



September 9-10, 2025
IALR Institute Conference Center
Danville, VA

Invitation to Exhibit

The Event

The CEA Summit East brings industry & academia together to share research, business strategies and build partnerships to drive future growth for the Controlled Environment Agriculture (CEA) sector and its stakeholders.

This one and one-half day experience will feature:

CONFERENCE featuring CEA thought leaders, researchers & experts sharing industry developments, opportunities & challenges in keynotes, panels, and breakout sessions.

NETWORKING presenting the latest CEA innovations and services via tabletop exhibits from manufacturers and suppliers – together with coffee breaks and an evening social event fostering industry connections and strong business-building partnerships.

The Venue

The **Institute Conference Center** is also part of the IALR campus. Just steps away from the Controlled Environment Agriculture Innovation Center's modern indoor agricultural complex, the Conference Center is a full service, state-of-the-art meeting facility.

What's more, the Danville, VA venue is easily accessible - located in south-central Virginia along the North Carolina border, within a day's drive of two-thirds of the nation's population.



The Team

The Virginia Tech-Institute for Advanced Learning and Research (IALR) Controlled Environment Agriculture (CEA) Innovation Center and Indoor Ag-Con are especially qualified to create a truly collaborative experience for the CEA industry & academia:



THE CONTROLLED ENVIRONMENT AGRICULTURE INNOVATION CENTER is a joint project between Virginia Tech and the Institute for Advanced Learning and Research (IALR). By developing strategic partnerships with both industry and academia, the Innovation Center is conducting research and developing educational programming to promote and advance the controlled environment agriculture sector in the U.S. and internationally.

Housed primarily within a modern indoor agricultural complex on the campus of IALR in Danville, the center features various hydroponic and soilless systems/production systems and facilities including indoor growth rooms, greenhouses, growth chambers and vertical growing racks. The center's scientists and technology teams are working closely with the industry's top growers and suppliers on a number of key projects.



The **INDOOR AG-CON** team of seasoned event professionals produces the premier tradeshow & conference for indoor|vertical farming|controlled environment agriculture. Experiencing record growth each year, its events touch all sectors of the business - covering produce, legal cannabis |hemp, alternate protein and non-food crops - and attract decision-making growers, investors, real estate developers, agtech leaders, produce buyers, academics, policymakers, industry suppliers and advocates from across the US and 20+ other countries.

Why Exhibit

GENERATE NEW LEADS

Indoor Ag-Con events consistently attract decision-making 'buyers,' not 'window shoppers.' Exhibitors report that they write more business than expected at our events.

BENEFIT FROM INDUSTRY | ACADEMIA COLLABORATION

The event's strong focus – bringing industry & academia together—promises to attract attention and attendance from across all segments of the CEA industry, meaning even more new business prospects for your business.

BUILD YOUR BRAND

From the networking area to sponsorship opportunities, you'll find a number of ways to increase your exposure and discover new customers before, during and after the event!

Who Attends

The CEA Summit East targets key decision-makers from throughout the Eastern US, including new and well-seasoned CEA industry members like:

- Indoor & Greenhouse Growers
- Facility Owners & Operators
- Researchers
- Educators
- Government officials
- Real Estate Developers
- Architects, Construction Specialists
- Sales & Marketing Teams

Who Exhibits

Leading manufacturers and suppliers across all sectors including:

- Automation & AI Systems
- Business Services
- Chemical Pumps
- Climate Control
- Control Systems
- Complete Indoor Growing Systems
- Equipment & Accessories
- Fertilizers
- Financing Resources
- Government Agencies
- Greenhouse Structures & Supplies
- Growing Products
- Heating Systems
- Hydroponic Pots
- Industry Associations
- Insurance Providers
- Irrigation Equipment
- Lighting Solutions
- Nutrient Products
- Propagation Systems
- Substrates
- Tools
- Vertical Farming Solutions

Powerful Promotions

You'll benefit from an aggressive marketing campaign that promises to attract the industry's attention AND attendance with tactics, including:

- Partnerships with leading indoor ag, ag tech, horticulture and other industry publications and outlets
- Segmented email marketing and engagement campaigns targeting even more attendee categories
- Organic and paid social media campaigns on Twitter, Facebook, Instagram, LinkedIn as well as Google search, remarketing/retargeting campaigns and more
- Partnership outreach to key industry association, academic institutions and organizations
- Exhibitor marketing support program, including website listing, high-exposure advance and on-site show sponsorship opportunities

Cost-Effective Tabletop Package

Price - \$1,995, includes:

- 6' draped table & sign
- 2 chairs
- Wastebasket
- Electric Drop
- One Conference Pass – includes access to all keynotes/sessions, Breakfast & Lunch both days, coffee breaks, cocktail reception
- Company/logo listing on website and onsite event collateral

Conference Hours

Tuesday, September 9, 2025 | 8:30 am – 6:00 pm
(cocktail reception in networking area with tabletop exhibitors from 5-6 pm)

Wednesday, September 10, 2025 | 9:00 am – 1:30 pm
(optional tour of CEA Innovation Center at 12:45 pm)

Where

IALR Institute Conference Center
150 Slayton Avenue
Danville, Virginia 24540

Contact

Suzanne Pruitt P: 404.452.1884 | suzanne@indoor.ag





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SPONSORSHIP OPPORTUNITIES

The **Controlled Environment Agriculture Innovation Center** is a joint project between Virginia Tech and the Institute for Advanced Learning and Research (IALR)



COLLEGE OF AGRICULTURE AND LIFE SCIENCES
SCHOOL OF PLANT AND ENVIRONMENTAL SCIENCES
VIRGINIA TECH.



VIRGINIA AGRICULTURAL EXPERIMENT STATION
VIRGINIA SEAFOOD AGRICULTURAL RESEARCH AND EXTENSION CENTER
VIRGINIA TECH.

Package Level Offerings

	PLATINUM \$10,000 1 available	GOLD \$7,500 2 Available	SILVER \$5,000
Company Logo Hyperlink at Top Level Listing On Website Sponsor Section	✓	✓	✓
Company Logo With Top Listing On all On-Site Sponsor Signs	✓	✓	✓
Company Logo Inclusion On Attendee Exhibitor Press Eblasts	✓	✓	✓
Special Blog Feature on Show Website & Social Post on All Channels	✓	✓	✓
Company Name Logo Recognition at All Conference Sessions	✓	✓	✓
Custom E-Blast to Participants	✓		
1-Minute Intro At Research Update Sessions	✓		
Conference Passes	6	4	2

*ALL SPONSORSHIPS INCLUDE ONE TABLETOP EXHIBIT (\$1,995 value)

EXCLUSIVE LANYARDS - \$5,000*

Put your logo around the neck of all attendees at the show – everyone is required to wear a badge to enter the show floor and conference sessions.

- ✓ Logo On Website
- ✓ Logo On Sponsor Signs On-Site
- ✓ Company Logo Inclusion On Select Attendee | Exhibitor | Press Eblasts

* CEA Summit East to supply lanyard.

NETWORKING RECEPTION - \$5,000*

This popular event is definitely a can't miss for all attendees who will gather in the networking area for drinks, hors d'oeuvres, another opportunity to explore the tabletop exhibits, poster competition and networking from 4-6 pm on day one.

- ✓ Sponsor May Supply Napkins
- ✓ Recognition Signs at Reception
- ✓ Logo On Website
- ✓ Logo On Sponsor Signs On-Site
- ✓ Company Logo Inclusion On Select Attendee | Exhibitor | Press Eblasts

BADGE SPONSOR - \$3,995*

The Badge sponsor will be 'front of mind' throughout the event by the inclusion of your logo on the badges that every attendee wears.

- ✓ Company Logo Printed On All Attendee Badges (2-color)
- ✓ Logo On Website
- ✓ Logo On Sponsor Signs On-Site
- ✓ Company Logo Inclusion On Select Attendee | Exhibitor | Press Eblasts

COFFEE SPONSOR - \$3,000*/DAY \$4,000* BOTH DAYS

Host welcome coffee each morning.

- ✓ Sponsor May Supply Branded Napkins and/or Other Promotional Items Pending Approval By Show Management
- ✓ Recognition Signs at Reception
- ✓ Logo On Website
- ✓ Logo On Sponsor Signs On-Site
- ✓ Company Logo Inclusion On Select Attendee | Exhibitor | Press Eblasts

REGISTRATION SPONSOR - \$3,995*

This is the first stop ALL attendees make when they arrive to check in and pick up their admission badges.
Host welcome coffee each morning.

- ✓ Recognition Sign at Registration
- ✓ Logo on Web Site Registration Landing Page
- ✓ Logo On All Pages of Registration Process
- ✓ Logo On Registration Confirmation Email
- ✓ Logo On Website
- ✓ Logo On Sponsor Signs On-Site
- ✓ Company Logo Inclusion On Select Attendee | Exhibitor | Press Eblasts

ATTENDEE CONFERENCE BAG - \$4,995* - EXCLUSIVE

Each attendee receives sponsor bag at check-in. Put your company name on the bag, which becomes a walking billboard throughout the show.

- ✓ *Rights Only: Production And Shipping Charges Not Included – Bag Approval Show Management
- ✓ Logo On Website
- ✓ Logo On Sponsor Signs On-Site
- ✓ Company Logo Inclusion On Select Attendee | Exhibitor | Press Eblasts

CONFERENCE SESSION ROOM SPONSOR - \$4,495* Per Room (3 available)

Our breakout and research sessions are held in dedicated rooms offering an ideal opportunity for expanded reach.

- ✓ Logo On Sign at Room Door Entrance
- ✓ Logo Featured on Stage Screen
- ✓ Logo on Website
- ✓ Logo On Sponsor Signs On-Site
- ✓ Company Logo Inclusion On Select Attendee | Exhibitor | Press Eblasts

KEYNOTE SPONSOR - \$4,995*

Includes Opening Morning Keynote & Day Two Opening Morning Panel

One Minute Video Shown Before Keynote Speaker Introduction or Literature Drop

- ✓ Logo on Website
- ✓ Logo On Sponsor Signs On-Site
- ✓ Company Logo Inclusion On Select Attendee | Exhibitor | Press Eblasts

LUNCH SPONSOR -- \$4,495*/DAY, \$6,495* BOTH DAYS

All exhibitors and attendees attend daily luncheons.

- ✓ Recognition signs at luncheon
- ✓ Logo On Website
- ✓ Logo On Sponsor Signs On-Site
- ✓ Company Logo Inclusion On Select Attendee | Exhibitor | Press Eblasts

DON'T SEE WHAT YOU'RE LOOKING FOR?

Contact us to discuss custom sponsorship ideas & opportunities.

Contact

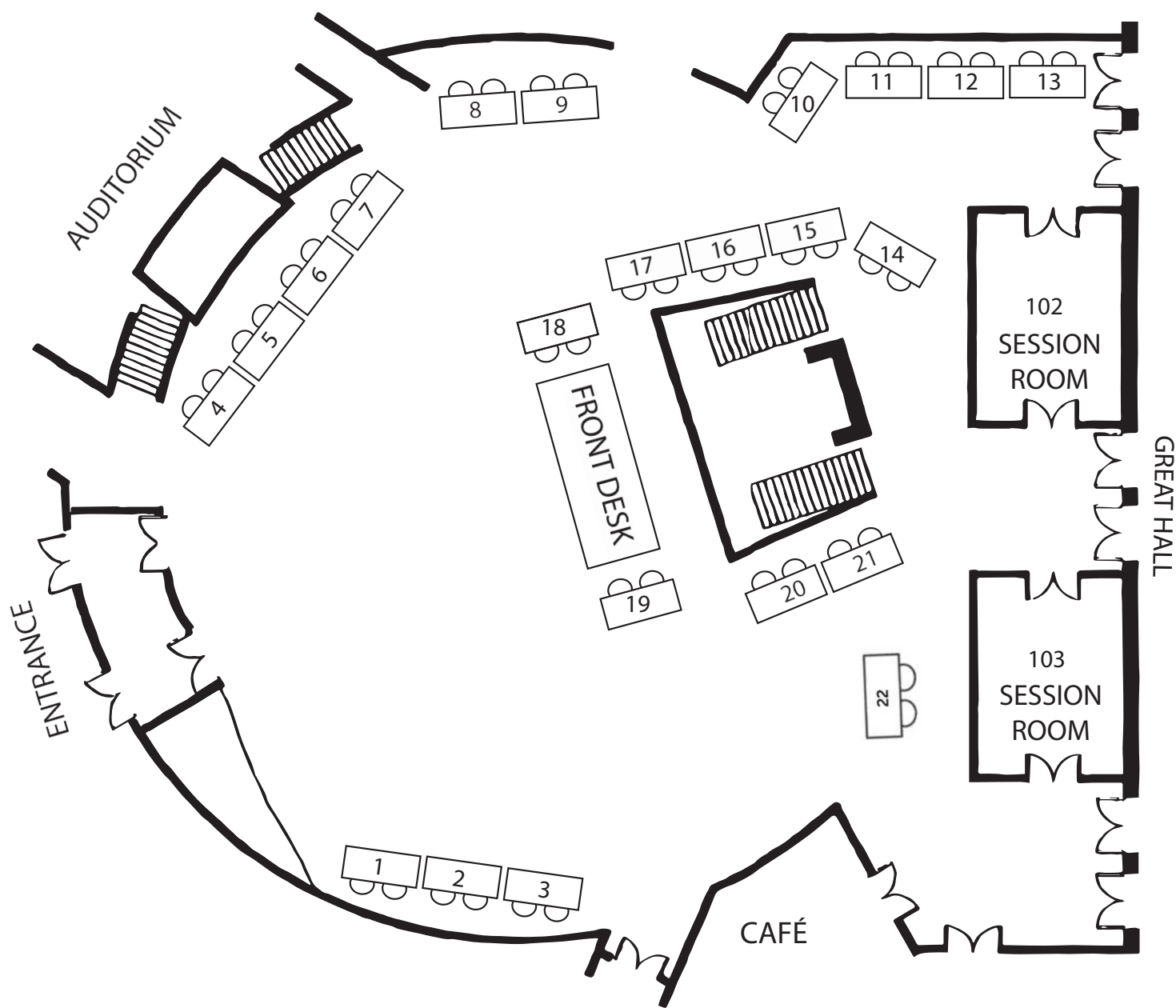
Suzanne Pruitt P: 404.452.1884 | suzanne@indoor.ag





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APPLICATION AND CONTRACT FOR TABLETOP SPACE

STEP 1: Company Information

Exhibiting Company _____

Address _____ City _____

State _____ Zip/Postal Code _____ Country _____ Website _____

CONTACT FOR TRADE SHOW INFORMATION (will receive all exhibitor communication)

Title _____ Name _____

Email _____ Phone _____

STEP 2: Tabletop & Sponsorship Info

☐ YES, I want a tabletop space.*

* Tabletop space package includes 6' draped table & sign; 2 chairs, wastebasket, electric drop, one conference pass, company/logo listing on website and onsite event collateral.

Tabletop(s) Requested x \$1,995 = Total Cost \$

OR - SPONSORSHIP PACKAGE REQUESTED (includes tabletop space)

PLATINUM \$10,000

GOLD \$7,500

SILVER \$5,500

LANYARDS \$5,000

NETWORKING RECEPTION \$5,000

BADGE SPONSOR \$3,995

COFFEE SPONSOR \$3,000 PER DAY

COFFEE SPONSOR \$4,000 BOTH DAYS

CONFERENCE SESSION ROOM SPONSOR \$4,495

REGISTRATION SPONSOR \$3,995

KEYNOTE SPONSOR \$4,995

ATTENDEE CONFERENCE BAG \$4,995

LUNCH SPONSOR \$4,995 PER DAY

LUNCH SPONSOR \$6,495 BOTH DAYS

OTHER:

STEP 3: Acceptance

This tabletop space application will become a contract upon acceptance with authorized signature and is based on exhibit floor plan, tabletop space fees, rules governing the exhibition and general information that is included with this document or provided at a later date.

Authorized Signature _____ Date _____

Printed Name _____ Job Title _____

Signatures on Contract for Space mean the person or persons signing the exhibition space contract on behalf of the Exhibitor shall be deemed to have full authority to do so on behalf of the Exhibitor and the Exhibitor shall have no right to claim against Indoor Ag-Con LLC and CEA Summit East that such person or persons did not have such authority.

STEP 4: Payment Terms & Instructions

Payment Terms: 100% payment due upon receipt of contract. The undersigned and the company they represent have read and will abide by the terms and conditions and by the rules and regulations included in this document.

CREDIT CARD PAYMENT - If you wish to make payment by credit card, please complete and sign.

ALL SECTIONS MUST BE COMPLETED TO PROCESS CREDIT CARD PAYMENT

Check One: Mastercard Visa ☐ American Express ☐ Discover Amount Authorized \$ _____

Credit Card # _____ Exp. Date _____ Security Code # _____

Authorized Signature _____ Name as it appears on card _____

Cardholder's Address _____ City _____ State _____ Zip _____

Contact: Suzanne Pruitt | suzanne@indoor.ag | 404.452.1884

EXHIBITOR TERMS AND CONDITIONS

CONTRACT FOR TABLETOP SPACE:

Upon confirmation by Indoor Ag-Con, LLC/CEA Summit East of receipt of non-refundable full payment and assignment of exhibit space by exhibitor, Indoor Ag-Con, LLC/CEA Summit East shall make available to Exhibitor the assigned space for the duration of the Indoor Ag-Con/CEA Summit East event. Exhibitor and Indoor AG-Con LLC /CEA Summit East each shall be released from their obligations under this Contract if the Indoor Ag-Con/CEA Summit East event is rescheduled due to causes beyond the control of either of the Parties. Examples of such causes include (a) events or threats of terrorism, (b) acts of the Government in its sovereign or contractual capacity, (c) fires (d) floods, (e) epidemics, (f) quarantine restrictions, (g) strikes, (h) freight embargoes, and (i) unusually severe weather and other acts of nature. In each instance the failure to perform must be beyond the control and without the fault or negligence of the Exhibitor or Indoor Ag-Con LLC/CEA Summit East. All tabletop fees will be retained by Indoor Ag-Con LLC/CEA Summit East and applied to rescheduled event(s).

RESERVATIONS OF EXHIBIT SPACE/PREFERRED LOCATION ASSIGNMENT

Exhibit space is not guaranteed until Indoor Ag-Con LLC/CEA Summit East confirms, in writing, receipt of the required payments and assigns exhibit space to Exhibitor. Indoor Ag-Con LLC/CEA Summit East reserves the right to move exhibiting booth location. Exhibitors must be paid in full to set up display(s).

DRAYAGE INFORMATION

Indoor Ag-Con LLC/CEA Summit East will provide a handbook at least 6 weeks prior to the event, containing information required for the set-up, display and tear-down of tabletops.

BOOTH STRUCTURE RESTRICTIONS

Exhibitor shall not post, tack, nail, screw, or otherwise attach anything to columns, walls, floors, or other parts of the IALR Institute Conference Center or any non-exhibitor-owned booth structures or furniture. Signs, rails, and other booth features shall not intrude into or over aisles. Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of their exhibit.

PROVISIONS FOR STORAGE

Exhibitors may not store equipment at the IALR Institute Conference Center; all materials should be sufficiently small and light that they can be easily accommodated in the passenger elevator and carried in by exhibitor staff.

SECURITY GUARD SERVICE

While the IALR Institute Conference Center will provide reasonable security for the Center for the duration of the Indoor Ag-Con LLC | CEA Summit East event, protection of exhibitor's property, including insurance for the same, is Exhibitor's sole responsibility. Exhibitor agrees that Indoor Ag-Con LLC /CEA Summit East has no obligation to provide security services and Indoor Ag-Con LLC/CEA Summit East makes no representation whatsoever with the respect to security of the premises. Exhibitor hereby waives any and all claims against Indoor Ag-Con LLC /CEA Summit East relating to loss, damage, theft, and all other forms of damage and harm to Exhibitor property.

INDEMNITY

Exhibitor agrees to indemnify and hold harmless Indoor Ag-Con LLC/CEA Summit East, IALR Institute Conference Center, their respective managers, sponsors, agents and employees, from all losses, damages, costs and expense to the extent relating to or to the extent arising from death of or injury to person(s) whomsoever or property whatsoever, to the extent caused by Exhibitor's gross negligence for willful misconnect. If such damage or injury is determined to be due to the negligence of Indoor Ag-Con LLC /CEA Summit East or IALR Institute Conference Center, respectively, in which case the obligation to indemnify shall cease with respect to the negligent party only. Exhibitor shall include Indoor Ag-Con, LLC/CEA Summit East as "Additional Insured" on Exhibitor's Certificate of Insurance.

INSTALLING, EXHIBITING, DISMANTLING

Hours and dates for installing, exhibiting and dismantling shall be those specified by Management. All displays must be fully set up by the opening of the CEA Summit East, and all exhibits must be open for business during all Exposition hours. In addition, Exhibitor may not dismantle or pack any portion of its display until the Exposition officially closes. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exposition before conclusion of the dismantling period. When vacated, all exhibit space shall be left in good order.

EXHIBITOR CANCELLATION

If Exhibitor desires to cancel this Agreement, Exhibitor may only do so by giving written notice thereof to Management, Attention: Show Manager. In such event, Exhibitor shall be liable for the following cancellation fee: 75% of the total cost of Exhibitor's participation if such cancellation is effective more than 180 days prior to scheduled opening of Exposition; and 100% of the total cost of Exhibitor's participation if such cancellation is effective within 180 days prior to scheduled opening of Exposition. Payment of cancellation fee must be received by Management within 15 days after cancellation. All monies paid by exhibitor are non-refundable upon cancellation or change of reservation (even if monies paid exceed the required amounts as described above). The effective date of any cancellation shall be the date Management actually receives Exhibitor's written notice as specified above. Exhibitor understands this cancellation fee has been incorporated into this Agreement as a valid pre-estimate of damages Management will sustain which will not be capable of precise determination, and is considered to be liquidated and agreed-upon damages suffered as a result of Exhibitor's cancellation, and is not a penalty. Subsequent reassignment of canceled exhibit space shall not affect this cancellation assessment. In addition, all decorating expenses Management incurs in decorating canceled exhibit space shall be due and payable to Management from Exhibitor upon demand.

LIMITATION OF LIABILITY; INDEMNITY

Neither Management nor the Facility, nor any of its officers, agents, employees or other representatives, shall be held liable for, and each is hereby released from any damage, loss, harm, or injury to the person or property of Exhibitor or any of its visitors, officers, agents, employees or other representatives, resulting from Exhibitor's participation in the Exposition, licensing and/or use of exhibition space hereunder, or the failure of Management to make available the exhibit space or hold the Exposition, however caused, including that caused by Management's or any Facility's, or its officers', agents', employees' or other representatives' negligence. Exhibitor shall indemnify, defend, and hold harmless Management and the Facility and their respective owners, directors, officers, employees, agents and representatives, from, any and all claims, demands, suits, liability damages, loss, costs, attorneys' fees, and expenses of any kind which might result or arise from its participation in the Exposition, its licensing and/or use of exhibition space hereunder, or any action or failure to act on the part of Exhibitor or its officers, agents, employees, or other representatives. Exhibitor understands that neither Management nor the Facility, nor its affiliates, maintains insurance covering Exhibitor's liability or property, and Exhibitor is advised to obtain, at its sole expense, insurance for its exhibit material and products against loss or damage, and public liability insurance against injury to the person or property of others. Exhibitor shall provide evidence of such insurance to Management and the Facility upon request. It is understood all property of Exhibitor is in its care, custody, and control in transit to, or from, or within the confines of the Facility, and neither Management nor the Facility assumes any responsibility therefor. In no event shall Management be liable to Exhibitor or anyone claiming through Exhibitor for incidental, consequential, special or indirect damages, including lost profits, even if Management has been apprised of the possibility of such loss.

DAMAGE TO FACILITY

Exhibitor is liable for any damage caused to Facility floors, walls, or columns, or to standard booth equipment, or to other exhibitors' property