



Expo Prospectus

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CONTACT INFORMATION

For exhibit sales, please contact:

Andrea Schermerhorn
ARA Exhibit Sales Manager
301-658-2042
exhibits@aradc.org

For exhibit operations, please contact:

Linda Cohen
ARA Exhibits Operations Manager
301-658-2207
exhibits@aradc.org

REGISTRATION AND HOTEL

The Cosmopolitan of Las Vegas

3708 Las Vegas Boulevard South
Las Vegas, NV 89109
855-435-0005 (Room Reservations)
702-698-7000
877-551-7778

ARA will have a room block at the Cosmopolitan of Las Vegas. Rooms will be available on a first come, first served basis starting at the ARA rate of \$195.00 plus applicable taxes per night, depending on accommodations. Information on hotel reservations will be included in your exhibit confirmation email.

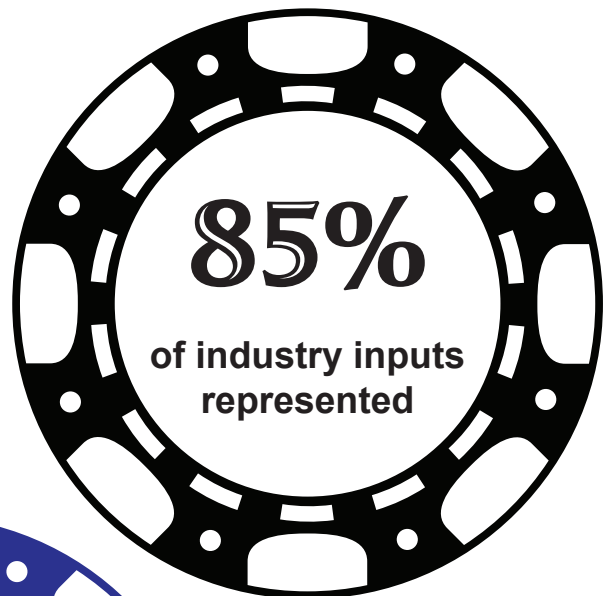
Each non-member exhibitor will receive one complimentary conference registration code per booth space; each member exhibitor will receive two. You must register for conference separately. Registration access information will also be included for your use to register additional personnel as conference attendees.

Please note: In prior years, exhibitors have been contacted by third-party vendors claiming to manage conference housing. This is a scam. You will be contacted directly by ARA when housing opens.



WHO ATTENDS

The Agricultural Retailers Association (ARA) Conference & Expo is the premier event for agricultural retailers, distributors and suppliers. Conference sponsorship offers valuable opportunities to promote your company's products and services to key executives and decision-makers within the retail sector.



EXPO DETAILS

Generate leads, build relationships and create future sales by spending time with quality customers at the 2020 ARA Conference & Expo. The conference devotes almost seven hours to the expo and offers substantial opportunities for interaction. Last year's expo featured 87 exhibitors and reached more than 600 attendees. Don't miss your opportunity to be among the 2020 ARA Exhibitors. ARA utilizes an online platform for its exhibitors to select booth space in real-time, so the sooner you reserve, the more options you'll have to select your preferred location!

IMPORTANT DETAILS

Expo registration opens June 15 for 2019 exhibitors and July 15 to all others.

- Booth selection is on a first come, first served basis determined by time/date of booth selection, completed contract and payment in full.
- The expo will be located in the Belmont Ballroom on the fourth floor.
- An Exhibitor Service Kit from Exhibit Services with rental order forms will be sent in August to the primary contact for exhibitor coordination listed on the contract.
- A certificate of insurance naming the Agricultural Retailers Association as additional insured with policy date through Dec. 5, 2020, needs to be uploaded to the exhibitor portal by Oct. 16, 2020. All exhibitors and display houses must provide this for expo admittance.

EXPO HOURS

Tuesday, December 1

7:00 a.m. - 4:30 p.m.: Exhibitor setup

4:30 p.m. - 6:30 p.m.: Opening Reception in Expo

Wednesday, December 2

7:00 a.m. - 8:15 a.m.: Breakfast in Expo

12:00 p.m. - 1:30 p.m.: Lunch

3:30 p.m. - 5:00 p.m.: Expo Open

5:00 p.m. - 6:30 p.m.: Networking Reception in Expo

Thursday, December 3

6:45 a.m. - 7:45 a.m.: Breakfast in Expo

8:00 a.m.: Exhibitor tear down

Payment and cancellation: Payment must be received in full with signed contract before space is assigned. Cancellation requests must be received in writing to the ARA Exhibit Management office by Oct. 15, 2020, to be issued a 50 percent refund. If space is canceled after this date, said payment will be forfeited.

ALL IN FOR AG RETAIL: A FUTURE YOU CAN BET ON

Dec. 1-3, 2020 | The Cosmopolitan of Las Vegas



EXPO PROCESS & KEY DATES

BOOTH SELECTION

1. Exhibitors will receive a custom link to reserve their booth space. The link will take exhibitors to the live floorplan.
2. On the live floorplan exhibitors can click on the booth of their choice and select "Rent Booth Now."
3. Follow through with the application process, entering company information along with the booth contact information.
4. Payment for the booth will be made at the end of the rental process online.
5. Exhibitors will receive a confirmation email after the booth has been purchased.
6. Inside the confirmation email will be a link and log in information to the exhibitor portal where exhibitors will be able to view deadlines, enter any required information, and update any exhibitor information. Invoices are also available to view or print in the portal.

TIMELINE

June 15

Expo Hall Reservations open to 2019 exhibitors

July 15

Expo Hall Reservations open to all interested exhibitors

Mid-August

Exhibitor Service Kit emailed from Exhibit Services

August 15

Deadline for exhibitors to appear in AgPro ARA Conference & Expo Guide

September 4

Cancellation deadline for 50 percent refund

October 1

Conference sponsorship deadline

October 15

Deadline for exhibitors to be included in conference program and mobile app

October 16

Certificate of Insurance must be uploaded to exhibitor portal

December 1-3

ARA Conference & Expo

Payment and cancellation: Payment must be received in full with signed contract before space is assigned. Cancellation requests must be received in writing to the ARA Exhibit Management office by Oct. 15, 2020, to be issued a 50 percent refund. If space is canceled after this date, said payment will be forfeited.



EXPO PRICING & BENEFITS

PREMIUM BOOTH

Member: \$2,250

Non-member: \$2,750

STANDARD BOOTH

Member: \$2,000

Non-member: \$2,500

What's included?

- Each booth is 8' deep x 10' wide.
- Features standard booth equipment of aluminum construction with draped 8' high back wall and two draped 3' high side dividers.
- One identification sign.
- Company listing in the ARA Conference & Expo Guide, if contract and payment are received by Aug. 15, 2020.
- Company listing in on-site conference program and mobile app.
- One complimentary registration per booth for non-members, two for members. Additional personnel may register at the appropriate conference rate. Exhibit personnel must wear an ARA official name badge to enter expo hall and for admission to all ARA Conference & Expo events.
- Preregistered attendee mailing information sent to the mail house of your choice for one-time usage. Available by request after Oct. 17.*

**Complimentary for ARA members. Add-on pricing for non-members is \$500.*

EXPO ENHANCEMENTS

Please contact Donnie Taylor at dtaylor@aradc.org for expo enhancements, sponsorship, ARA membership and other inquiries.

- Floor sticker to lead traffic to your booth \$5,000
- Inclusion in expo bingo/passport \$5,000 (Limited availability)
- Promotional email blast to Conference & Expo registrants – Limited availability for ARA member exhibitors to drive traffic to your booth and communicate your marketing message (HTML formatted content provided by exhibitor)
 - ◇ One week before Expo \$2,000
 - ◇ Two weeks before Expo \$1,750
 - ◇ Three weeks before Expo \$1,500
- Daily (three total) app push notifications (in addition to what is included at sponsorship level) \$3,000
- Banner ad in one pre-conference email \$1,000

ALL IN FOR AG RETAIL: A FUTURE YOU CAN BET ON

Dec. 1-3, 2020 | The Cosmopolitan of Las Vegas



EXPO RULES & REGULATIONS

ELIGIBILITY TO EXHIBIT:

All manufacturers and/or suppliers of products or services related to, or used by, agricultural retailers.

PAYMENT AND CANCELLATION:

Payment must be received in full with signed contract uploaded in the exhibitor portal before space is assigned.

No phone or money orders accepted. Cancellation requests must be received via email at exhibits@aradc.org by October 15, 2020, to be issued a 50 percent refund. If space is cancelled after this date, said payment will be forfeited.

CONTRACT:

Applicants for space are required to complete the contract and submit with payment via the online reservation system.

ASSIGNMENT:

Confirmation of booth assignment will be emailed to primary contact listed on exhibitor contract beginning in July. ARA reserves the right to rearrange floor plan and relocate any exhibit upon consultation with said exhibitor. Spaces cannot be assigned, sublet or otherwise disposed of without consent of ARA. Any space not claimed and occupied may be reassigned by ARA without refund of rental paid. ARA reserves the right of final booth assignments.

DISPLAY GUIDELINES:

ARA reserves the right to approve all exhibitors and activities related thereto. Exhibits which detract from the character of show, including persons, conduct or printed matter, may be evicted by ARA without refund of rental fees or expenses. Exhibits must be arranged so as not to obstruct traffic or hide the exhibits of others. The aisles, passageways and overhead spaces remain strictly under control of ARA. Items will only be permitted in these areas by special permission of ARA. Except for special permission, the following booth construction regulations apply:

Exhibitors must allow a minimum of 2' in front of presentation and demonstration components inside the booth to accommodate attendees to enter the booth to participate in an activity or watch a demonstration. Attendees should not be forced to stand in the aisle to view exhibitor presentations. No part of an exhibit shall extend outside of the exhibit space boundary. All promotional materials, items, etc. must be contained within the space assigned to the Exhibitors as per the completed agreement and in accordance with the booth construction guidelines of the International Association of Exhibitions and Events (IAEE). If there is a discrepancy between IAEE and ARA guidelines, the ARA guidelines will be used.

Inline/Linear Booths: 8' deep x 10' wide consisting of drape assembled on aluminum stanchions and crossbars; 8' high back drape, 3' high side drape. All other equipment, furnishings or services other than those provided as indicated must be arranged for with the decorator and/or the hotel at the exhibitor's expense.

Use of Inline/Linear Space: Regardless of the number of Inline Booths utilized, e.g. 8' x 20', 8' x 30', 8' x 40', etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. All displays, booth elements, signage, and other exhibit materials including floor covering, must be contained within the confines and plane of the booth dimensions. No exhibit may span or extend into an aisle. Boxes and equipment cannot be stored behind booth space.



End-Cap Booths (two corner booths facing the end aisle): 10' deep x 16' wide consisting of drape assembled on aluminum stanchions and crossbars; 8' high back drape to a width of 10', the remaining 3' on each side will have 3' high side drape. All other equipment, furnishings or services other than those provided as indicated must be arranged for with the decorator and/or the hotel at the exhibitor's expense.

Use of End-Cap Space: Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum back wall height allowed is 8' and the maximum back wall width allowed is 10' at the center of the back-wall with a maximum 3' height on the two side aisles. Within 3' of the two side aisles, the maximum height for any display materials is 3'. All displays, booth elements, signage, and other exhibit materials including floor covering, must be contained within the confines and plane of the booth dimensions.

No exhibit may span or extend into an aisle. Boxes and equipment cannot be stored behind booth space.

FIRE SAFETY & WORK AGREEMENTS:

Any additions or improvements to space other than included equipment shall be at exhibitor's expense and must comply with fire department and underwriter rules. No smoking, helium balloons or flammable materials are allowed. Compliance with local fire and state tax ordinances is required. The exhibitor agrees to abide by all agreements made between the unions, show management, the facilities and its agents.

SOUND, VIDEO, LIGHTING, COPYRIGHTED MATERIALS:

Audio and video devices operated in an objectionable manner in the opinion of the show management may be prohibited. Booth noise may not interfere with the conversation of other exhibitors. Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted materials with proof of such being available upon request. All lighting within the exhibit must be operated so as not to distract from adjacent exhibits.

SET-UP & DISMANTLING RESTRICTIONS:

Installation of exhibits may begin at the time indicated on the schedule. No exhibitor shall have the right to pack and/or remove materials prior to the closing of the show unless approved by ARA. All items left in hall after dismantling hours will be disposed of or handled at the contractor's discretion at exhibitor's expense. The exhibitor must surrender display space in the same condition as it was when first occupied.

REGISTRATION, STAFFING & EXHIBITOR SERVICE KIT:

An exhibitor service kit will be sent by the official decorator in early fall. Exhibit personnel must wear an ARA official name badge to enter hall and for admission to all ARA Conference & Expo events. Only employees of the exhibiting company may receive complimentary exhibitor registration (business card may be requested for onsite registration). The lending or transfer of a badge or registration of nonemployee attendees will bar involvement from this and future meetings. While exhibitors must keep the exhibit open and staffed at all times during the posted expo open hours, exhibitors are encouraged to participate in the other conference activities when the expo is closed.



SOLICITATIONS, SOCIAL FUNCTIONS & MEETINGS:

Functions sponsored by other organizations must have prior approval from ARA and cannot conflict with expo hours or any program meeting/activity conducted during this event. The distribution of materials by exhibitors or their agents is limited to the area rented by the exhibitor in the exhibit hall. Materials may not be delivered to hotel rooms of ARA attendees without advance permission from ARA at (202) 457-0825. Any costs of such distribution shall be the sole responsibility of the exhibitor. Persons whose firms have not rented exhibit space are prohibited from soliciting business from ARA attendees or members in any form at the convention hotel, without prior ARA authorization. The only Solicitation/presentations allowed without prior ARA approval will be by registered exhibitor personnel in the contracted exhibit space or as speakers on the ARA program.

LIABILITY & SECURITY:

The ARA, the hotel, other sponsors, and their respective directors, officers, employees, agents, representatives and successors shall not be liable for, and are hereby released from, all claims, liabilities, losses, damages, costs or expenses relating to or arising out of an injury to any personnel of exhibitor or to any other person or any loss of or damage to any property of exhibit or to any other property such injury, loss or damage is incident to, arises out of, or is any way connected with exhibitor's participation in the ARA Annual Conference & Expo. The exhibitor shall be responsible for any such injury, loss or damage and any expenses related thereto, and the exhibitor hereby agrees to protect, indemnify, hold harmless and defend the ARA, the hotel, other sponsors, and their respective directors, officers, employees, agents, representatives and successors against all claims, liabilities, losses, damages, costs and expenses, including all attorney's fees and cost of litigation, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the sole negligence of the ARA, the hotel, other sponsors, and their respective directors, officers, employees, agents, representatives and successors.

CERTIFICATE OF INSURANCE:

A certificate of insurance must be uploaded to the exhibitor portal by October 16, 2020, to be included in the program and by move-in to be admitted. Certificates are to name the Agricultural Retailers Association as additional insured with policy date through Dec. 5, 2020. Coverage should include comprehensive general liability of at least \$1,000,000 per personal injury for each occurrence and \$500,000 for property damage for each occurrence. Workmen's Compensation should be for full compliance employees for any work done on the exhibitor's behalf.

Your certificate must be current through the show date and name as additional insured:
Agricultural Retailers Association, 1156 15th Street NW, Ste. 500, Washington, DC 20005

CANCELLATION OF ARA CONFERENCE & EXPO:

If ARA should be prevented from conducting the ARA Annual Conference & Expo, ARA cannot permit the exhibitor to occupy this exhibit space due to circumstances beyond its control or determines not to offer the ARA Conference & Expo at its sole discretion, ARA will refund the exhibitor the amount of the rental fee paid with no further obligation or liability to the exhibitor. ARA reserves the right to change the location of the exhibition without compensation or payment of damages to exhibitors. In all circumstances, ARA shall notify the exhibitor at the earliest date possible of the change or cancellation.

ENFORCEMENT:

Violations of any of these Rules and Regulations on the part of the exhibitor, its employees or agents shall, at the option of ARA, constitute cause for ARA to terminate this Agreement, expel the exhibitor from the expo with no reimbursement of fees paid and bar involvement from this and future ARA events.



2019 EXHIBITORS

Adams Fertilizer Equipment
Ag Resource Management
AGCO Corporation
AGDATA
AgGateway
AGI Fertilizer Systems
Agra Liners, LLC.
AgraSyst Inc
Agrian
Agrocete US
AgVend Inc.
AgWorks Software
Agworld
American Plant Food
Anuvia Plant Nutrients
Aqua-Yield
Arclin
ArrMaz
Battelle
Bee Valve, Inc.
Biome Makers Inc.
Case IH
CDMS
Certified Crop Advisers/ASA
CF Industries
Compass Minerals Plant Nutrition
Concentric Ag
Corteva Agriscience
CropLife
DAKK Mfg, LLC
Department of Homeland Security
Doyle Equipment Manufacturing Company
Drexel Chemical Company
DTN
Easy Automation Inc.
EFC Systems, Inc.
Esri
Explorations by Thor
Farm Journal AgPro
FarmChem
Farmers Edge
FieldReveal
Gavilon Fertilizer, LLC
Green Markets, A Bloomberg Company
Greystone Construction
Growers

Heads Up Plant Protectants Inc
Heartland Tank Companies
Heliae Agriculture
ICL Fertilizers
Intelinair
Intelligent Ag
INTERMAG
J.C. Ramsdell Enviro Services, Inc.
John Deere
Kahler Automation
Koch Agronomic Services
La Crosse Seed
Legacy Building Solutions
Marcus Construction
Meridian Manufacturing Inc.
Mid-State Tank Co., Inc.
Murray Equipment Inc.
New Leader Manufacturing
Norseman Structures
Nutrients for Life
NuVue Business Solutions
Old World Specialty Products
Precision Tank
Proagrica
Purdue University Center for Food and Agricultural
Business
Ranco Fertiliservice, Inc.
Rantizo
Raven Industries
Razor Tracking
Redox
ResponsibleAg
Sackett-Waconia
Skinner Tank Company (STC)
Software Solutions Integrated, LLC
Sony Agriculture
SPARC: Sustainability Programming for Ag Retailers and
Crop Advisers
Stueve Construction
Syngenta
The KBH Corporation
Unverferth Mfg. Co., Inc.
XiteBio Technologies Inc.

