



Exhibitor Booth Details

Thank you for supporting the 2025 Water for Food Global Conference as a sponsor! The event will be held April 29-May 1, 2025, at the Nebraska Innovation Campus Conference Center, with optional side events happening on April 28 and May 2. We are thrilled to have your participation and look forward to a great event. Below, I've included some details about the exhibitor booth that is part of your sponsorship but do let us know if you have additional questions.

Registration

We have provided a link for the complimentary registration that accompanies your sponsorship in previous emails but let us know if you need this link again or need to see if it has been claimed yet. Additional representatives from your organization can register via the general attendee link on our [conference website](#). *(A reminder that all booth staff must purchase individual conference registration in order to attend conference sessions, receptions or meals.)*

Conference app

We'll be opening a sponsor/exhibitor portal soon for our conference app in which you can upload your organization's logo, description and a link to your website. Attendees will use the app throughout the conference and can view your organization's information here. More details on that as it becomes available.

The space

Each exhibitor will receive an 8' x 8' space, with an 8' table, 2 chairs and a black drape backdrop. We are also happy to offer a standard outlet for power via an extension cord.

Parking at Nebraska Innovation Campus

- **For load-in, you can park temporarily on the south entrance of the NIC Conference Center near the bus stop. However, you'll need to move your car to a more permanent parking spot afterward.** Find a map of Nebraska Innovation Campus [here](#). The conference will be held in the NIC Conference Center.
- *Recommended:* Day parking is available in the lot north of Transformation Drive. Please use the [Passport Parking app](#) (Zone 9900) to pay for parking. (Pay stations cannot be used for lot parking.) Learn more [here](#).
- On-street parking is also available and can be paid for on the [Passport Parking app](#) (zone 80) or at a pay station located near the metered parking. Learn more [here](#).
- If you have a current UNL parking permit, you can request reciprocal parking access in advance for Nebraska Innovation Campus by notifying Parking and Transit Services at unlpts@unl.edu.



Set-up

You can set up your booth anytime on **Monday, April 28, Noon-5 p.m. or the morning of Tuesday, April 29 after 7 a.m.** Attendees will arrive for breakfast starting at 7 a.m. Please check in at the Registration Desk located on the ground level of the NIC Conference Center and load in at the south entrance near the bus stop. Tables will be labeled with each organization's name.

Staffing

While your booth can stay up all day April 29-May 1, you do not need to staff it the entire time. A current conference schedule is available [here](#). Several breaks are designated for attendees to visit exhibitor booths throughout the conference. We recommend staffing the booth during the following times where you'll see the most traffic, especially during Breakfast and Lunch times:

- April 29, 7:30-8:30 a.m. – Breakfast
- April 29, 10:15-10:30 a.m. – Break time
- April 29, Noon-1:30 p.m. – Lunch
- April 29, 2:30-2:45 p.m. – Break time
- April 29, 4:15-4:30 p.m. – Break time
- April 30, 8-9 a.m. – Breakfast
- April 30, 10:45-11:00 a.m. – Break time
- April 30, 12:30-2:00 p.m. – Lunch
- April 30, 3:15-3:30 p.m. – Break time
- May 1, 8-9 a.m. – Breakfast
- May 1, 10:30-10:45 a.m. – Break time
- May 1, 12:15-2:00 p.m. – Lunch

Attendance

Our past conferences have drawn around 350 in-person participants and we expect a similar number this year. We have attendees from all over the world and various industries, including farmers/growers, government/policymakers, research/academia, private industry, non-profits/NGOs, etc. Check out our [speaker list](#) for a pulse on who will be attending as well.

Teardown

We recommend tearing down your booth following lunch, which ends at 2 p.m. on May 1. We ask that you have everything removed by **4 p.m. on May 1.**

Questions

Please contact Amber at apoythress@nebraska.edu or 402-472-5175 with any additional exhibitor questions.