

The Center for Rural Affairs in Partnership  
with Kansas Department of Commerce  
*present*



## **EXHIBITOR OPPORTUNITES**

Join These Partnering Organizations To Offer  
The First MarketPlace Conference



Committed to the future of rural communities.

*These Institutions are Equal Opportunity Providers and Employers*

# INFORMATION FOR EXHIBITORS



**M**any of MarketPlace's sponsorship opportunity packages offer exhibit spaces and other benefits that allow sponsors to be highly visible. The Center for Rural Affairs and the Kansas Department of Commerce understand that sponsors and exhibitors have committed themselves to a significant investment and for that reason, exhibition booths are assigned on a first-come, first-served basis.

Booth reservations are confirmed once payment is received in full. Your exhibit space investment includes a 6' covered and skirted table, an 8' X 3' curtained side wall, two (2) chairs, one (1) complimentary registration, a standard booth identification sign with your organization's name and a direct link on the conference Web site to the exhibitor's Web site.

## 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 11:00 a.m. on Monday, November 9, 2009. Exhibit break-down may begin after 5:00 p.m. on Tuesday, November 10, 2009. Electricity will be available and complimentary if notified in advance. On-site electrical changes will be assessed a \$20 fee (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 and the Kansas Department of Commerce reserve the right to resell and/or to reassign exhibit space for reservations that are not paid in full by the November 1, 2009 deadline.

## SELLING MERCHANDISE 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. Advertising to conference attendees or hotel guests by posting fliers in common areas of the hotel or distribution of marketing materials under guest room doors is strictly forbidden. In addition, if an exhibitor has a drawing during the MarketPlace, the drawing must take place by the last hour of the conference, the list of winners must be posted in the exhibit booth and a list given to the MarketPlace office at a minimum of one hour before the end of the conference.

## SHOW FLOOR TIPS

- Display material and furniture should be inviting in order 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 empathetic to their visitor's 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.

**EXHIBIT SET-UP**  
Monday, November 9, 2009  
9:00 a.m.—11:00 a.m.

**EXHIBIT HOURS**  
Monday, November 9, 2009  
11:00 a.m. —8:00 p.m.  
Tuesday, November 10, 2009  
7:00 a.m.— 5:00 p.m.

**EXHIBIT BREAK-DOWN**  
Tuesday, November 10, 2009  
5:00 p.m.— 7:30 p.m.

*Hours are subject to change*

# EXHIBITING COMMITMENT FORM

MARKETPLACE CONFERENCE 2009 • NOVEMBER 9 —10, 2009 • HAYS

## CONTACT INFORMATION

Company Name: \_\_\_\_\_

Exhibit Contact Person: \_\_\_\_\_

Street/PO Box: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Web site: \_\_\_\_\_

Booth Name for Complimentary Sign (exact wording): \_\_\_\_\_

What do you plan to exhibit? (Please list your product or service)

## REGISTERED PERSONNEL

One person is included in the booth fee. Additional registrations are \$35 (Early Bird Rate or \$60 thereafter). Names and payments are due upon receipt of application to reserve the exhibitor space. If additional registrations are needed, please use a separate sheet of paper).

Name: \_\_\_\_\_

Street/PO Box: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please specify any health or dietary needs: \_\_\_\_\_

## PHOTO/PRESS RELEASE

I, \_\_\_\_\_, hereby give my consent to have any and all photographs and any other audio/visual materials taken of me for, but not limited to promotional material, educational activities, exhibitions or for any other use for the benefit of Marketplace Conference and such materials will be the property of the Center for Rural Affairs.

## TERMS OF PAYMENT

Full payment and application form for exhibit space is due to reserve an exhibit booth. No refunds will be given for cancellations received after November 6, 2009.

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Signed by: \_\_\_\_\_

## REFERENCES

Do you know of others who may be interested in purchasing an exhibit booth or becoming a sponsor for the Marketplace Conference? If so please specify below.

Name	Contact Person	Address	Phone	Sponsor	Exhibitor
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

## EXHIBITOR BOOTH RATES

- Ambassador Sponsor (Two Exhibit Booths).....No Charge
- Investor (One Exhibit Booth).....No Charge
- Innovator (One Exhibit Booth).....No Charge
- Partner Sponsors (One Exhibit Booth).....No Charge
- 1 Exhibit Booth — Early Bird Rate (Before October 10, 2009).....\$150
- 1 Exhibit Booth — Regular Rate (After October 10, 2009).....\$250
- Additional Registrations (Before October 10, 2009).....\$ 40
- Additional Registrations (Before November 6, 2009).....\$ 60
- Late Registrations (After November 6, 2009) .....\$ 80
- Access to Electricity.....No Charge

TOTAL ENCLOSED \$ \_\_\_\_\_

Check enclosed, payable to Center for Rural Affairs

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

(A maximum of 37 spaces will be accepted)

## BOOTH PREFERENCES

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

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

- |                        |                        |
|------------------------|------------------------|
| _____ 1st Booth Choice | _____ 4th Booth Choice |
| _____ 2nd Booth Choice | _____ 5th Booth Choice |
| _____ 3rd Booth Choice |                        |

See enclosed map for choices

### Includes:

- 8' curtained back wall, 3' curtained side wall
- 1— 6' covered and skirted table; 2 chairs
- 1— Complimentary registration fee
- Exhibitor listing on conference Web site with direct link to Exhibitor's Web site
- Listing in the Conference Program Book

Maximum—37 exhibitor booths available

## LIABILITY

The Center for Rural Affairs (CFRA) and the Kansas Dept. of Commerce (Commerce) 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 and Commerce 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 and Commerce, 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 and Commerce for any damage done to the space which has been leased. Any damage to the building or property of the Ramada Convention Center, Hays, Kansas, due to any actions of the exhibitor or exhibitor's employees, agents, successors or assigns shall be the sole responsibility of the exhibitor.

For Questions Call: Joy Marshall, Event Planner, Ph: 402-614-5558, joy@cfra.org  
Becki Rhoades, Agricultural Marketing, Ph: 785-296-1847, brhoades@kansascommerce.com



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# 2009 Kansas MarketPlace: Opening Doors to Success Exhibitor Map

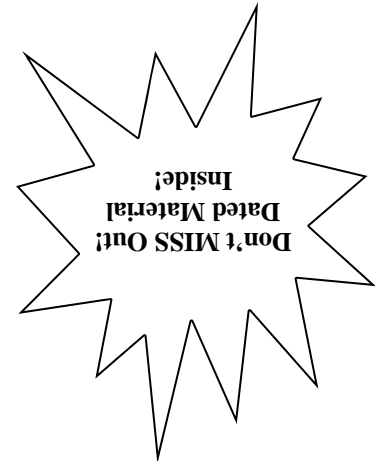


**Exhibitor Benefits Include:**

- All booths are 8' X 8' (except booths 34-37)
- 8' curtained back wall, 3' curtained side wall
- 1— 6' covered and skirted table; 2 chairs
- 1— Complimentary registration fee
- Exhibitor listing on conference Web site with direct link to Exhibitor's Web page
- Listing in the Conference Program Book
- Maximum—37 exhibitor booths available

**NOTE:**

- Booth #'s 1, 2, 12, 13, 17, 18, 25, 26, and 33 are reserved for sponsors
- Booth # 34 through 37 are table displays
- Floor plan is subject to change



Center for Rural Affairs  
MarketPlace Conference  
Attn: Joy Marshall  
PO Box 130  
Lyons, NE 68038



Presented by the Center for Rural Affairs & Kansas Department of Commerce



- 👉 **LEARN** New Skills
- 👉 **NETWORK** with Service Providers and Other Entrepreneurs
- 👉 **DISCOVER** What Works for Your Small Business and Community

## Exhibitor Opportunities Inside!

