

**Marketing
Opportunities**

Center for Rural Affairs

► Presents

2011 MarketPlace: Opening Doors TO Success

**Help Us Countdown to
our 5th Anniversary
Celebration!**

**Join Us On
Tuesday,
Feb. 22, 2011
&
Wednesday,
Feb. 23, 2011**



USDA Rural Development has provided funding for the 2010 MarketPlace that will focus on Innovation creating an atmosphere of new opportunities and possibilities for development of innovative new small rural businesses.

This institution is an Equal Opportunity Provider and Employer



2010 SPONSORS

Investor



Innovator



About the Center for Rural Affairs

The Center for Rural Affairs was established in 1973 as a 501(c)3 nonprofit by rural Nebraskans and has since grown to a nationally recognized policy analysis and advocacy organization focused on the upper Midwest and Great Plains. In recent years our national grassroots base has grown to nearly 30,000 individuals including people in all 50 states. Our mission is to establish strong rural communities, social and economic justice, environmental stewardship, and genuine opportunity for all while engaging people in decisions that affect the quality of their lives and the future of their communities. The Center for Rural Affairs has a long and proven track record in promoting sustainable agriculture policy and practices. In 1976, our Small Farm Energy Project pioneered on-farm sustainable agriculture research, now the preferred research method for sustainable agriculture. In 1979, we published a research report on the growth of large scale hog factories, the public policies that favor them, and the threat they pose to family farms. That report laid the foundation for the Center's continuing effort to keep hog production on sustainable family farms. In 1986, the Center for Rural Affairs initiated its work on federal conservation policy with an analysis of implementation of the Conservation Reserve Program. Two years later, the Center played a leading role in the formation of the Sustainable Agriculture Coalition now the leading voice for sustainable agriculture policy in Washington, D.C. In the early 1990s, we were the lead founder of the National Campaign for Sustainable Agriculture. Our historic efforts in creating these organizations were pivotal in establishing a voice for grassroots conservation and sustainable agriculture advocates in federal policy debates. Over the last two decades, the Center has demonstrated its effectiveness by winning significant reforms in state and federal agricultural and rural development policy. The Center is also viewed by the media as a knowledgeable source and credible voice of rural people. In recent years, the Center has been quoted in many nationwide Associated Press stories, the primary national news source for the rural media. Our work is covered in the New York Times, the Economist, CNN, Christian Science Monitor, San Francisco Chronicle, Reuters, National Public Radio, PBS, the Los Angeles Times, the Clear Channel Network, and many prominent regional news media. The Center for Rural Affairs has evolved into one of the nation's leading rural organizations known for our pioneering work to rebuild rural America and our national work to reform federal policy.

Facts & Statistics

The importance of MarketPlace to small business owners

- 52 percent of small business respondents stated that their MarketPlace participation resulted in starting, expanding or making changes to their business. Of those who started a business since participating in MarketPlace, 43 percent said the business is a primary business and 57 percent said the business is a secondary business.
- About a third of the small business respondents stated they have added jobs in their businesses since participating in MarketPlace. A total of 14 jobs were added by those respondents (six part-time, one full-time and seven seasonal jobs). The sample of small business respondents who answered they created jobs thus created an average of 1.4 jobs per business (no distinction is made here among full-time, part-time or seasonal jobs).
- Nearly all 88 percent of those small business respondents who stated they were making changes or expanding their business as a result of MarketPlace participation sought financing to do so. These respondents used a variety of financing sources (multiple responses were allowed). Loans from banks, resources from USDA Rural Development and personal resources (savings and credit cards) were the most popular sources.
- Many of the small business respondents 79 percent stated they utilized new resources as a result of their MarketPlace participation.
- A large number 42 percent of small business respondents stated they started to work with other companies as a result of networking at the MarketPlace conference.

The importance of small businesses to the U.S. Economy

- The number of small businesses with Web sites set up for advertising and promotional reasons increased by 123 percent over the past year, says telephony giant Verizon. Source: Entrepreneur
- Exactly 70% of respondents were either born in the city where their business is based (17%), came for education (23%), or came for a prior job (30%). Source: 2010 Entrepreneur Census
- Women business owners employ 35% more people than all the Fortune 500 companies combined Source: Women & Diversity
- Small businesses contribute about 50% of the U.S. gross domestic product.
- Two-thirds of new jobs are created by small businesses.
- Financial industry spending on the small business market is expected to grow at 12.8% annual rate through 2009, according to the Tower Group. Millions of businesses have fewer than five employees, including 67% of service businesses and 60% of all retail. Growth businesses — defined as growing 25% faster than normal — account for 27% of all U.S. businesses. Source: Benchmarking and Blending: Keeping Watch on Both Details and the Big Picture — March 2008.
- 71% of teens say they are interested in becoming entrepreneurs; up from 64% in 2004. Source: JA Worldwide, 08/2006



ABOUT MARKETPLACE

The MarketPlace Conference is a one and a half day event focused on the strengthening of small business and rural communities. Participants learn vital business skills, network with other entrepreneurs and service providers, and discover ideas that work for small business and communities. As a Sponsor and/or Exhibitor at MarketPlace, you will have the opportunity to network with potential customers, create awareness, enhance brand loyalty and visibility, drive sales and educational sessions to gain knowledge of the issues affecting rural small business owners and assist in developing solutions which will meet the needs of your target audience.

Make MarketPlace: Opening Doors To Success a priority on your February calendar

A LETTER FROM ONE OF THIS YEAR'S SPONSORS

The University of Nebraska at Kearney College of Business and Technology (UNK CBT) and its Center for Rural Research and Development (CRRD) are pleased to offer our continued support for a Nebraska MarketPlace: Opening Doors to Success (MarketPlace).

The partnership between the University and MarketPlace will continue to prove to be a very valuable one as our students are introduced into the workforce. The University's CRRD is our campus' Entrepreneurship Center and Nebraska MarketPlace is a great environment to get our students connected with small business service providers and other small business owners; thus building the very important relationships that will be necessary for their success after their time at UNK CBT.

The trainings offered in MarketPlace are integral to successful and sustainable small business development; networking with other small business owners as well as resource providers will provide a foundation for growth and longevity.

In the current economy, an event such as this is particularly needed. More people are starting small businesses but they need to have the right tools that MarketPlace provides in order to ensure their ventures are successful and to help to build our rural economy. It is a program that will always fill a need in Nebraska.

Sincerely,



Shawn Kaskie, PCED, MA

Director of the Center for Rural research and Development



FIFTH ANNUAL MARKETPLACE CONFERENCE

On behalf of the Center for Rural Affairs and its many partners, I invite you to read further about the marketing opportunities as a sponsor toward the MarketPlace: Opening Doors to Success Conference. Last years' conference brought in 527 registered individuals, and 65 of the 93 Nebraska counties represented.

We are now in the process of planning the Fifth Annual MarketPlace Conference to be held in Kearney, Nebraska, at the Kearney Ramada and Convention Center on Tuesday, February 22nd and Wednesday, February 23, 2011. Top-notch professionals will be presenting high quality educational sessions along with a trade show featuring abundant networking opportunities from around the state as well as many other states. We look for continued success in attendee participation. I encourage you to help support this conference with one or more of the following activities:

- *Sponsor* the conference with a direct financial contribution to build brand recognition through our marketing opportunities.
- Reserve and purchase an *exhibit booth* to display your products or services increasing your client base (limited space available).
- *Register* to attend the conference yourself and encourage colleagues to attend!
- Take advantage of displaying your Nebraska made products in the *MarketPlace Store* to increase visibility.
- Enjoy *Nebraska grown foods* at the luncheon and more.

The planning team for MarketPlace has priced sponsorship opportunities to encourage your participation at a level that will best match your marketing needs (see the attached sheet). Your organization will be promoted throughout our marketing and planning stages as well as during the conference investing in Nebraska's future. Act soon to take advantage of this tremendous opportunity. I will follow up and look forward to the opportunity to work with you on this outstanding project. For more information about the MarketPlace: Opening Doors to Success Conference, please visit www.cfra.org/marketplace/home.

Partners for Success.



Joy Marshall, Conference Planner





COMMITMENT DEADLINES

- December 1, 2010** Submit sponsor application to include payment to receive full marketing benefits
- December 1, 2010 **Submit sponsor requirements for inclusion in conference materials**
- December 1, 2010** Submit exhibitor application and payment to receive the early bird rate
- December 1, 2010 **Submit “advertisement” for inclusion in the conference proceedings**
- February 1, 2011** Submit sponsor and exhibitor application and payment for the Regular Registration Rate



The 2010 MarketPlace: Opening Doors to Success Conference will be held in Kearney, Nebraska. Known for its extensive trails and parks, endless blue skies and wide open spaces, the city is a community of growing opportunities. Located conveniently off I-80 and near many of Kearney’s sites and attractions, the Kearney Ramada Inn and Convention Center is just minutes away from The Great Platte River Archway Monument and provides the ideal venue for the conference. Stay at the Ramada Convention Center! Contact the Convention Center at 308-237-3141 or 800-652-1909 to book your room. Mention MarketPlace 2011 to qualify for a discounted rate of \$70.00 (for up to 4 people in the room). Includes a full hot breakfast buffet and more!

The 2011 MarketPlace: Opening Doors to Success Conference welcomes and unites residents from Nebraska as well as residents from rural communities all over the United States. We invite you to take advantage of this unique opportunity to reinforce your message to the rural community by becoming a sponsor of the 2011 MarketPlace: Opening Doors to Success Conference on Tuesday, February 22, 2011 and Wednesday, February 23, 2011.

SPONSORSHIP BENEFITS

*Ambassador \$25,000

- Six Complimentary Registrations for MarketPlace: Opening Doors to Success. This includes admission to Positively Nebraska Reception, breaks and lunch
- Exclusive full page color advertisement in conference binder
- Sponsor recognition through radio advertising
- Promotional materials to be distributed to attendees at registration—materials provided by sponsor
- Logo recognition on covers of registration, exhibit, RFP, Sponsor book sponsor reports for the upcoming year
- Special Edition MarketPlace e-newsletter article & logo recognition
- Interview on your company and its partnership with MarketPlace during luncheon
- Presentation of “Plaque of Recognition” at MarketPlace Conference

More Sponsorship Opportunities

***Investor \$10,000**


- Five Complimentary Registrations for MarketPlace: Opening Doors to Success. This includes admission to Positively Nebraska Reception, breaks and lunch
- Exclusive full page color advertisement in conference binder
- Sponsor recognition through radio advertising
- Interview on your company and its partnership with MarketPlace during luncheon
- Logo recognition on covers of registration, exhibit, RFP, Sponsor book sponsor reports for the upcoming year
- Special Edition MarketPlace e-newsletter article & logo recognition
- Presentation of “Plaque of Recognition” at MarketPlace Conference

***Positively Nebraska Reception Sponsorship \$7,500 (1 sponsor)**

- Four Complimentary Registrations for MarketPlace: Opening Doors to Success. This includes admission to Positively Nebraska Reception, breaks and lunch
- Exclusive half page color advertisement in conference binder
- Sponsor recognition through radio advertising
- Logo recognition on covers of registration, exhibit, RFP, Sponsor book sponsor reports for the year
- Logo recognition in Special Edition MarketPlace e-newsletter
- Certificate of recognition
- Company name and logo on all special signage for the Positively Nebraska Reception

***One complimentary exhibit booth with logo on site map ~ Press release highlighting sponsorship~ Logo recognition—Included in all marketing materials: letterhead, website, brochure, binder and banner ~ Direct web link from MarketPlace website to your company website ~ Logo recognition on large screen in MarketPlace**

Going Green Sponsorship \$6,500 (1 sponsor)

- Three Complimentary Registrations for MarketPlace: Opening Doors to Success. This includes admission to Positively Nebraska Reception, breaks and lunch
 - Logo recognition on USB wrist bands distributed to attendees at registration. Wrist bands will include the presentation material and sponsor listing.
 - Sponsor has opportunity to include promotional material about their company on the USB
 - One complimentary exhibit booth
 - Logo recognition—Included in all marketing materials: letterhead, website, brochure and binder
 - Direct web link from MarketPlace website to your company website
 - Quarter page color advertisement in conference binder
 - Logo recognition on covers of registration, exhibit, RFP, Sponsor book sponsor reports for the upcoming year
 - Logo recognition on large screen in MarketPlace
 - Name recognition in Special Edition MarketPlace e-newsletter
 - Certificate of recognition
- 

Innovator \$5,000

- Two Complimentary Registrations for MarketPlace: Opening Doors to Success. This includes admission to Positively Nebraska Reception, breaks and lunch
- One complimentary exhibit booth
- Quarter page color advertisement in conference binder
- Name recognition in press release highlighting sponsorship
- Logo recognition—Included in all marketing materials: letterhead, website, brochure and binder
- Direct web link from MarketPlace website to your company website
- Name recognition on large screen in MarketPlace
- Logo recognition on covers of registration, exhibit, RFP, Sponsor book sponsor reports for the upcoming year
- Name recognition in Special Edition MarketPlace e-newsletter
- Certificate of recognition

MarketPlace Newsletter Sponsor \$3,500 (1 Sponsor)

- One complimentary registration for MarketPlace: Opening Doors to Success. This includes admission to Positively Nebraska Reception, breaks and lunch
- One complimentary exhibit booth
- Newsletter article highlighting sponsorship in printed newsletter
- Name & logo recognition in Special Edition MarketPlace e-newsletter
- Name recognition on large screen in MarketPlace
- Business card color advertisement in conference binder
- Certificate of recognition

Partner \$2,500

- Business card color advertisement in conference binder
- Name recognition—Included in marketing materials: letterhead, website, brochure & binder
- One complimentary registration for MarketPlace: Opening Doors to Success. This includes admission to Positively Nebraska Reception, breaks and lunch
- Name recognition on large screen in MarketPlace
- Certificate of recognition

Supporter \$1,000

- Name recognition—Included in marketing materials: letterhead, website, brochure & binder
- One complimentary registration for MarketPlace: Opening Doors to Success. This includes admission to Positively Nebraska Reception, breaks and lunch
- Name recognition on large screen in MarketPlace
- Certificate of recognition

Friend \$500

- One complimentary registration for MarketPlace: Opening Doors to Success. This includes admission to Positively Nebraska Reception, breaks and lunch
- Name recognition on large screen in MarketPlace
- Certificate of recognition

Multi-Year Sponsors of \$5,000 or More

- In addition to receiving all sponsor benefits listed under corresponding sponsor level, multi-year sponsors of \$5,000 or more will also receive an exclusive interview to share information about their company/organization and their role in MarketPlace. This interview will be circulated statewide and to bordering states



SPONSOR ADVERTISING OPPORTUNITIES

Complete your advertising campaign with ads tailored to your audience and designed to reinforce the effectiveness of your sponsorship. Advertising in the MarketPlace Conference program book is a necessary step in amplifying any company's multi-level marketing campaign. The program book is distributed to every attendee and details the conference's official schedule, event details, sponsors and exhibit information, and offers advertisers with a palpable presence at the 2011 MarketPlace: Opening Doors to Success Conference. Advertising opportunities are limited to MarketPlace Sponsors.

ADVERTISEMENT SIZES

- Ambassador & Investor Sponsors - Color Full-Page (7½" X 10")
- Positively Nebraska Sponsors - Color Half-Page (4⅞" X 7½")
- Going Green & Innovator Sponsors - Color Quarter-Page (4⅞" X 3⅝")
- MarketPlace Newsletter & Partner Sponsors - Color Business Card (2" X 3½")

SUBMISSION DEADLINES

December 1, 2010: Deadline for final copy of advertisement

ARTWORK SUBMISSION GUIDELINES

Please submit artwork on a CD in high resolution (300dpi) TIFF, JPEG or PDF files only to **Joy Marshall, 5127 S. 122nd St., Omaha, NE 68137**. You may also submit advertisements electronically at joym@cfra.org.

ARTWORK SPECIFICATIONS

High-resolution print-ready PDF files are preferred; all art and fonts used in the file must be embedded. Mac files formatted for PC use are preferred if submitting native files on disk. All art and fonts must be included. Substitutions at the printer could cause design errors and re-flow problems.

ADVERTISING ORDER FORM

MARKETPLACE CONFERENCE 2011 • FEBRUARY 24, 2011 • KEARNEY

In order for you to receive the full sponsorship advertising benefits, complete the form below and submit along with a completed Sponsorship Commitment Form and your advertisement in the appropriate format to: *Joy Marshall 7127 S. 122nd St. Omaha, NE 68137* by December 1, 2010.

Name: _____ Company: _____

Advertising Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-mail: _____

Website: _____

Our organization is a/an:

- Ambassador or Investor Sponsor (Complimentary Full Page Color Ad)
- Positively Nebraska Sponsor (Complimentary ½ Page Color Ad)
- Going Green or Innovator Sponsor (Complimentary ¼ Page Color Ad)
- MarketPlace Newsletter or Partner Sponsor (Business Card Color Ad)
- Enclosed is my ad in the following format(s): TIFF File JPEG Adobe

MAIL FORM TO THE CENTER FOR RURAL AFFAIRS:

Joy Marshall, Event Planner
5127 S. 122nd St.
Omaha, NE 68137

QUESTIONS AND ADDITIONAL INFORMATION:

Phone: 402-614-5558
E-mail: joym@cfra.org

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

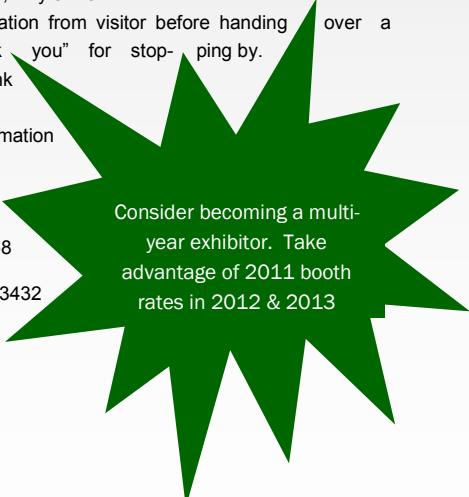
- All types of products displayed in the exhibitor's booth must be listed on the registration form. Failure to do so may result in the inability to display the unlisted products or being entirely removed from the exhibition area.
- The selling of products or services at the exhibitor booth is prohibited; 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 SPONSORSHIP COMMITMENT FORM



SPONSORSHIP AGREEMENT

Company Name: _____
Sponsor Contact Person: _____
Street/PO Box: _____
City: _____ State: _____
Zip/Postal: _____ Telephone: _____
Fax: _____ E-mail Address: _____
Website: _____

SPONSOR PAYMENT INFORMATION

- Ambassador Sponsor.....\$25,000
- Investor Sponsor.....\$10,000
- Positively NE Reception.....\$ 7,500
- Going Green Sponsorship.....\$ 6,500
- Innovator Sponsorship.....\$ 5,000
- MP Newsletter Sponsorship.....\$ 3,500
- Partner Sponsorship.....\$ 2,500
- Supporter Sponsorship.....\$ 1,000
- Friend Sponsorship.....\$ 500
- Additional Registration (Before 2-10-11).....\$ 35
- Additional Registration (After 2-10-11).....\$ 60
- Additional Registration (After 2-18-11).....\$ 90
- Access to Electricity.....\$ 20

Total Enclosed \$ _____

*Ask me about becoming a Multi-Year Sponsor!

Check enclosed, payable to:

Center for Rural Affairs

Please send payment and completed application form for sponsorship to:
Joy Marshall, 5127 South 122 St.,
Omaha, NE 68137

(A maximum of 52 spaces will be accepted)

TERMS OF PAYMENT

Full payment and application form for sponsorship is due to activate sponsorship benefits

Signed this _____ day of _____, 20_____.

Signed by: _____

*Benefits of each level of contribution are contingent on sponsors supplying the required documents to the Event Planner no later than December 1, 2010 or agreed upon date.

Please complete regular attendee registration form for each of your representatives who will be attending the conference. You will receive a certain number of complimentary registrations based on your sponsorship level.



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:

- 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
- 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: _____

CENTER *for* RURAL AFFAIRS



Center for Rural Affairs
MarketPlace Conference
Attn: Joy Marshall
PO Box 136
Lyons, NE 68038-0136



Presented by the CENTER *for* RURAL AFFAIRS



Learn new skills, network with service providers
and other entrepreneurs and discover what
works for your small business and community!

Marketing Opportunities Enclosed!

5th Annual MarketPlace: Opening Doors To Success

Mark Your Calendar, Make Your Plans.
Return the Enclosed Sponsorship Application and More...
Contact US Today!