

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



## MARKETING OPPORTUNITIES

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*

# 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 implemen-

tation 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 past 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 AND STATISTICS

The importance of small businesses to the U.S. economy:

- 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.

JA Worldwide, 08/2006

By 2010, it is predicted that business use of mobile IM will lead to a \$2 billion-plus market in Western Europe and North America.

Strategy Analytics, 10/2006

# MARKETPLACE: Opening Doors to Success

The MarketPlace Conference is a two-day event focused on strengthening small businesses and rural communities. Participants will learn vital business skills, network with other entrepreneurs and service providers and discover ideas that work for small business and communities. MarketPlace offers several ways to be involved through conference attendance and conference sponsorship. Make MarketPlace a priority on your November calendar and reap the benefits this conference has to offer.

## ABOUT THE KANSAS DEPARTMENT OF COMMERCE



As the state's lead economic development agency, the Kansas Department of Commerce looks forward to partnering with the Center for Rural Affairs to offer the First MarketPlace: Opening Doors to Success conference.

Commerce strives to empower individuals, businesses and communities, to achieve prosperity in Kansas. Under the leadership of Secretary of Commerce David Kerr, the Department comprises a variety of programs and services that create jobs, attract new investment, provide workforce training, encourage community development and promote the state as a wonderful place to live, work and play. This is accomplished through the Department's five divisions:

- Business Development
- Rural Development
- Trade Development
- Workforce Services
- Travel & Tourism

The Division of Rural Development is designed to elevate Commerce's focus on rural development and encourage seamless collaboration among existing rural development organizations. The Division comprises an array of technical and financial assistance programs and services for rural developers and agricultural producers. As such, the MarketPlace event provides an excellent opportunity to foster entrepreneurship in rural Kansas and fits very well into the Rural Development mission.

Your involvement in MarketPlace is the key to the growth of Kansas. We look forward to an outstanding event and appreciate your participation in MarketPlace, whether it be as a sponsor or an exhibitor, to create a more prosperous tomorrow.

Sincerely,

A handwritten signature in cursive script that reads "Carole Jordan".

Carole Jordan  
Director of Rural Development

# FIRST KANSAS MARKETPLACE CONFERENCE

On behalf of the Center for Rural Affairs and the Kansas Department of Commerce, I'd like to invite you to read on about the marketing opportunities available as a sponsor of the MarketPlace: Opening Doors to Success Conference.

We are now in the process of planning the First Kansas MarketPlace Conference to be held in Hays, Kansas, at the Ramada Convention Center on Monday, November 9 and Tuesday, November 10, 2009. Top-notch professionals will be presenting high quality educational sessions along with exhibitor opportunities featuring abundant networking opportunities from around the state.

I encourage you to help support this conference with one or more of the following activities:

- Sponsor the conference with a direct financial contribution
- Reserve an exhibit booth to display your products or services (limited space available)
- Register to attend the conference yourself and encourage colleagues to attend!

The planning team for MarketPlace has priced sponsorship opportunities to encourage your participation at a level that best matches your marketing needs (see the attached sheet). Your organization will be promoted throughout the planning stages and presentation of the conference as well as investing in the future of the rural community.

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](http://www.cfra.org/marketplace/home).

Partners for Success,



Joy Marshall  
Center for Rural Affairs  
Event Planner



Becki Rhoades  
Kansas Department of Commerce  
Marketing Specialist



**30%**

An average of 0.30 percent of adults created a new business each month, equaling about 495,000 new businesses per month.

[www.kauffman.org](http://www.kauffman.org)

## COMMITMENT DEADLINES

Sept. 15, 2009

Submit sponsor Agreement to include payment and required documents to market through sponsor benefits

October 10, 2009

Submit exhibitor commitment form with payment to include booth preferences (limited to 37 available booths)

October 10, 2009

Register as an attendee to include payment for receive the Early Bird Registration rate (limited space available)

November 6, 2009

Did you miss the Early Bird Registration? Sign up NOW or you will be charged a late fee



## VENUE

The 2009 MarketPlace: Opening Doors to Success Conference will be held in Hays, Kansas. Hays is the largest city in Northwest Kansas and is a growing city with excellent opportunities. Located conveniently off Interstate 70 the Ramada Hays Convention Center is just minutes away from downtown and local attractions like the Hays Aquatic Park, Old Fort Hays, Sternberg Museum and Ellis County Historical Museum, providing the ideal venue for the conference.

# SPONSORSHIP OPPORTUNITIES & BENEFITS

The 2009 Kansas MarketPlace: Opening Doors to Success Conference welcomes and unites residents from Kansas 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 2009 MarketPlace: Opening Doors to Success Conference on Monday, November 9, 2009 and Tuesday, November 10, 2009.

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## **AMBASSADOR (\$25,000)**

- ◆ Logo Recognition on back of binder
- ◆ Special press release highlighting sponsorship
- ◆ Logo recognition on MarketPlace letterhead
- ◆ Logo recognition in the MarketPlace brochure
- ◆ Logo recognition on MarketPlace website
- ◆ Direct web link from MarketPlace website to your company website
- ◆ Presentation of "Plaque of Recognition" at MarketPlace
- ◆ Logo recognition on large screen in MarketPlace
- ◆ Five complimentary registrations to MarketPlace
- ◆ Two exhibit booths in the Trade Show Area
- ◆ Poster Board Display (2X3) with logo recognition at conference
- ◆ Insert in conference materials with sponsor logos indicating appropriate sponsor category
- ◆ Two additional promotional inserts to market your business in conference materials (i.e. brochure, flyer, etc.)
- ◆ Logo recognition displayed on MarketPlace banner
- ◆ Special Recognition in conference materials for sponsoring luncheon
- ◆ Special recognition at luncheon for sponsorship of luncheon
- ◆ Scripted sponsors announcement at luncheon

## **INVESTOR (\$10,000)**

- ◆ Logo recognition on back of binder
- ◆ Special Press Release highlighting sponsorship
- ◆ Logo recognition on MarketPlace letterhead
- ◆ Logo recognition in the MarketPlace brochure
- ◆ Logo recognition on MarketPlace website
- ◆ Direct web link from MarketPlace Website to your company website
- ◆ Presentation of "Plaque of Recognition" at MarketPlace Conference
- ◆ Logo recognition on large screen in MarketPlace
- ◆ Five complimentary registrations to MarketPlace
- ◆ Two exhibit booths in the Trade Show Area
- ◆ Poster board display (2X3) with logo recognition at Conference
- ◆ Insert in conference materials with sponsor logos indicating appropriate sponsor category
- ◆ Two additional promotional inserts to market your business in conference materials (i.e. brochure, flyer, etc.)
- ◆ Logo recognition prominently displayed with MarketPlace banner
- ◆ Special recognition in conference materials for sponsoring luncheon
- ◆ Special recognition at luncheon for sponsorship of luncheon
- ◆ Scripted sponsors announcement at luncheon

## **CONTRIBUTOR (\$250)**

- ◆ Name recognition on MarketPlace website
- ◆ Presentation of "Certificate of Recognition" at MarketPlace
- ◆ One complimentary registration to MarketPlace
- ◆ Insert in conference materials with sponsor name indicating appropriate sponsor category

## **INNOVATOR (\$5,000)**

- ◆ Press Release with name recognition announcing sponsorship
- ◆ Logo recognition on MarketPlace letterhead
- ◆ Logo recognition in the MarketPlace brochure
- ◆ Logo recognition on MarketPlace website
- ◆ Direct web link from MarketPlace website to your company website
- ◆ Presentation of "Certificate of Recognition" at MarketPlace
- ◆ Logo recognition on large screen in MarketPlace
- ◆ Three complimentary registrations to MarketPlace
- ◆ One exhibit booth in the Trade Show Area
- ◆ Poster board display (2X3) with logo recognition at Conference
- ◆ Insert in conference materials with sponsor logos indicating appropriate sponsor category

## **PARTNER (\$2,500)**

- ◆ Press release with name recognition announcing sponsorship
- ◆ Name recognition on MarketPlace letterhead
- ◆ Name recognition in the MarketPlace brochure
- ◆ Name recognition on MarketPlace website
- ◆ Direct web link from MarketPlace website to your company website
- ◆ Presentation of "Certificate of Recognition" at MarketPlace
- ◆ Name recognition on large screen in MarketPlace
- ◆ Two complimentary registrations to MarketPlace
- ◆ One exhibit booth in the Trade Show Area
- ◆ Poster Board Display (2X3) with name recognition at Conference
- ◆ Insert in conference materials with sponsor name indicating appropriate sponsor category

## **SUPPORTER (\$1,000)**

- ◆ Press release with name recognition announcing sponsorship
- ◆ Name recognition on MarketPlace letterhead
- ◆ Name recognition in the MarketPlace brochure
- ◆ Name recognition on MarketPlace website
- ◆ Presentation of "Certificate of Recognition" at MarketPlace
- ◆ Name recognition on large screen in MarketPlace
- ◆ One complimentary registration to MarketPlace
- ◆ Poster board display (2X3) with name recognition at Conference
- ◆ Insert in conference materials with sponsor name indicating appropriate sponsor category

## **FRIEND (\$500)**

- ◆ Press release with name recognition announcing sponsorship
- ◆ Name recognition on MarketPlace letterhead
- ◆ Name recognition in the MarketPlace brochure
- ◆ Name recognition on MarketPlace website
- ◆ Presentation of "Certificate of Recognition" at MarketPlace Conference
- ◆ One complimentary registration to MarketPlace
- ◆ Insert in conference materials with sponsor name indicating appropriate sponsor category

# SPONSORSHIP COMMITMENT FORM

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

## SPONSORSHIP AGREEMENT

Company Name: \_\_\_\_\_  
Sponsor Contact Person: \_\_\_\_\_  
Street/PO Box: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip/Postal: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_ E-mail Address: \_\_\_\_\_  
Web site: \_\_\_\_\_

## SPONSOR PAYMENT INFORMATION

- Ambassador Sponsor .....\$25,000
- Investor Sponsor .....\$10,000
- Innovator Sponsor .....\$ 5,000
- Partner Sponsor .....\$ 2,500
- Supporter Sponsor .....\$ 1,000
- Friend Sponsor .....\$ 500
- Contributor Sponsor .....\$ 250
- Additional Registration (By October 10, 2009) .....\$ 40
- Additional Registration (By October 10, 2009) .....\$ 60
- Additional Registration (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 sponsorship to:  
**Joy Marshall, Event Planner**  
5127 South 122 St., Omaha, NE 68137

## 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 September 15, 2009 or agreed upon date.

## COMPLIMENTARY SPONSOR REGISTRATION (Due by October 10, 2009)

1. Name: \_\_\_\_\_  
Street/PO Box: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip/Postal: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Please specify any health or dietary needs: \_\_\_\_\_

Please include my information in this year's proceedings

**Photo/Press Release:** \_\_\_\_\_, 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.

## COMPLIMENTARY SPONSOR REGISTRATION cont.

2. Name: \_\_\_\_\_  
Street/PO Box: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip/Postal: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Please specify any health or dietary needs: \_\_\_\_\_

Please include my information in this year's proceedings

**Photo/Press Release:** \_\_\_\_\_, 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.

3. Name: \_\_\_\_\_  
Street/PO Box: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip/Postal: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Please specify any health or dietary needs: \_\_\_\_\_

Please include my information in this year's proceedings

**Photo/Press Release:** \_\_\_\_\_, 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.

4. Name: \_\_\_\_\_  
Street/PO Box: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip/Postal: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Please specify any health or dietary needs: \_\_\_\_\_

Please include my information in this year's proceedings

**Photo/Press Release:** \_\_\_\_\_, 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.

5. Name: \_\_\_\_\_  
Street/PO Box: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip/Postal: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Please specify any health or dietary needs: \_\_\_\_\_

Please include my information in this year's proceedings

**Photo/Press Release:** \_\_\_\_\_, 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.

6. Name: \_\_\_\_\_  
Street/PO Box: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip/Postal: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Please specify any health or dietary needs: \_\_\_\_\_

Please include my information in this year's proceedings

**Photo/Press Release:** \_\_\_\_\_, 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.



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# 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.

**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*

## 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.

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# 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@kansasccommerce.com



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# 2009 Kansas MarketPlace: Opening Doors to Success Exhibitor Map

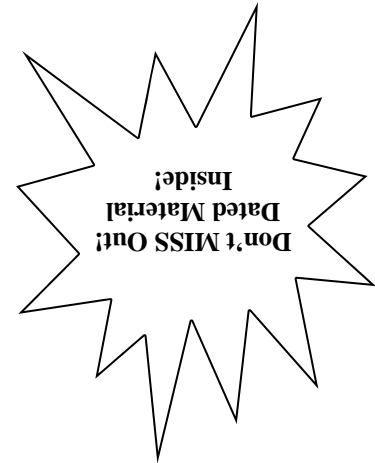


**Exhibitor Benefits Include:**

- 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

## Marketing Opportunities Inside!

