



CONTACT INFO

*all show materials will be sent to this address

Exhibitor Name (as you would like listed in Show Guide): _____
 Exhibitor Rep Contact: _____ Exhibitor Rep Phone: _____ Exhibitor Rep Email: _____
 Exhibitor Rep Address*: _____ City: _____ State: _____ Zip: _____

SPACE RENTAL

Indoor Booth

8ft table, 2 chairs and electricity provided

| Size | Rate | Qty |
|---------|-------|-----------------|
| 10'x10' | \$800 | x _____ = _____ |

Outdoor Booth

| Size | Rate | Qty |
|---------|-------|-----------------|
| 50'x50' | \$800 | x _____ = _____ |
| 25'x25' | \$600 | x _____ = _____ |

Outdoor Booth w/ Plot

| Size | Rate | Qty |
|-------------------------|-------|-----------------|
| 15'x20' w/ 30'x70' Plot | \$850 | x _____ = _____ |

Additional \$50 if AgroExpo provides seed.

No electricity for outdoor booths. Generators are welcome.

For tent rental information, see enclosed form from Mutton Tent or go to TheAgroExpo.com.

Seed for Plot due by April 10th. Ship to: Tim Duckert - North Central Research Station, 5605 N. Findlay Rd, St. Johns, MI 48879.

Due to the inherent cost of operating the AgroExpo, no cash refunds will be issued. No refunds or credits if exhibitor cancels after June 1st, 2022. All refunds will be applied as a credit to the next year's event.

Exhibit Set Up Information

Booths with Equipment

Thursday, August 11th - Monday, August 15th

8:00 AM - 5:00 PM

Saturday and Sunday by appointment

All Other Outdoor and Indoor Booths

Monday, August 11th

8:00 AM - 5:00 PM or by appointment

Tear Down

Wednesday, August 17th

3:10 PM - 5:00 PM **(not earlier)**

Thursday, August 18th & Friday, August 19th

8:00 AM - 5:00 PM

SHOW GUIDE ADVERTISING

Standard Advertising Rates

| Ad Size (Full-color) | Dimensions (in.) | Rate |
|----------------------|------------------|--------|
| Full page | 7.25 x 9.75 | \$1600 |
| 2/3 Page Vertical | 4.75 x 9.75 | \$1300 |
| 2/3 Page Horizontal | 7.25 x 6.5 | \$1300 |
| 1/2 Page | 7.25 x 4.75 | \$1100 |
| 1/3 Page Vertical | 2.25 x 9.75 | \$890 |
| 1/3 Page Horizontal | 4.75 x 4.75 | \$890 |
| 1/6 Page Vertical | 2.25 x 4.75 | \$645 |
| 1/6 Page Horizontal | 4.75 x 2.25 | \$645 |

Premium Position Cover Advertising Rates

| Ad Size (Full-color) | Bleed Dimensions (in.) | Rate |
|----------------------|------------------------|--------|
| Inside Front Cover | 8.5 x 11 | \$2700 |
| Inside Back Cover | 8.5 x 11 | \$2700 |
| Back Cover | 8.5 x 11 | \$3200 |

Other Show Guide Advertising

Enhanced listing with logo \$100

The AgroExpo Show Guide will be distributed at the show, as well as inserted into the July 15 issue of *Michigan Farm News*.

Space reservation deadline is 6/01/2022. Ad materials due 06/06/2022, logo due 05/01/2022.

Contact Marnie Swartzendruber at 517-679-5749 or mswartz@michfb.com for questions about advertising opportunities.

SPONSORSHIP OPPORTUNITIES

To view other sponsorship opportunities please see our Sponsorship Opportunities sheet.

FINANCIAL SUMMARY

Space Rental = _____

SPONSORSHIPS:

Partner = _____

Supporting = _____

FFA CMC = _____

Show Guide Advertising = _____

Show Guide Enhanced Listing = _____

Other = _____

TOTAL = _____

INSURANCE COVERAGE:

Exhibitors are required to submit a valid certificate of liability insurance of not less than \$1,000,000 per aggregate and \$1,000,000 for each occurrence. See Terms and Conditions.

NOTE:

The AgroExpo reserves the right to determine whether an exhibit contributes to the purpose and objectives of the show. The lessor will attempt to provide lessee's desired space requirements, but reserves the right to assign space. Exhibitors may erect a tent they own, or rent a tent from the sole tent supplier.

PAYMENT METHOD

AMEX is not accepted
Make check payable to AgroExpo.

VISA MC DISCOVER CHECK SEND INVOICE

Billing Contact: _____

Billing Phone: _____ Billing Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Name on Card: _____

Credit Card #: _____

Exp: _____ CVV: _____

Signature: _____

Mail Checks to:

The AgroExpo

3055 W. M-21

St. Johns, MI 48879

Signature: _____

By (agent/title): _____ Date: _____

By signing, I acknowledge I have read and agree to the Terms & Conditions. Visit our Terms and Conditions for more information.

Form due 1/14/2022
Payment due 1/31/2022.
Late payments will be assessed a \$50 late fee after 1/31/2022.

RETURN FORM TO:

The AgroExpo
3055 W. M-21
St. Johns, MI 48879
info@theagroexpo.com

CONFIRMATION: (INTERNAL USE ONLY)

Date Received: _____

Check #: _____

Amount: _____

Exhibitor Contract Terms and Conditions



1. GENERAL

(a) **MANAGEMENT** - The word "management" refers to the AgroExpo, its owners, employees, or agents acting on its behalf in the management of the exhibit.

(b) **ELIGIBILITY** - Management has the right to determine the eligibility of any company or product for inclusion in the exhibit.

(c) **COMPLIANCE WITH RULES AND REGULATIONS** - Exhibitor agrees to comply with all laws, ordinances, rules, regulations, and contract provisions that are applicable to use of the Exhibition Space, including, but not limited to the rules and regulations adopted from time to time by Management and communicated to Exhibitor in writing.

2. EXHIBITION SPACE

Management hereby permits Exhibitor to use and occupy the exhibition space at the North Central Research Station, for and during the AgroExpo on Show days.

3. RENT AND PAYMENT

Exhibitor agrees to pay Management as rental for the Exhibition Space the amount as referenced on the front page of this Contract. Exhibitor shall not be entitled to use the Exhibition Space until the rental is paid in full. Management may terminate this Contract by giving verbal or written notice to Exhibitor if rental is not paid in full by January 31, 2022. After January 31, 2022 a late fee of \$50.00 will be assessed.

4. HOURS AND ADMISSION

(a) **SHOW HOURS** - The exhibit will be open to visitors from 8:30 AM to 4:00 PM on Tuesday, and 8:30 AM – 3:00 PM on Wednesday. Exhibitor will staff the Exhibition Space with at least one representative during such times.

(b) **ATTENDANCE** - Management shall have the sole control over admission policies. All persons visiting the exhibit area, including exhibitor representatives, will be required to register at the show.

(c) **ADMITTANCE DURING NON-SHOW HOURS** - Without permission from Management, representatives of Exhibitor will not be permitted in the exhibit area between 6:00 PM and 7:00 AM on show days unless prior arrangements have been made with the show coordinator.

5. INSTALLATION OF EXHIBITS

(a) **EXHIBIT FURNISHINGS AND SERVICES** Furniture may be provided by the Exhibitor or may be rented from Management, if available, at rates established by Management.

(b) **INSTALLATION AND DISMANTLING** - Move-in for booths with equipment is Thursday – Monday from 8 AM - 5 PM. Move-in for all other booths is Monday from 8 AM – 5 PM. The official closing time of the AgroExpo is Wednesday at 3:00 PM. No displays may be removed prior to the official closing. Every exhibit must be operational during the entire Show. Tear down can begin at 3:10 PM through 5 PM on Wednesday. Deadline for removal of all display materials is Friday at 5:00 PM.

6. USE OF SPACE

(a) **MANAGEMENT AUTHORITY** - Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or Exhibitor, or his representatives, with or without cause. If Management gives Exhibitor a reason for such action, Exhibitor will not have any rights to a refund or any other damages or remedies. In all other cases, Exhibitor's sole remedy will be a refund of the unearned portion of any rental period to Management by Exhibitor under this Contract.

(b) **COSTUMES** - Exhibitor's representatives may not appear in clothing that the Management deems excessively revealing.

(c) **DISTRIBUTION OF SAMPLES AND SOUVENIRS** - Samples, souvenirs, publications, etc. may be distributed by Exhibitor only from within their Exhibition Space.

(d) **NOISE, ODORS, SIGNS** - Excessively noisy or obstructive work will not be permitted during the open hours of the exhibit, nor will excessively noisy operating displays, objectionable odors or offensive illuminations of signs be allowed in connection with the Exhibition Space.

(e) **SUBLETTING** - Exhibitor may not assign nor sublet this Contract, or permit others to use the Exhibit Space, without the knowledge and consent of Management, which may be withheld in its sole discretion.

7. LIABILITY

(a) **CANCELLATION** - All payments made to Management are nonrefundable after June 1, 2022. Management shall have no liability to Exhibitor if Management postpones or cancels the AgroExpo because of Acts of God, accident, fires, weather, health pandemics or interruptions of whatever nature beyond the reasonable control of Management. Refunds will be issued as a show credit for next year's event.

(b) **LIABILITY/INDEMNITY** - Exhibitor agrees that Management shall not be responsible for any loss, damage, or injury that may occur to the Exhibitor, its property or its employees, representatives, agents, or invitees or their property, from any cause whatsoever and the Exhibitor agrees to defend, indemnify, and hold forever harmless the Management, its affiliates, employees, officers, directors, and agents, from and against all demands, suits, claims, judgments, settlements, fines, loss, liability, expense and penalty, including attorney's fees and court costs, on account of personal injury or damage to property sustained by the Exhibitor or by any person or persons arising out of, during, or in connection with the AgroExpo or this Contract, except as otherwise required by applicable law.

Exhibitor must submit to Management, at least two weeks prior to the show, a certificate of liability insurance. Such certificate shall name Management as an additional insured, provide evidence of coverage in an amount not less than one million dollars (\$1,000,000) for injury to or death of any number of persons arising out of any one occurrence and not less than one million dollars (\$1,000,000) for property damage arising out of any one occurrence or one million dollars (\$1,000,000) combined single limit and state that the policy cannot be cancelled or changed upon less than 10 days prior written notice to Management.

Any matters not specifically covered by the preceding terms and conditions shall be subject solely to the decision of Management. These terms and conditions may be amended at any time by Management, provided that amendments shall not substantially diminish the rights or increase the liability of the Exhibitor. No other amendment will be binding on Management without its express written consent. This contract contains the entire agreement of the parties with respect to the subject matter contained herein and supersedes any previous agreements, understandings or communications.

Exhibitor shall, at its sole cost and expense, procure and maintain during the term of this contract or the duration of the AgroExpo (whichever is longer), the following insurance: A. Public liability insurance against claims occurring in or upon or resulting from the premises leased. Such insurance should include contractual liability and product liability coverage, with combined single limits of liability for bodily injury and property damage of not less than \$1,000,000 per claim. Such insurance should also include AgroLiquid as additional insured. Be prepared to furnish a certificate of insurance if requested.



Sponsorship Opportunities Partner

PLATINUM SPONSOR*

\$6,000.00

- **Choice of:** Booths – (2) 50' x 50' outdoor, (2) 10' x 10' indoor **OR** Outdoor plots – (2) 15' x 20' with 30' x 70' plot.
- Recognized as a sponsor in show guide, website and social media.
- One 18" x 24" corrugated sign for booth at AgroExpo recognizing you as a Platinum Sponsor.

Feature Article in Show Guide

- 1 page feature advertorial with one image. Submit 500-800 words, article can be submitted by sponsor or created by an AgroExpo communications consultant. *Content due May 15, 2022.*

Print Advertising

- Full page 4-color ad in the AgroExpo show guide inserted in the *Michigan Farm News* July issue reaching 30,000 Michigan Farmers. Official show guide will also be distributed at the show entrance and at various locations around the state prior to the show.

Digital Advertising

- 728 x 90 px logo featured on theagroexpo.com.
- 610 x 122 px digital ad for 2 weeks prior to show in the *Michigan Farm News* e-newsletter reaching 18,000 Michigan Farmers. *Ad copy due July 1, 2022.*

On-site Advertising

- One 3' by 9' mesh roadside banner with your company logo.

GOLD SPONSOR*

\$5,000.00

- **Choose from:** Booth – (1) 50' x 50' outdoor, (2) 10' x 10' indoor **OR** Outdoor plots – (1) 15' x 20' with 30' x 70' plot.
- Recognized as a sponsor in show guide, website and social media.
- One 18" x 24" corrugated sign for booth at AgroExpo recognizing you as a Gold Sponsor.

Print Advertising

- 1/2 page 4-color ad in the AgroExpo show guide inserted in the *Michigan Farm News* July issue reaching 30,000 Michigan Farmers. Official show guide will also be distributed at the show entrance and at various locations around the state prior to the show.

Digital Advertising

- 728 x 90 px logo featured on theagroexpo.com.
- 610 x 122 px digital ad for 2 weeks prior to show in the *Michigan Farm News* e-newsletter reaching 18,000 Michigan Farmers. *Ad copy due July 1, 2022.*

On-site Advertising

- One 3' by 9' mesh roadside banner with your company logo.

SILVER SPONSOR*

\$4,000.00

- **Choose from:** Booth – (1) 50' x 50' outdoor, (1) 10' x 10' indoor **OR** Outdoor plot – (1) 15' x 20' with 30' x 70' plot.
- Recognized as a sponsor in show guide, website and social media.
- One 18" x 24" corrugated sign for booth at AgroExpo recognizing you as a Silver Sponsor.

Print Advertising

- 1/3 page 4-color ad in the AgroExpo show guide inserted in the *Michigan Farm News* July issue reaching 30,000 Michigan Farmers. Official show guide will also be distributed at the show entrance and at various locations around the state prior to the show.

Digital Advertising

- 728 x 90 px logo featured on theagroexpo.com.

On-site Advertising

- One 3' by 9' mesh roadside banner with your company logo.

BRONZE SPONSOR*

\$2,000.00

- **Choose from:** Booth – (1) 50' x 50' outdoor, (1) 10' x 10' indoor **OR** Outdoor plot – (1) 15' x 20' with 30' x 70' plot.
- Recognized as a sponsor in show guide, website and social media.
- One 18" x 24" corrugated sign for booth at AgroExpo recognizing you as a Bronze Sponsor.

Digital Advertising

- 728 x 90 px logo featured on theagroexpo.com.

On-site Advertising

- One 3' by 9' mesh roadside banner with your company logo.



Sponsorship Opportunities Supporting

PREMIUM TENT SPEAKER SPONSORSHIP^{†*} 1 AVAILABLE PER DAY (2 TOTAL)

\$750

- 60-minute time slot, from 12 PM – 1 PM
- Banner stand on stage (sponsor responsibility)
- Promotion in AgroExpo show guide, websites and social media channels

GENERAL TENT SPEAKER SPONSORSHIP^{†*} 3 AVAILABLE PER DAY (6 TOTAL)

\$500

- 45-minute time slot
- Banner stand on stage (sponsor responsibility)
- Promotion in AgroExpo show guide, websites and social media channels

TABLE TOP SPONSOR IN FOOD TENT* 4 AVAILABLE

\$500

- Twenty-four table top displays (sponsor responsibility)

TRAM SPONSOR

\$500

- One 60" x 27" banner on rear of tram

FENCE BANNER*

\$400

- One 9' x 3' banner, with company logo displayed at the show (banner provided by AgroExpo)

*†Presentations must be educational; topic submitted for approval by 5/20 to info@theAgroExpo.com *Logo graphic due by 1/31/22*



FFA Crop Management Contest

PLATINUM SPONSOR

\$1,000.00

- Recognized as a sponsor in AgroExpo show guide, on website and social media.
- Signage for booth at AgroExpo recognizing you as a Platinum Sponsor.
- Recognized as a sponsor at the State FFA Convention in March 2023.
- Organization will get one designee on judging team.
- Recognized as a Platinum Sponsor on plot area signage.
- Logo included on all forms and documents related to the FFA CMC contest.

GOLD SPONSOR

\$750.00

- Recognized as a sponsor in AgroExpo show guide, on website and social media.
- Signage for booth at AgroExpo recognizing you as a Gold Sponsor.
- Recognized as a sponsor at the State FFA Convention in March 2023.
- Organization will get one designee on judging team.
- Recognized as a Gold Sponsor on plot area signage.

SILVER SPONSOR

\$500.00

- Recognized as a sponsor in AgroExpo show guide, website and social media.
- Signage for booth at AgroExpo recognizing you as a Silver Sponsor.
- Recognition as a sponsor during awards presentation at State FFA Convention in March 2023.
- Recognized as a Silver Sponsor on plot area signage.

BRONZE SPONSOR

\$250.00

- Signage for booth at AgroExpo recognizing you as a Bronze Sponsor.
- Recognized as a sponsor at the State FFA Convention in March 2023.

If interested in seed and crop protection sponsorship, please contact Burt Henry at burt.henry@agroliquid.com