

**CONTACT INFO:**

Company \_\_\_\_\_  
Billing Address \_\_\_\_\_  
Booth Contact Address \_\_\_\_\_  
Billing Email \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_  
Contact Email \_\_\_\_\_

**LOT RENTAL: (Additional \$50 if AgroExpo provides seed)**

**Outdoor Booth w/ Plot**

1<sup>st</sup> booth \_\_\_\_\_  
15'x20' w/ 30'x70' Plot **\$650**  
Additional booths \_\_\_\_\_ **\$600**  
Enhanced Exhibitor Area \_\_\_\_\_ **\$1600**

**Outdoor Lot**

1<sup>st</sup> booth \_\_\_\_\_ 50'x50' **\$600**  
Additional booths \_\_\_\_\_ 50'x50' **\$550**  
1<sup>st</sup> booth \_\_\_\_\_ 20'x25' **\$550**  
Additional booths \_\_\_\_\_ 20'x25' **\$500**

**Indoor Booth Space**

Qty \_\_\_\_\_ 10'x10' **\$600**  
(8ft table, 2 chairs and electricity provided)  
Additional booth \_\_\_\_\_ 10'x10' **\$550**

Details about booth/plot: \_\_\_\_\_

For additional fee options for tents, chairs and table rentals will be available at TheAgroExpo.com (no electricity for outdoor booths. Generators are welcome.

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 refunds will be issued if exhibitor cancels after June 1st. All refunds will be applied as a credit to the next year's event.

**TYPE OF EXHIBIT:**

- Technology  Tillage  Manufacturing  
 Seed and Crop Protection  Silage  Hemp  
 Large Equipment  Other \_\_\_\_\_  
 Irrigation

**INTERESTED IN EQUIPMENT DEMONSTRATION:**

- Tillage \_\_\_\_\_  
 Self-propelled Harvester \_\_\_\_\_

**Sub-total: \$** \_\_\_\_\_ **Rollover from 2020: \$** \_\_\_\_\_ **TOTAL: \$** \_\_\_\_\_

*If not signed up by June 1<sup>st</sup>, 2021 you will not make the official printed show guide list.  
Form due 4/15/2021, payment due 6/1/2021, late payments will be assessed a \$50 late fee after 6/1/2021.*

**PAYMENT METHOD:**  VISA  MC  DISCOVER  CHECK

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CWV \_\_\_\_\_  
Name on Card \_\_\_\_\_ Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

Fax Credit Card Payments to 989.224.3940. Make Checks Payable to AgroExpo

**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.*

Signed (Company) \_\_\_\_\_  
By (Agent/Title) \_\_\_\_\_  
Date \_\_\_\_\_

**RETURN TO:**  
AgroExpo  
3055 W. M-21  
St. Johns, MI 48879  
info@theagroexpo.com  
**BY 4/15/21**

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 June 1, 2021. After June 1, 2021 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 all days of the show and 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 will start for booths with equipment on Sunday from 1 PM - 5 PM and resume on Monday from 8 AM - 6 PM for everyone. The official closing time of the AgroExpo is Wednesday at 4:00 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 4:00 PM through 8 PM on Wednesday. Deadline for removal of all display materials is Friday at 12:00 noon.

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, 2021. 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.

**Exhibit Set Up Information:**

**Booths with equipment:**

Thursday, August 12<sup>th</sup>- Monday, August 16<sup>th</sup>  
7:00AM-7:00PM

**All other outdoor and indoor booths:**

Monday, August 16<sup>th</sup>  
7:00AM-7:00PM

**Tear down:**

Wednesday, August 18<sup>th</sup>  
4:10PM-7:00PM *\*\*not earlier\*\**

Thursday, August 19<sup>th</sup> & Friday, August 20<sup>th</sup>  
7:00AM-7:00PM

**CONFIRMATION: (INTERNAL USE ONLY)**

Date Received \_\_\_\_\_ Check # \_\_\_\_\_ Amount \_\_\_\_\_