

INFORMATION FOR EXHIBITORS



BOOTH PRICING

If you are a sponsor please see below for your BENEFITS:

- Ambassador Sponsor (One Exhibit Booths) NC
- Investor (One Exhibit Booth)..... NC
- Positively NE Reception (One Exhibit Booth)..... NC
- Going Green Sponsor (One Exhibit Booth).....NC
- Innovator Sponsor (One Exhibit Booth).....NC
- MarketPlace Newsletter (One Exhibit Booth).....NC

- One Exhibit Booth — Early Bird Rate
(Before December 1, 2010).....\$150
- One Exhibit Booth — Regular Rate
(After December 1, 2010).....\$250
- Additional Booth
(Before December 1, 2010).....\$150
- Additional Booth
(After December 1, 2010).....\$250
- Additional Registrations
(Before February 10, 2011).....\$ 35
- Additional Registrations
(After February 10, 2011).....\$ 60
- Late Registrations
(After February 18, 2011)\$ 90
- Access to Electricity.....\$ 25
- Additional Opportunity—Logo (See below).....\$ 25

TOTAL REACH BASE EXHIBITOR PACKAGE

8' X 8' booth Includes:

- 8' tall draped back wall, 3' draped side wall
- One 6' covered and skirted table
- Two chairs
- One Complimentary registration fee to include lunch and refreshment breaks
- Company identification sign
- Name Listing in the conference program book (without logo)
- Name Listing on the conference exhibitor map (without logo)
- Name Listing on conference website (without logo)

NOTE: Trade show floor is carpeted.

Maximum—52 exhibitor booths available

ADDITIONAL EXHIBITOR OPPORTUNITY

- Exhibitor logo on conference exhibitor web page,
Map and a link to your web site.....\$25

REFUND POLICY

The following will apply to refunding of all booth payments:

1. 100% refund if the cancellation is made by January 1, 2011.
2. 50% refund of the fees if the cancellation is made between January 2, 2011 to February 7, 2011.
3. No refund if the cancellation is made after February 7, 2010.

INSTALLATION AND BREAKDOWN

INSTRUCTIONS

- All exhibitors assume responsibility for the cleanliness and maintenance of the area.
- Exhibitors are additionally responsible for their own exhibits in the event of vandalism, theft, personal injury, etc. (See liability clause on application).
- Exhibits must be in place by 4:00 p.m. on Tuesday, February 22, 2011.
- Exhibit break-down must be complete by 5:00 p.m. on Wednesday, February 23, 2011.
- **Exhibitor hours** are 6:30 p.m.-8:00 p.m. on Tuesday, February 22, 2011 & 7:00 a.m. to 4:00 p.m. on Wednesday, February 23, 2011
- Electricity will be available for all exhibitors for a fee of \$25 (see Exhibitor Application).

PAYMENT POLICY

Exhibit space will not be assigned without payment in full. Full payment must be received in order to occupy booth space.

The Center for Rural Affairs reserves the right to resell and/or to reassign exhibit space for reservations that are not paid in full by the February 15, 2011 deadline.

SELLING ON/OFF THE SHOW FLOOR

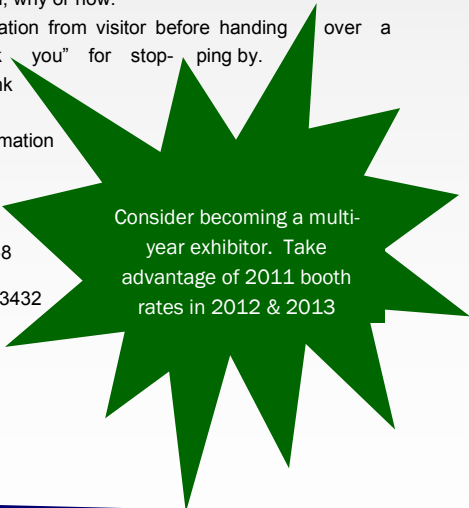
- All types of products displayed in the exhibitor's booth must be listed on the registration form. Failure to do so may result in the inability to display the unlisted products or being entirely removed from the exhibition area.
- The selling of products or services at the exhibitor booth is prohibited; however, products and services may be sold in the MarketPlace Store.
- Exhibitors are encouraged to offer a drawing during the MarketPlace. Drawings may be posted in the trade show area or announced throughout the conference.

SHOW FLOOR TIPS

- Display material and furniture should be inviting to attract attendees to your booth.
- Choose people-oriented personnel to staff your booth who are enthusiastic, attentive, have excellent product/service knowledge, are ardent listeners as well as being empathetic to their visitors' situations.
- Engage visitors: Prepare engaging questions before the show, create the right first impression, smile and maintain eye contact, encourage visitors to want to spend time with you, ask open-ended questions - beginning with who, what, where, when, why or how.
- Get some qualifying information from visitor before handing over a gift. Use the gift as a "thank you" for stopping by.
- Don't sit, read, eat or drink in your booth.
- Write down prospect information for follow up.

QUESTIONS?

- Joy Marshall at 402-614-5558 or joym@cfra.org
- Stephanie Fritz at 402-358-3432 or stephanief@cfra.org



Consider becoming a multi-year exhibitor. Take advantage of 2011 booth rates in 2012 & 2013

MARKETPLACE 2011 EXHIBITOR COMMITMENT FORM



Company Name: _____
Exhibit Contact Person: _____
Street/PO Box: _____
City: _____ State: _____ Zip/Postal: _____
Telephone: _____ E-mail Address: _____
Website: _____
Booth Name for Complimentary Sign (exact wording): _____
Please describe what you will be exhibiting (This will be used to promote your exhibit booth)

EXHIBITOR BOOTH RATES

- Ambassador Sponsor (One Exhibit Booths).....NC
- Investor (One Exhibit Booth).....NC
- Positively NE Reception Sponsor (One Exhibit Booth)....NC
- Going Green Sponsor (One Exhibit Booth).....NC
- Innovator (One Exhibit Booth)NC
- MarketPlace Newsletter Sponsor (One Exhibit Booth)...NC
- Total Reach Base Exhibit Package— Early Bird Rate
(Before December 1, 2010).....\$150
- Total Reach Base Exhibit Package— Regular Rate
(After December 1, 2010).....\$250
- Additional Booth (Before December 1, 2010)..... \$150
- Additional Booth (After December 1, 2010).....\$250
- Access to Electricity.....\$ 20
- Additional Opportunity—Logo Listing.....\$ 25

TOTAL ENCLOSED \$ _____

PAYMENT CHECKLIST (please review refund policy on previous page)

- Complete exhibitor registration
- Complete attendee registration (One complimentary with purchase of exhibitor booth. Additional fees apply for extra personnel)
- Are you interested in becoming a multi-year exhibitor?
- Enclose check, written to **Center for Rural Affairs**
- Send appropriate payment and completed exhibitor registration to: **Joy Marshall, PO Box 391025, Omaha, NE 68139**

PHOTO / PRESS RELEASE

I, _____, hereby authorizes the Center for Rural Affairs to use, reproduce, and/or publish all written and/or visual materials, including photographs of the exhibit and personnel staffing the space. I understand that this material may be used in various publications, public affairs releases, recruitment materials, or for other related endeavors to include web pages.

LIABILITY

The Center for Rural Affairs (CFRA) shall not be responsible for any loss, theft, damage injury or liability that may occur to exhibitor or exhibitor's staff, agents, successors or assigns or property from any cause whatsoever, prior to, during or subsequent to the period covered by the exhibitor contract, and the exhibitor on signing of contract expressly releases CFRA from and agrees to indemnify same against any and all claims for such loss, damage, or injury. Exhibitor further agrees to keep booth space free from any conditions which might cause injury to any person coming into such space and to defend and indemnify the CFRA, from all claims, judgments, suits, costs, charges, damages and expenses to any nature that may accrue to persons or property either on account of events within its booth space or by reason of acts or omissions by any of its representatives or employees, agents, successors or assigns. Exhibitor is entirely responsible for its leased space and agrees to reimburse the CFRA for any damage done to the space which has been leased. Any damage to the building or property of the Ramada Inn, Kearney, Nebraska, due to any actions of the exhibitor or exhibitor's employees, agents, successors or assigns shall be the sole responsibility of the exhibitor.

PRINT NAME: _____ Signature: _____ Date: _____

BOOTH SELECTION

We do not wish to be located adjacent or directly across from these companies: _____

Please list your top four floor placement preferences (see map) Booths will be determined on a first-come-first-served basis and will depend on availability.

- _____ 1st Booth Choice
- _____ 2nd Booth Choice
- _____ 3rd Booth Choice
- _____ 4th Booth Choice

8' X 8' booth Includes:

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- One 6' covered and skirted table
- Two chairs
- One complimentary registration fee to include lunch and refreshment breaks
- Company identification sign
- Name listing in the conference program book
- Name listing on the conference exhibitor map
- Name listing on conference website

(A maximum of 52 spaces will be accepted)

Mail Exhibitor Registration to:

Center for Rural Affairs Joy Marshall, PO Box 391025, Omaha, NE 68139

For Questions Call:

Joy Marshall, Event Planner, 402-614-5558, joym@cfra.org

Do NOT Complete Below—Expo Mgmt. Use Only

Exhibit Space Assigned: _____