



SOUTHWESTERN FERTILIZER CONFERENCE

www.SWFertilizer.org

97th Southwestern Fertilizer Conference
Sheraton Downtown Denver Hotel
1550 Court Pl, Denver, CO 80202

Sunday, July 16th – Thursday, July 20th, 2023

This is the fertilizer industry's largest meeting, with 2170 attendees representing 833 companies in 2022. The SWFC is a little unique – it is truly designed as a networking conference. For the conference to be successful for all attendees, we highly encourage that appointments are made prior to the conference. Once registered, an attendee list and appointment scheduling assistance are available at the website. The association manages and assigns all company meeting locations.

Sunday, July 16

1:00 pm – 6:00 pm

SWFC Registration Desk Open

LOCATION: Plaza Building Concourse Level

1:30 pm

Nutrients for Life Foundation Golf Tournament (bus leaves hotel at 12n)

LOCATION: Applewood Golf Course, 14001 W 32nd Ave, Golden CO

Monday, July 17

7:30 am – 6:00 pm

SWFC Registration Desk Open

LOCATION: Plaza Building Concourse Level

8:00 am – 5:00 pm

Company meetings (various locations, refer to app or program booklet)

9:00 am – 11:30 am

Guest Program & Tour (ticket required)

LOCATION: tbd

5:00 pm – 6:30 pm

Monday Reception

LOCATION: Plaza Building Concourse Level

Tuesday, July 18

7:00 am – 6:00 pm

SWFC Registration Desk Open

LOCATION: Plaza Building Concourse Level

7:30 am – 8:50 pm

VIP Speaker Breakfast (ticket required)

LOCATION: Tower Building Majestic Ballroom

9:00 am – 5:00 pm

Company meetings (various locations, refer to app or program booklet)

4:30 pm – 5:30 pm

NextGen Reception (open to all attendees new to the fertilizer industry)

LOCATION: Plaza Building Concourse Level

5:00 pm – 6:30 pm

Tuesday Reception

LOCATION: Plaza Building Concourse Level

Wednesday, July 19

8:00 am – 11:00 am

SWFC Registration Desk Open

LOCATION: Plaza Building Concourse Level

8:00 am – 5:00 pm

Company meetings (various locations, refer to app or program booklet)

11:30 pm – 12:00 pm

Luncheon Networking/Company Meetings (reserved tables available)

LOCATION: Tower Building Majestic Ballroom

12:00 pm – 1:30 pm

SWFC Awards Luncheon & Annual Business Meeting (all attendees and guests welcome to attend)

LOCATION: Tower Building Majestic Ballroom

Thursday, July 20

8:00 am – 12:00 pm

Company meetings (various locations, refer to app or program booklet)

12:00 pm

Conference Conclusion