



FEBRUARY 11 - 12

IOWA STATE FAIRGROUNDS VARIED INDUSTRIES BLDG

2020 Exhibitor Registration

ATTENTION: Registration form available online with payment and invoicing options at <http://agribizshowcase.com>

Please PRINT the following information:

Company Name: _____

Contact Name: _____ Email: _____ Phone: _____

On-Site Main Contact (if different than above): _____ Phone: _____

Address: _____ City / State / Zip: _____

Additional Phone: _____ Fax: _____ Website URL: _____

A. EXHIBITOR BADGE INFORMATION

Exhibitor badges include: Tuesday All Industry Reception (entrance & free beverages/food), Tuesday AAI Member Meeting, Wednesday morning pancake breakfast, Wednesday All Industry Luncheon, and all Wednesday *open* sessions. Extra exhibitor badges - \$15 per person.

Exhibitor badges do not include: Tuesday educational sessions, Tuesday luncheon, Wednesday Pest Recert, or Wednesday Seed Forum. Additional registration cost applies for paid sessions. Attendee registration is also available online at <http://agribizshowcase.com>.

PLEASE NOTE: Booth Exhibitors receive two (2) complimentary exhibitor registrations. Bulk exhibitors receive eight (8) exhibitor registrations.

Exhibitor Name 1: _____ City/State: _____ Email: _____

Exhibitor Name 2: _____ City/State: _____ Email: _____

Exhibitor Name 3: _____ City/State: _____ Email: _____

Exhibitor Name 4: _____ City/State: _____ Email: _____

Exhibitor Name 5: _____ City/State: _____ Email: _____

Exhibitor Name 6: _____ City/State: _____ Email: _____

Exhibitor Name 7: _____ City/State: _____ Email: _____

Exhibitor Name 8: _____ City/State: _____ Email: _____

A. Total for Additional Exhibitor Registrations: _____ x \$15 = \$ _____

CONTRACT DEADLINE: DECEMBER 10, 2019

QUESTIONS? CALL 515-262-8323 FOR DETAILS AND DIRECTIONS - THANK YOU!

B. BOOTH INFORMATION

Booth/bulk rates include: One (1) eight foot white skirted table, 110v 20A (x2) electrical outlets, unlimited WiFi, exhibitor profile on mobile app, promotional tool kit, custom vouchers, complimentary exhibitor badges (Booth exhibitors - 2, Bulk Exhibitors - 8), two (2) chairs, and one (1) wastebasket. Additional decorations/furnishings are available through the event decorators, see enclosed sheet.

Booth Space Pricing**	AAI Member	Non-member
10 x 10 Booth	\$760.00	\$1,060.00
10 x 10 End Cap	\$860.00	\$1,160.00

Total number of booths requested: _____ Requesting End Cap(s)? (please circle) Y / N # of End Caps _____

***Late registration fee: Exhibitor prices good through Dec. 10, 2019. After deadline date add \$100 to all booth prices.*

C. BULK EXHIBITOR INFORMATION

Bulk Space Pricing (500 sq. ft.) \$3.00 sq. ft. (Member) \$4.00 sq. ft. (Non-member)

Please provide dimensions of the space you require for your exhibit (example 50' x 50'): _____ X _____

ATTENTION: Please list your desired booth location or bulk zone on the contract page of this document (pg. 4)

B or C. Total for Exhibiting Space: _____

D. SPONSORSHIP PLEDGE

With over 1,100 people in attendance at our showcase, your sponsorship can have a persuasive impact. Visit agribizshowcase.com/sponsor for more levels and additional details.

- Emerald Level \$7,500 ea. Roll-Out or Special Session - a unique opportunity to hold exclusive product roll-out or learning session

All-Industry Reception (Tues) OR All-Industry Luncheon (Wed) - recognition on stage and tables
- Platinum Level \$5,000 ea. Mobile App & Registration Kiosk - logo on app splash screen and registration kiosk welcome screen
- Gold Level \$2,500 ea. Water Cooler Sponsor - cold drinks around the floor with your logo at each location

Power Sponsor - your logo or ad at all break areas on power recharge stations
- Bronze Level \$1,000 - \$500 General sponsor of the show, recognized in front lobby and online.

D. Sponsorship Total: _____

E. AGRIBUSINESS CAREER DAY - COMMUNITY COLLEGE SCHOLARSHIP & JOB FAIR

The Agribusiness Association of Iowa (AAI) Foundation is seeking sponsors for our annual scholarship awards at our 2020 event. Your company can partner with the AAI Foundation to us help provide 15 students with \$1,000 scholarships each. Scholarship donations are tax-deductible.

How your company can participate:

Become a Scholarship Sponsor - Fifteen \$1,000 scholarships are awarded each year to one student attendee from each Iowa's community colleges. Students must be in attendance at the event to be eligible (see list of colleges at <http://agribizshowcase.com/ABCD>).

Join the Job Fair! - Participate in the annual community college job fair. Over 200 community college students are interested in talking to your HR department. These 2-year graduates are ready to jump into the industry.

Please provide your company's HR contact - we'll do the rest! Name: _____ Email: _____

- Yes, my company would like to participate
Please invoice me for ___ scholarship(s)
@ \$1,000 each to _____ College (see list at www.agribizshowcase.com/abcd)
- Not sure, please contact : _____

E. Scholarship Donation Total*: _____

**Your company will be invoiced by the AAI Foundation separately from the exhibiting materials.*

If you have questions about the field day or participating in it, please contact the AAI office at 515-262-8323 or 800-383-1682.

Is your company interested in participating in the innovative indoor field day?

This requires CCAs to have substantive conversations with exhibitors in exchange for credit hours. Exhibitors participating in the indoor field day will be asked to sign a form confirming that an educational conversation was held.

- Yes, we will participate (NO CHARGE) No, we will not participate

If you will be participating in the indoor field day, please indicate the topic areas you will be discussing with CCAs and what educational unit this would fall under.

Topics to be discussed: _____

CCA Education Units: Soil & Water Crop Management Nutrient Management Pest Management

F. Utilities & Internet Service

IT'S FREE! All basic electrical (2x - 110v 20A outlets) and unlimited WiFi will be provided with your booth/bulk purchase. If you have special requirements for your booth, please provide a description below.

ATTENTION: Carpets, furniture, and other booth decorations are contracted by you directly with Event Decorators of Iowa, Inc. See <http://agribizshowcase.com/exhibitor> for additional information and required forms. Decorators deadline is January 17, 2020.

IMPORTANT: Exhibiting Information *(Print me! Go to <http://agribizshowcase.com/exhibitor> to print this important information to keep)*

Electrical, Telephone, Internet

Basic electrical & unlimited WiFi is provided with purchase of a booth or bulk space. If you have special electrical or networking needs in the Varied Industries Building, please provide details in Section F of this form.

Forklift Assistance

Event Decorators of Iowa will have a forklift and operators to assist you in loading and unloading equipment at the Varied Industries Building. There is a minimal fee for this service and must be requested in advance.

Varied Industries Building Door Specifications

The Varied Industries Building has two service entrances. One (1) 10' x 12' and one (1) 20' x 20'.

Shipping Exhibits

All shipments should be directed to Event Decorators of Iowa, Inc. at the following address:

TO: *NAME OF EXHIBITING COMPANY*
 FOR: Agribusiness Showcase & Conference *(EDI will receive booth assignments from AAI)*
 c/o: Event Decorators of Iowa, Inc.
 520 SE 4th Street
 Des Moines, IA 50309

All shipments must be prepaid and should be shipped to arrive no later than one week prior to show date. See additional shipping instructions in the information packet from Event Decorators of Iowa <http://agribizshowcase.com/EDI>.

Hotel Accommodations

IMPORTANT: AAI is not responsible for hotel reservations for exhibitors or attendees. See below for hotel direct contact information. Please refer to the group rate when contacting the hotels. Room blocks are for Feb 10 & Feb 11 only. Reservations must be made by January 21, 2020 to ensure group rates are available.

Sleep Inn & Suites
 5850 Morning Star Ct
 Pleasant Hill, IA 50327
 515-2999922
 \$114 per night
 Online Group Code: GJ72L5

Holiday Inn Express & Suites
 165 Adventureland Dr. NW
 Altoona, IA 50009
 515-967-1855
 \$119 per night
 Online Group Code: AB1

Prairie Meadows Hotel
 1 Prairie Meadows Drive
 Altoona, IA 50009
 800-325-9015
 \$121 per night
 Online Group Code: 021020AGR

Grand Total: _____

GRAND TOTAL INCLUDES: EXHIBITOR BADGE INFORMATION (A), BOOTH/BULK INFORMATION (B or C), AND SPONSORSHIP INFORMATION (D)

F. Payment Method

PLEASE SELECT YOUR FORM OF PAYMENT FROM THE BELOW OPTIONS:

- SEND INVOICE CREDIT CARD (MUST COMPLETE FORM BELOW) CHECK ENCLOSED

PAYABLE TO: Agribusiness Association of Iowa

CREDIT CARD INFORMATION

- VISA MASTER CARD DISCOVER

Name as it appears on card: _____

Billing address for card: _____

Card number: _____ Exp Date: _____ Security Code: _____

G. Exhibitor Contract

ATTENTION: This section must be filled out to completion. Signature is required to process your application. Payment must accompany contract.

Please provide the information requested and fill in every blank clearly.

AGREEMENT made this _____ day of _____, 20__ with Agribusiness Association of Iowa (hereinafter referred to as "AAI") and _____ (hereinafter referred to as "Occupant").

1. Occupant hereby agrees to take exhibit space to be used for an exhibit during the Agribusiness Showcase & Conference (hereinafter referred to as "Showcase") to be held at the Varied Industries Building, Des Moines, Iowa, February 11 & 12, 2020. Occupant hereby agrees to take such exhibit space in accordance with the official site plan.

2. Occupant hereby agrees to take exhibit space at the Showcase as follows:

Please indicate (from pg. 2 section B or C.) number of booths or bulk space measurements: _____

Please indicate booth/bulk zone preferences (see map on agribizshowcase.com/exhibitor):

First Choice: _____ Second Choice: _____ (booth assignments will be made *after* Jan. 10, 2020)

Booth Space Pricing	Member	Non-member	
10 x 10 Booth	\$760.00	\$1,060.00	<i>(Late registrations add \$100 to booth prices, registration deadline is Dec. 10, 2019)</i>
10 x 10 End Cap	\$860.00	\$1,160.00	
Bulk Space (More than 5 booths)	\$3.00 / sq. foot	\$4.00 / sq. foot	

Products or services to be exhibited: _____

3. Occupant agrees to fully comply with all rules and regulations governing Showcase as set forth by management.

4. Occupant agrees to hold AAI and Showcase harmless from any and all claims or liability that may occur because of bodily injury or property damage and to further indemnify and protect AAI and Showcase from any and all expenses as a result of any claim or suit that may be brought resulting from any act, or failure to act, by the Occupant during Showcase. Occupant further agrees that AAI and the Showcase will not be responsible for any loss or damage attributable to fire, theft, vandalism, or "act of God."

5. As part of this agreement, the Occupant shall furnish a certificate of liability insurance to AAI and Showcase with bodily injury and property damage limits of at least \$1,000,000. Please email copy of liability insurance to aai@agribiz.org subject line: "2020 ASC Exhibitor Proof of Insurance" no later than 4 weeks prior to the Showcase.

6. For the use of the exhibit space to be taken by Occupant; Occupant agrees to pay AAI \$_____. A 25% non-refundable deposit shall be made by the Occupant upon occupant's execution of this agreement. Full payment shall be due 4 weeks prior to the Showcase. Space assignments will not be made without prior payment.

7. If Occupant wishes to cancel this agreement, AAI must receive written notice of such cancellation no later than Tuesday, January 10, 2020. Only a 75% refund is available due to non-refundable deposit. If any notice of cancellation is received any later than Tuesday, January 10, 2020 date, no refund will be made.

8. AAI reserves the right to cancel this event, or make any changes deemed in the best interest of the event by management.

9. This agreement is to be interpreted and construed in accordance with the laws of the State of Iowa.

10. This agreement is to be executed in duplicate.

11. _____(initial) I have read and agree to abide by the rules and regulations of the Iowa State Fairgrounds (see enclosed sheet).

IN WITNESS WHEREOF the parties hereto have signed this agreement on the day and year first above written.

X (Signature) _____ **DATE:** _____