

Southwestern Fertilizer Conference

2024 Conference Preview Webinar

Tuesday, December 12, 3:30-4:30 pm (eastern)

1

History

- The Southwestern Fertilizer Conference (SWFC) is a non-profit trade association established in 1925, originally as a fertilizer grade hearing for Texas, Oklahoma, Arkansas and Louisiana.
- During the past 40 years, the conference has evolved into a national meeting of great prominence for the fertilizer industry.
- This meeting is the only major function of the SWFC. Although, its success allows it to provide substantial scholarships, grants and research funding for the industry.
- It attracts upper-level management and sales personnel representing fertilizer manufacturers, distributors, brokers and dealers, as well as affiliated industries.
- Individuals will attend from all areas of the United States, Mexico and Canada, with some participation from Europe, South America and Asia.

2

2024 Southwestern Fertilizer Conference

Sunday, July 14th – Thursday, July 18th

Omni Hotel, Nashville



3

2023 SWFC The 'Numbers'

2,012 – Member attendance (*new record*)

125 – Spouses

2,137 – Total

751 – companies represented

20 – countries represented

1,083 – meetings arranged through SWFC system

4

Important Dates

- Early-March: meeting space reservation option period for past participants
- Mid-March: conference registration & meeting space options notice distributed
 - Note: must be registered to receive hotel reservation details
- Conference Registration:
 - Before June 15th: \$325
 - Between June 15th & July 1st: \$375
 - After July 2nd: \$425
 - Registration closed between July 10th – July 15th.
 - On-site registration only from July 16th – July 19th
 - Full refund for registration cancellations until July 10th
- Conference: Sunday, July 14 – Thursday, July 18, 2024

5

Hotels

Tax: 16.25% + \$2.50

- Omni (location of all events): \$319
- AC / Residence Inn / Springfield (1-minute walk): \$299
- The Joseph (2-minute walk): \$399
- Hampton (2-minute walk): \$269
- Margaritaville (2-minute walk): \$309
- Hilton Garden Inn (4-minute walk): \$239
- Holiday Inn (4-minute walk): \$239
- Hyatt Centric (5-minute walk): \$369

All reservations available at one website through the SWFC Housing Company. Must use that portal to get the best rate.

6

Company Meeting Locations Options

- 54 - Suites
- 29 - Meeting rooms
- 74 - Conversion Rooms
- 15 - Meeting Modules / Booths
- 35 - Booths
- 50 - Reserved Tables
- 40 - First-come, first-served tables (no charge)

7

Company Meeting Location Assignments Protocol

- Based on past company participation
 - Attendance
 - Past meeting space reserved
 - Leadership
- Selection choice preference determined by rankings
 - Suites (payable to Omni)
 - Meeting rooms (payable to Omni)
- Choices based on first-come, first-served
 - Conversion room (payable to Omni)
 - Booths / modules (payable to SWFC)
 - Reserved tables (payable to SWFC)

8

Meeting Location Policies

- Reservations for all meeting locations must be made with the SWFC
 - The Omni cannot and will not reserve any meeting locations for the duration of the conference
- All meeting participants must be registered with the conference
- Cancellations after June 21, 2024 will require full payment of the entire reservation
- Suites & Conversion rooms must be reserved for four nights (Sun-Thurs)
 - Check-in @ 4pm
 - Check-out @ 12n
- Meeting rooms, modules, booths and reserved tables must be reserved for three full days (7am-7pm - Mon, Tues, Wed)
- F&B not mandatory, but minimum \$200 if ordered

9

Company Meeting Location Profiles Suites (tax: 16.25%+\$2.50 per day)

Minimum four nights (Sun-Thurs)

- King (6): \$629+tax (=\$734) per day
- Executive King (33): \$829+tax (=\$966) per day
- Luxury King w/table (9): \$1,129+tax (=\$1,315) per day
- Luxury King w/desk (5): \$1,129+tax (=\$1,315) per day

*all have one connecting bedroom for an additional charge (2 queen beds): \$319+tax (=\$373) per day

10

Suite Profiles *King (6)*

816 square feet, living area with a separate king room, upgraded bathroom and parlor area.

\$629+tax (=\$734) per night, minimum four nights



11

Suite Profiles *Executive King (33)*

967 square feet, living area with a separate king room. The parlor area has a living room and dining table with additional seating.

\$829+tax (=\$966) per night, minimum four nights



12

Suite Profiles Luxury (14)

1,224 square feet, living area with additional seating, wet bar and dining table or oversized work desk and chair, a separate king bedroom and a bathroom
\$1,129+tax (= \$1,315) per night, minimum four nights



13

Company Meeting Location Profile Meeting Rooms

- Room Rental: \$750 plus tax (= \$1,029) per day, minimum three days
- Various sizes
- Can be set-up any way desired
- Hotel will provide complimentary tables and chairs



14

Conversion Room

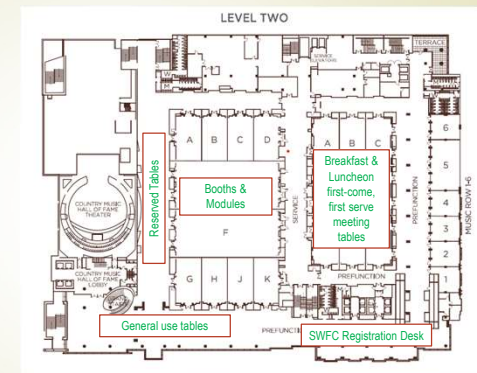
- Regular sleeping room with the bed removed & table and eight chairs added
- Other furniture (desk, TV, credenza, and chair remain)
- Private bathroom
- \$499+tax (\$582.59) per day



15

Omni Hotel Meeting Space Map

- Includes internet
- Includes electricity
- Complimentary refreshments
- 12 additional meeting rooms on Levels 3 & 4



16

Meeting Module (15'x15' meeting space) \$4,750 for module & booth (only available as a combination)



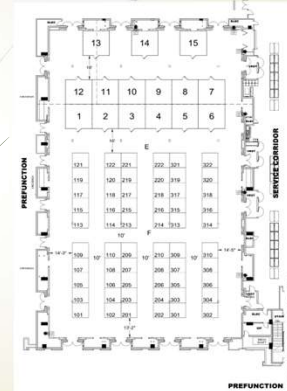
17

Exhibit Booths



- ✓ All booths 10'x10'
- ✓ Includes table & two chairs
- ✓ Includes internet
- ✓ Includes electricity
- ✓ Complimentary refreshments

✓ \$1,750 each



18

Reserved Tables

- ✓ Round table with six chairs
- ✓ Includes internet
- ✓ Complimentary refreshments
- ✓ \$500 total for three days



19

Complimentary First-come, First- served Tables

- Available Mon-Tues-Wed, except for Tuesday from 8 – 10 am
- Various sized tables
- Includes internet
- Includes refreshments



20

How to get the most out of the SWFC

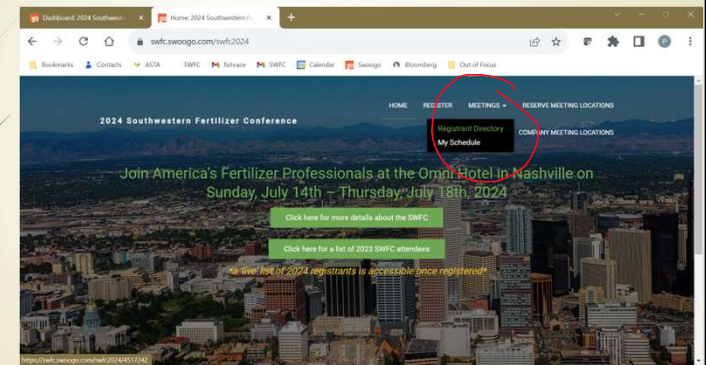
The Southwestern Fertilizer Conference is designed for the sole purpose of providing a cost-efficient networking opportunity for the fertilizer industry.

- Plan Ahead
 - Register early so you are on the list to be contacted for appointments
 - Make appointments early
 - Determine if you need a meeting location
- Tour the 2nd floor ballroom area whenever you don't have appointments



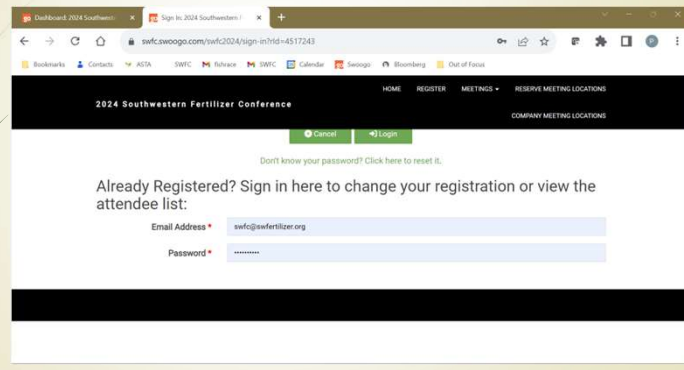
21

Appointments



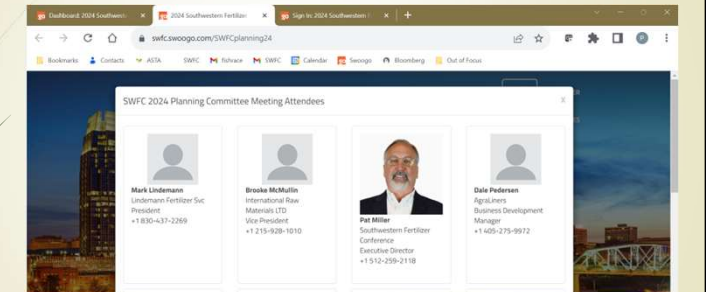
22

Appointments



23

Appointments



24

Appointments

Request Meeting

Participants

Sample Full Name (Organizer)
Sample Job Title
Sample Organization

Date *

Start Time * **End Time ***

Meeting Name *

Location

Description

[Cancel](#) [Submit](#)

25

Appointments

2024 Southwestern Fertilizer Conference

HOME REGISTER LOGOUT MEETINGS RESERVE MEETING LOCATIONS

Sample Meeting Name

Participants

Sample Full Name (Organizer)
Sample Organization
Sample Job Title

Meeting type
Sample Meeting type

Date
Sample Date

Time
Sample Time

Location
Sample Location

Virtual Meeting Link
Sample Virtual Meeting Link

Description
Sample Description

COMPANY MEETING LOCATIONS

- [Update Meeting](#)
- [Accept Meeting](#)
- [Decline Meeting](#)
- [Cancel Meeting](#)
- [Virtual Meeting Room](#)
- [Add to Calendar](#)
- [View My Schedule](#)

26

Appointments

2024 Southwestern Fertilizer Conference

HOME REGISTER LOGOUT **MEETINGS** RESERVE MEETING LOCATIONS

Registrant Directory

This page shows the people attending this event. Click on the "request meeting" button to set up a meeting with someone.

Full Name **Organization** **Job Title**

[Search](#)

27

Don't forget the SWFC App!

- Manage your appointments and schedule
- Make meeting requests
- Receive conference updates
- See a live list of conference attendees (including those that register late and on-site)
- Access maps
- DM attendees
- Follow the conference agenda

Dashboard

SOUTHWESTERN FERTILIZER CONFERENCE

- [REGISTRANTS](#)
- [MEETING LOCATIONS](#)
- [SCHEDULE](#)
- [ABOUT](#)

28

Future Conferences

- ▶ Future conference schedule:
 - ▶ 2025 – Omni Nashville
 - ▶ 2026 – Grand Hyatt, New Orleans (100th anniversary)
- ▶ All future conferences on a Sunday – Thursday format

29

SWFC Philanthropy

The conference has donated over \$500,000 in the last 20 years to philanthropic to organizations such as these:

- ▶ Nutrients for Life Foundation
- ▶ ResponsibleAg
- ▶ Colorado Ag Leadership Program
- ▶ Community Alliance CSU (hunger relief)
- ▶ Second Harvest
- ▶ Tennessee FFA
- ▶ Tennessee 4H
- ▶ Ford West Memorial Fund

30

Joe Eddleman Scholarship Applications are Now Being Accepted

- ▶ The Southwestern Fertilizer Conference Joe Eddleman scholarships are available to any relative of a SWFC participant who is currently enrolled, or will be within the next nine months, in an accredited advanced educational institution.
- ▶ The conference will award four \$5,000 scholarships in 2024.
- ▶ Scholarship applications are accepted until January 26, 2024.

www.swfertilizer.org/scholarship-program

31

Thanks for joining us today!

*We'll look forward to seeing you in Nashville
on Sunday, July 14 – Thursday, July 18, 2024!*

Pat Miller
(512) 259-2118 /
SWFC@SWFertilizer.org

32