; Black/Gold Draped back wall (8’ height) and side rail (3’ height).
- Black 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 listed in the Exhibitor Guide.
- Rental options for private interview space available starting at \$500 per space (space is limited).

Thursday, March 21

- 12:00 PM – 6:00 PM - Exhibitor Check-in and Set-up
- 1:00 PM - 2:30 PM - Sponsor Appreciation Luncheon (*invite only*)
- 3:00 PM - 4:30 PM - Branding You Session
- 6:00 PM - 9:00 PM - Opening Session and President’s Reception

Friday, March 22

- 10:00 AM - 10:30 AM - Exhibitor Orientation/Briefing
- 10:30 AM - 12:00 PM - Branding You Session
- 11:30 AM - 12:30 PM - Career Expo Box Lunch
- 1:00 PM – 5:00 PM - Career Expo Opens
- 5:00 PM - Career Expo Closes, Exhibitor Take-down

ADVERTISING OPPORTUNITIES

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

Sizes:	Rates	
Full page, Two Color.....	\$1,100.....	7 ½" x 10"
Full page, BW.....	\$900.....	7 ½" x 10"
Half page (horizontal), Two-Color.....	\$875.....	7 ½" x 4 7/8"
Half page (horizontal), BW.....	\$675.....	7 ½" x 4 7/8"
Quarter page	\$525.....	3 5/8" x 4 7/8"

Covers:		
Inside Front Cover.....	\$2,750.....	8 ½" x 11" (please include 1/8" bleed)
Inside Back Cover.....	\$1,750.....	7 ½" x 10" (please include 1/8" bleed)
Back Cover.....	\$2,500.....	8 ½" x 11" (please include 1/8" bleed)

The Conference Program book will be printed in these two spot colors only (black & PMS 125C [MANRRS Gold]). Ads placed on "Cover" and "Special" pages will be printed in full process colors (CMYK) at an additional cost.

Advertisement Sales Close on Friday, February 16, 2024.
Artwork Submission Deadline is Friday, February 23, 2024.

PRODUCTION REQUIREMENTS:

- Conference Program Size: 8 ½" 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 must be e-mailed to: hoover@1of4studio.com. All ads submitted digitally MUST BE in Macintosh compatible format in one of the following programs:

- | | |
|-----------------------------------|--|
| • Adobe Acrobat PDF | Embed all fonts and images (<i>preferred</i>) |
| • QuarkXPress 6.5 | Macintosh Format, include all fonts and image links |
| • InDesign 3.0 | Macintosh Format, include all fonts and image links |
| • Adobe Illustrator 11.0 or lower | Convert all fonts to outlines, include image links and save to EPS files |
| • Adobe Photoshop 8.0 or lower | Render all type |
| • Macromedia Freehand EPS file | Convert all fonts to outlines, include image links and save to EPS files |

Ads saved into Adobe PDF will be accepted. 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 MANRRS@ameetingplace.com.

MANRRS CAREER EXPO RULES AND REGULATIONS



OFFICIAL GENERAL CONTRACTOR: MANRRS has appointed A MEETING COMPANY (AMC) as the official general contractor for the 2024 Training Conference and Career Expo. 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: Registrations will NOT be processed or space assigned without the required payment. All applications must be accompanied by full payment. Checks should be made payable to: **MANRRS**, and mailed to: **ATTN: MANRRS38, P.O. Box 767726, Roswell, GA 30076**. 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 by February 1, 2024 to: A Meeting Company at MANRRS@ameetingplace.com. Refunds will be provided, minus \$150 processing fee. No refund will be given for a cancellation made by February 1, 2024. 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 at least 3 weeks prior to the Career Expo. 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 A Meeting Company at MANRRS@ameetingplace.com.

INSTALLATION AND DISMANTLING:

Thursday, March 21 | 12:00 PM – 8:00 PM

- Exhibitor Check-in and Set-up

Friday, March 22 | 5:00 PM-8:00 PM

- Exhibitor Take-down and Move-out

SHIPPING: MANRRS will e-mail each exhibitor an Information and Service kit that provides exhibitors with complete shipping instructions, production information, and other forms for all services needed during the installations, how period, and removal of exhibits. Exhibitors needing special information before receiving the official exhibitor kit should contact the A Meeting Company at MANRRS@ameetingplace.com or (856) 429-8305.

Please Note: DO NOT ship exhibits directly to the Chicago Marriott Downtown Magnificent Mile. 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 Hurlly at (856) 429-8305 or e-mail MANRRS@ameetingplace.com as your materials may not have been received.

EXHIBITOR REGISTRATION: Exhibitors can check in at the Career Expo Registration Desk on Thursday, March 21, 12:00 PM to 8:00 PM, and Friday, March 22, beginning at 7:00 AM. 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 Expo 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 Chicago Marriott Downtown 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 Chicago Marriott Downtown 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 Expo is being held at the Chicago Marriott Downtown. Neither MANRRS nor the Chicago Marriott Downtown Magnificent Mile 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 Expo 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 Expo 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 Registration 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).



2024 CONFERENCE HOST HOTEL INFORMATION



Chicago Marriott Downtown Magnificent Mile

Reserve your Guest Rooms Early.
This Event will Sell Out!

To reserve a hotel room, guests must first register for the national conference. A link to reserve the hotel room will be provided with the registration confirmation email.

Total with tax: \$216.02 per night

Make your reservations EARLY! The group rate and rooms will be available until the MANRRS Room Block is full or by **February 19, 2024**, whichever occurs first.

Reservations may be made, modified, or canceled by individuals on-line.

ALL ROOMS must be secured with a credit card. Cancellations made after February 19th, will incur a non-refundable, one night's deposit charge of \$216.02.

Chicago Marriott Downtown

540 Michigan Avenue
Chicago, IL 60611

Phone: (312) 836-0100

MANRRS Group Rate: \$184.00 + tax

(current tax 17.4%)

Internet: Complimentary in sleeping rooms

(For Marriott Bonvoy Members. Join Anytime.)

Check-In: 3:00 PM | Check-Out: 11:00 AM

Hotel Location & Nearby Attractions

Welcome to Chicago's famed Magnificent Mile. The hotel's front door invites guests to experience to some of the world's best shopping, while outside the backdoor sits the city's River North neighborhood - the hub of dining, entertainment, and nightlife with over 170 restaurants and 138 bars within an 8-block radius of the property. Since opening in 1978, the Magnificent Mile Marriott has celebrated Chicago's rich culture and always modern style. Steps away from iconic attractions, flagship shopping and the historical landmarks the city is famous for, feel at home while you experience Chicago. The 1,200 spacious guest rooms and suites feature floor-to-ceiling windows with views of Lake Michigan or the skyline, modern furnishings and entertainment. The Great Room at the Magnificent Mile hotel invites both leisure and business travelers to connect over hand-crafted cocktails at Reviver.

Restaurants, Bars, Lounge & Dining Options

With an emphasis on fresh, seasonal, and creative dishes, the culinary team pursues excellence in flavor, creativity, sustainability, and service. Enjoy a variety of artisanal offerings from local merchants and quick-service meals packaged on-property at Rush Street Pantry. Sip a delicious cocktail while sampling the elevated street food at Reviver and savor locally-sourced classic Chicago dishes from Harvest - all while experiencing wonderful hospitality.

Hotel Accommodations and Guest Rooms

Enjoy floor-to-ceiling windows overlooking the bustling street of the Magnificent Mile. Inside your room, the art features nods to classic Chicago architecture and public transportation famously known as "The L."



MANRRS AGENDA AT A GLANCE

EVENTS BELOW REQUIRE FULL CONFERENCE REGISTRATION

WEDNESDAY, MARCH 20, 2024

4:00 pm - 8:00 pm

6:00 pm - 9:00 pm

Registration Opens

Diversity Summit Kick-Off & Reception

not included in registration. Available as an add-on.

THURSDAY, MARCH 21, 2024

8:00 AM - 12:30 PM

1:00 PM - 2:30 PM

2:00 PM - 5:00 PM

3:00 PM - 4:30 PM

6:00 PM - 7:30 PM

7:30 PM - 9:00 PM

9:30 PM - 11:30 PM

Diversity Summit - not included in registration. Available as an add-on.

Partner Appreciation Luncheon - invite only

MANRRS Student Contests

Branding You: Mock Interviews and Resume Critiques

Opening General Session

President's Reception: Roaring 20's

Professional Hospitality

FRIDAY, MARCH 22, 2024

7:30 AM - 9:00 AM

9:00 AM - 5:00 PM

11:00 AM - 1:00 PM

10:30 AM - 12:00 PM

11:30 AM - 12:30 PM

1:00 PM - 5:00 PM

8:30 PM - 12:00 AM

Breakfast of Champions General Session

Junior MANRRS Career Exploration

MANRRS Student Contests

Branding You: Mock Interviews and Resume Critiques

Career Expo Box Lunch

Career Expo

Professional Hospitality

SATURDAY, MARCH 23, 2024

8:00 AM - 8:50 AM

9:00 AM - 9:50 AM

10:00 AM - 10:50 AM

11:00 AM - 11:50 AM

12:00 PM - 2:00 PM

2:00 PM - 2:30 PM

2:30 PM - 4:00 PM

7:00 PM - 9:30 PM

Networking Breakfast General Session

Workshop I

Workshop II

Workshops III

Golden Awards Brunch

Networking Break

Business Meeting

Gala Banquet Dinner - All Black Affair

MANRRS37 HIGHLIGHTS





SAVE THE DATE

MANRRS39

APRIL 2-6, 2025

MEMPHIS, TN

**INTERESTED IN SERVING AS A MANRRS39
CONFERENCE HOST?**

EMAIL: EXEC.OFFICE@MANRRS.ORG



Changing the face of agriculture by linking hands around the world.

www.manrrs.org

#MANRRS38 #WEAREMANRRS