

What's at Stake?



January 9-11, 2012
Holiday Inn ~ Kearney, Nebraska

The Nebraska Ag Classic Tradeshow is hosted by
Nebraska Grain and Feed Association

DATE: September 26, 2011

TO: Prospective Exhibitors at the Nebraska Ag Classic!

RE: Time to Reserve your Booth!

It's time to reserve a booth for the **Nebraska Grain & Feed Association Trade Show at the Nebraska Ag Classic on January 10, 2012 at the Kearney Holiday Inn.** We are very excited about this year's program! The Nebraska Ag Classic continues to attract nationally recognized speakers and a diverse audience.

Booths will be open from 10:00 am– 6:30 pm on Tuesday, January 10. Boxed lunches will be served on the tradeshow floor from 11:30-12:45. During the lunch there will be a 15 minute informational workshop on the tradeshow floor. Tradeshow vendors will have first priority in presenting the informational workshop. The afternoon break will also be on the tradeshow floor. Then the afternoon cocktail hour will provide you even more time with the conference attendees. Those attending the Ag Classic will have an opportunity to visit with each vendor and participate in a drawing that will be done during the cocktail hour.

If you would like to host customers at your booth, you have the opportunity to purchase “beverage tickets” that you can personally hand out during contact hours. The tickets are \$4 each. The beverage tickets must be purchased in advance. Please indicate on the exhibit contract how many beverage tickets you would like to purchase so they may be included in your packet that you will receive when you check-in at the Ag Classic.

There will be two sizes of exhibit booths available, 8' x 8' and 6' x 10'. The booth cost includes pipe and drape, a skirted 6' table (unless otherwise specified on your AAA contract), two chairs and a sign. If you require additional items you may contact AAA Event and Party Rental of Kearney, NE. Please note, if your display is 10' wide, you will need to contract a 6' x 10' booth. These are available on a first come, first serve basis only!

Electrical and web service will be provided for your booth at no charge. These electrical outlets are in various locations on the floor of the trade show. If you require electricity please mark the appropriate space on the enclosed contract. You must also **bring your own extension cords and adapters**, as they will **NOT** be provided. If you need anything additional, please contact me at 402-476-6174.

We strive to continually host the best show possible. Thank you for your past support which is so important to the Association and please make your reservations **SOON**. Your suggestions and ideas are key ingredients to our success! If you have any questions, please don't hesitate to call.

Sincerely,

Sara

Sara Bishop
Nebraska Grain and Feed Association
Vice President Membership Services

CONTRACT FOR EXHIBIT SPACE
NEBRASKA AG CLASSIC
Holiday Inn, Kearney, NE
January 10, 2012

For consideration of the amount indicated below, we hereby desire exhibit space at the Nebraska Ag Classic Conference and Trade Show and request it be reserved for our use. We have indicated our first, second and third preference for exhibit space by numbers as shown on the exhibit floor plan. We must abide by the Convention and Industry Show Rules and Regulations located on a separate page in this packet.

(NOTE: All materials and information concerning this event will be sent to the address and name shown below unless otherwise advised.)

Firm Name _____ Date _____

Address _____ City _____ State _____ Zip _____

Your Name (PRINT) _____ Title _____

Email Address _____ Phone _____ Fax _____

We understand that this order will be honored by the Nebraska Ag Classic when completed contract and full payment is received at the address listed below. Further, we may receive a full refund if we cancel this order in writing prior to December 30, 2011. No refund will be given after December 30, 2011.

The undersigned agrees that this is a lease for space only and that any additional equipment or services other than specified in the Rules and Regulations shall constitute an additional charge.

SIGNATURE _____

(**Note:** See enclosed layout for booth locations, sizes and numbers. Make sure your location choices are representative of the booth size you are requesting.)

Exhibit Space Number: Option One _____ Option Two _____ Option Three _____

Booth Size Requested _____ 8' x 8' (\$400) _____ 6' x 10' (\$500)

I would like to participate in the informational workshop. _____ (250.00 additional fee)

The topic for the workshop will be: _____

Beverage tickets are \$4 each and must be purchased by December 30, 2011. If additional tickets are needed, please contact the Trade Show Coordinator at 402-476-6174.

Beverage Tickets requested _____ x \$4.00 = _____ (must be paid with exhibitors contract)

MAKE CHECKS PAYABLE AND RETURN TO: Nebraska Grain & Feed Association, 1233 Lincoln Mall, Ste. 200-Lincoln NE 68508

Do you need electricity (free)? _____yes _____no _____110v _____220v

List of products and services to be exhibited: _____

List of competitors whose exhibit space should NOT be located near yours: _____

EXHIBITOR REGISTRATION FORM

NEBRASKA AG CLASSIC

Holiday Inn

January 10, 2012

*Please register all those planning on attending. At-door registration fees will be higher.
No cancellation refunds will be given after December 30, 2011.*

Name of Registrant-One per line	Full Exhibitor Convention Registration	I will eat meals	
	FREE	Yes	No
1. _____			
2. _____	FREE	Yes	No
3. _____	\$80.00	Yes	No
4. _____	\$80.00	Yes	No
5. _____	\$80.00	Yes	No
6. _____	\$80.00	Yes	No

Full Exhibitor Registration _____ @ \$80.00 = _____ TOTAL

* You must make your own room reservations at the Holiday Inn, 1-308-237-5971. We have a block of rooms-please mention the Nebraska Ag Classic when you are reserving your room. Your room is in addition to the registration price.

FIRM: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

*MAIL CHECK AND FORM TO:
Nebraska Grain & Feed Association
1233 Lincoln Mall Ste. 200, Lincoln, NE 68508
PHONE 402/476-6174 FAX 402/476-3401*

CONVENTION AND INDUSTRY SHOW RULES AND REGULATIONS

1. EXHIBIT SPACE DIMENSIONS RENTAL SCHEDULE:

See exhibit floor plan for exhibit space arrangements, dimensions and rental rates. All aisle and corridor space is under the control of the Trade Show Coordinator and shall not be used for exhibit or demonstration purposes. No exhibit may exceed exhibit space assigned.

2. SELECTION OF EXHIBIT SPACE:

Any space will be offered on a first-come first-serve basis. There will be no exceptions to this rule. Please submit your contract as early as possible to assure reservations of the exhibit space(s) of your choice. Selection will not be considered complete until your payment has been received.

3. TERMS OF PAYMENTS:

Payment in full must accompany exhibit contract for the reservation of space. Refunds for cancellations may be issued if requested in writing before December 30, 2011. No refunds after December 30, 2011. Any beverage tickets requested must be paid in full with contract.

4. SUBLETTING OF SPACE:

Only **ONE** company per exhibit space. No exhibitor shall sublet all or any part of the space allotted nor permit anyone else to use his exhibit space.

5. EXHIBIT HOURS:

The exhibit hall will be open the following times:

Tuesday, January 10, 2012 10:00 am - 6:30 pm

6. ERECTION OF EXHIBIT SPACE:

Space will be ready for installation of exhibits from 5:00 pm - 8:00 pm on Monday, January 9, 2012 and from 7:00 am - 9:30 am on Tuesday, January 10, 2012. All exhibit installations must be completed by 10:00 am. For special arrangements, contact the Trade Show Coordinator.

7. EXHIBITOR REGISTRATION:

Two (2) free registrations are included with the purchase of each exhibit space leased. All additional representation will be charged the conference registration fee. All functions are included with the registration, including programs, trade show and meals.

8. EXHIBIT SPACE FURNISHINGS:

Each exhibit space is furnished with a draped and skirted 6' table and 2 chairs. If you have a 10' wide display in the back of your space, you will want to reserve a 8'x10' space. If you need anything additional you must make arrangements with the Trade Show Coordinator at 402-476-6174.

9. ELECTRICITY/PHONE/COMPUTER:

If you need power outlets, they are available. All electrical outlets are the responsibility of the exhibitor and are to be ordered through the Trade Show Coordinator. There will not be a charge for this service. Please check "yes" or "no" to electricity (110v or a 220v) and computer service on the front side of this contract. These outlets are in the floor and will be shared. **PLEASE BRING YOUR OWN EXTENSION CORDS AND POWER STRIPS - THEY WILL NOT BE PROVIDED BY THE ONFERENCE OR THE HOTEL.**

10. REMOVAL OF EXHIBITS:

Exhibitors will not be permitted to remove exhibits or any part thereof until 6:30 pm., Tuesday, January 10, 2012. **All exhibits must be removed from the Holiday Inn by 7:00 a.m., Wednesday, January 11, 2012.**

11. LIABILITY:

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitors displays, equipment, and other property brought upon the premises of the Holiday Inn Hotel and Convention Center and shall indemnify and hold harmless the Nebraska Ag Classic, the Holiday Inn and employees of both from any and all such losses, damages and claims.

12. SHIPPING INSTRUCTIONS:

Exhibit material can be pre-shipped. All arrangements for shipments should be made with the Holiday Inn Hotel.

13. CHANGES IN EXHIBIT SPACE FLOOR PLAN:

The Nebraska Ag Classic reserves the right to change the exhibit space floor plan and space locations at any time. The Nebraska Ag Classic will respect the choice of exhibit space as close as possible. Where space requested is not available, space will be assigned to conform as close as possible in size and location as requested.

MAIL CHECK AND FORM TO:
Nebraska Grain & Feed Association
1233 Lincoln Mall Ste. 200- Lincoln, NE 68508
PHONE 402/476-6174 FAX 402/476-3401

Nebraska Ag Classic Convention Agenda

January 10-11, 2012

Tuesday, January 10

8:00 am– 11:30 am	Annual Meetings
10:00 am– 6:30 pm.	Tradeshow Open
11:30 am- 12:45 pm	Lunch on the tradeshow floor
	12:00-12:30 Informational Workshop on the Tradeshow floor <i>Building Consumer Trust in Agriculture</i>
1:00 pm– 2:30 pm	Forrest Roberts , U.S. Farmers & Ranchers Alliance & National Cattlemen’s Beef Assn. CEO Common Ground Representative
2:30 pm– 3:00 pm	Break on Tradeshow Floor
3:10 pm– 4:00pm	Breakout Session Larry Kopsa , Kopsa Otte, CPA’s & Advisors: <i>Discussing current tax issues</i> Dennis Daggett , ProAg Senior VP Strategic Initiatives: <i>Ag Information Management– Precision Ag Data: Connectivity, Data Standards, and the USDA</i> *All Breakouts will repeat from 4:10– 5:00
5:00 pm– 6:30 pm	Cocktail Reception on the Tradeshow Floor
6:30 pm– 9:00 pm	Joint Evening Banquet Joe Jeffrey , Entertaining Storyteller

Wednesday, January 11

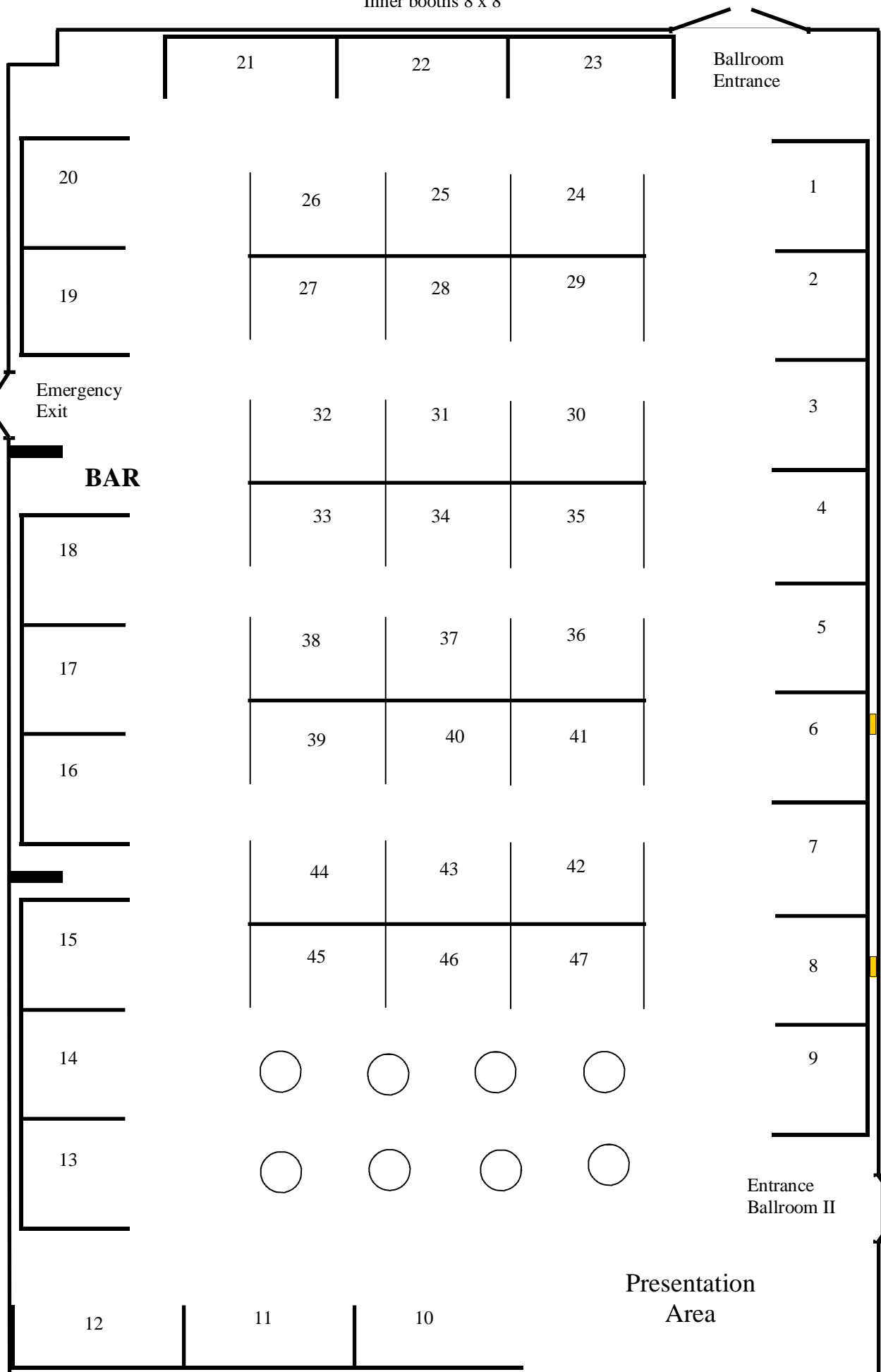
7:15 am– 8:00 am	Breakfast– Sponsored by Farm Credit Services
8:00 am– 9:15 am	Ross Korves , Economic Policy Analyst, Pro Exporter Network <i>Discussion and updates on National agriculture policy issues</i>
9:30 am– 11:00 am	Mike Krueger , MoneyFarm.com <i>Learn the latest marketing information and techniques</i>
11:30 am	Closing luncheon– sponsored by Monsanto Sally Clayshulte , Wheat Breeding Operations & Intogression Manager, Bayer Crop Sciences <i>Advancements and current issues in biotechnology</i>



Ballrooms I & II

Outer booths 6 x 10

Inner booths 8 x 8





1233 Lincoln Mall Ste. 200
Lincoln, NE 68508

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Mark your Calendars for the Nebraska Ag Classic Tradeshow
December 11-13, 2012 ~ Holiday Inn Midtown ~ Grand Island, Nebraska

2010 Exhibitors

A-FAN
AgVision Agribusiness
Software
Brock Grain Systems
Central Life Sciences
Chief Agri/Industrial
C-Tec, Inc
Douglas Products
EBM/RBH Mill & Elevator
Supply
Fontanelle Hybrids
Frisbie Construction Co., Inc
Go Grain
Grand Island Convention &
Visitors Bureau

H & H Restoration, Inc
J & D Construction, Inc
John Deere
KASAA Building Systems &
Construction, Inc
Micada
Nebraska Ethanol Board
Nebraska Farm Bureau Federa-
tion
Nebraska Farmers Union
Pioneer Hi-Bred
Poppe Enterprises
R & R Contracting
Reinke Irrigation
RMS Roller-Grinder, Inc

Sioux Steel Co
Syngenta
Union Iron Works
University of Nebraska–
Lincoln Extension
University of Nebraska/
Nebraska College of Technical
Agriculture
UNL Institute of Agriculture &
Natural Resources
USDA NASS Nebraska Field
Office
Vertical Software, Inc
WARD Laboratories, Inc