



August 29, 2017

Dear Exhibitor/Sponsor:

The Southeastern Society of American Foresters (SESAF) will host its Annual Meeting January 28-30, 2018 at the Callaway Gardens Lodge and Spa near Pine Mountain, Georgia. You are invited to be an **Exhibitor** and/or **Sponsor** for this event. This event draws professional foresters from Alabama, Florida and Georgia from academia, consulting, government, and industry, as well as professionals from allied fields and services. Last year's event near Destin, Florida drew 200 participants and we expect a similar attendance this year.

The Program Committee has compiled an impressive agenda of topics and speakers relating to the theme, Trees: Growing, Selling, Using. The speakers will present engaging topics that will cover a broad scope of issues regarding silviculture, marketing, and products and will provide a program focus of knowledge, skills and resources required by foresters to be successful in the future.

We are proud to announce that the Exhibitor registration fees for this year's meeting will remain the same as for the past four years in the amounts of \$325 for non-profits and \$375 for commercial exhibits. Sponsorships start at \$150. (See accompanying registration form for a complete listing.) Exhibitor set-up begins Sunday afternoon, January 28, 2018. Your exhibit fee includes one full meeting registration and all meals except the Awards Banquet.

**Exhibitor Benefits:** The first opportunity to exhibit will be at a reception/icebreaker social on Sunday evening. In addition, all breaks and the Monday evening reception will also be in the exhibit hall to ensure ultimate contact time with the attendees. **Each exhibitor will be given an opportunity to introduce his/her company during the technical sessions and conduct a drawing for one of your logo products as a door prize.** You may also bring individual prizes for attendees to register for at your booth if you wish. Other recognition will include listing your company's name in the Conference Program, the Awards Banquet Program, the SESAFA website, thank you signage and a Certificate of Appreciation. As you can see, SESAFA is making a real effort to not only enhance exhibitor/attendee personal contact, but ensure maximum return to the exhibitors for participating in our meeting.

**Sponsorship Benefits:** We hope you will also consider a Sponsorship and a donation to the Silent Auction. The sponsorship program has been enhanced to provide a wide range of options that companies may choose to support. Benefits include recognition during the general sessions, awards banquet and in the conference brochure. As with the Exhibitors, you will receive appropriate signage, a Certificate of Appreciation and other recognition for your donation. The \$500 SESAFA Student Scholarships and donations to the SAF Foresters'

Fund are beneficiaries of the **Silent Auction** event. Please look over the accompanying benefits list and take advantage of this opportunity to support SESAF. Sponsorships from \$150-\$1,000+ are available. Please see the attached Exhibitor/Sponsor registration form for more information.

SESAF has negotiated excellent hotel rates for this event. As an exhibitor or sponsor, you may want to make your reservations early to be sure you get the room type you prefer. Reservations may be made by calling the Hotel directly at 1-855-882-8303. Please be sure to specify that you are with the Southeastern Society of American Foresters and give the Group Code/Name SESAF. The room rate is \$129.00; the deadline for the guaranteed room rate is January 6, 2018.

Our sponsors and exhibitors are the backbone of SESAF's ability to provide members with the latest in professional technology, specialized training, and advanced learning in the forestry field. Your attendance at the Annual Meeting helps bring this first-rate event to professional foresters, scientists, educators and technicians from across the Southeast and provides an exceptional opportunity for contact with a broad spectrum of foresters in the three-state SESAF region. For additional information or assistance, contact me at 863.670.0734 or the SESAF office at 706-343-1480.

Please complete the attached Exhibitor/Sponsor/Silent Auction form and return it to SESAF Business Manager, Karen Johansen (address on form). We are looking forward to seeing you in January.

Sincerely,



Eric H. Hoyer  
Exhibitor/Sponsor Chair SESAF- 2018  
Attachments:

Exhibitor/Sponsor/Silent Auction Registration Form  
Exhibitor/Sponsor Benefits List