



www.SWFertilizer.org

99th Southwestern Fertilizer Conference
Omni Nashville Hotel
250 Rep. John Lewis Way S, Nashville, TN 37203

Sunday, July 13th – Thursday, July 17th, 2025

This is the fertilizer industry's largest meeting, with 2277 attendees representing 886 companies in 2024.

The SWFC is a little unique – it is truly designed as a networking conference. In order 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 is available at the website. The association manages and assigns all company meeting locations.

All events at the Omni Nashville Hotel (level 2) unless noted otherwise

Sunday, July 13

1:00 pm – 6:00 pm

SWFC Registration Desk Open

Broadway Ballroom Foyer

1:00 pm

Nutrients for Life/FERT Foundation Golf Tournament (bus leaves hotel at 11:15am)

Gaylord Springs Golf Links

Monday, July 14

7:30 am – 6:00 pm

SWFC Registration Desk Open

Broadway Ballroom Foyer

8:00 am – 5:00 pm

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

8:00 am – 7:00 pm

Reserved Tables & Display Tables Open

Broadway Ballroom

8:00 am – 7:00 pm

Complimentary Meeting Tables Open

Broadway Ballroom Foyer

9:00 am – 1:00 pm

Guest Program & Tour of the Country Music Hall of Fame (ticket required)

Grand View Terrace

5:30 pm – 7:00 pm

Monday Reception

Broadway Ballroom

Tuesday, July 15

7:00 am – 6:00 pm

SWFC Registration Desk Open

Broadway Ballroom Foyer

7:30 am – 8:50 pm

Breakfast: Guest Speaker Sonny Perdue – ticket required

A presentation by former USDA Secretary Sonny Perdue. A veterinarian, he was also the Governor of Georgia and is currently the Chancellor of the University System of Georgia.

Legends Ballroom

9:00 am – 5:00 pm

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

8:00 am – 7:00 pm

Reserved Tables & Display Tables Open

Broadway Ballroom

5:00 pm – 6:00 pm

Introduction to the Women in Fertilizer Program – Panel & Mixer (open to all attendees)

Grand Terrace

5:30 pm – 7:00 pm

Tuesday Reception

Broadway Ballroom Foyer

Wednesday, July 16

7:30 am – 8:50 am

Breakfast: SWFC Awards & Annual Business Meeting (all attendees and guests welcome to attend) – ticket required

Legends Ballroom

7:00 am – 11:00 am

SWFC Registration Desk Open

Broadway Ballroom Foyer

8:00 am – 5:00 pm

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

8:00 am – 5:00 pm

Reserved Tables & Display Tables Open

Broadway Ballroom

8:00 am – 5:00 pm

Complimentary Meeting Tables Open

Broadway Ballroom Foyer

Thursday, July 17

8:00 am – 12:00 pm

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

12:00 pm

Conference Conclusion