

Kentucky Farm Bureau Beef Expo Trade Show

March 1-March 4, 2012
Ky. Fair & Expo Center
Louisville, KY
Exhibit Space Contract

Company Name: _____
Contact: _____
Address: _____
City, State, Zip: _____
Phone: _____
Fax: _____
E-mail: _____
Products Exhibited: _____

Booth Size	Price	Booth Size	Price
10' x 10'	\$450	20' x 20'	\$700
10' x 20'	\$550	20' x 30'	\$800
10' x 30'	\$650	30' x 30'	\$850
10' x 40'	\$700	Other booth sizes available upon request.	

Number of additional parking passes needed _____ x \$8.00 = _____

Require electrical service: Yes _____ No _____
(Minimum hook-up fee is \$100.00), (Payment to be collected at show)

Each vendor will be allocated up to 1 vehicle passes. Additional passes must be purchased at a cost of \$8.00/vehicle. This will allow you unlimited access to the fairgrounds Wednesday thru Sunday. If a pass is not purchased, you will be charged \$8.00 every time you enter/exit the grounds.

Preorder to guarantee booth space, payment **must accompany** this contract and be received by **February 10th 2012**. If there are any problems with this date, please notify me via phone. Make checks payable to: **Kentucky Beef Expo Trade Show**.

Submit to:
Kentucky Beef Expo Trade Show
John McDonald
2202 Camargo Rd.
Mt. Sterling, KY. 40353
Cell 859-404-1406
Home 859-498-0189
johnk.mcdonald@ky.gov

The Kentucky Farm Bureau Beef Expo Trade Show

Coordinator: John McDonald
Phone: (859)-404-1406
Email: johnk.mcdonald@ky.gov

2202 Camargo Road
Mt. Sterling, KY 40353

Dear Tradeshow Exhibitor,

The 2012 Kentucky Beef Expo is just a few short months away. It will be held March 2- March 4, 2012 at the Kentucky Fair and Exposition Center in Louisville, Kentucky. Last year's expo was very successful, with a large turn out of expo visitors to the Trade Show. I hope that you see the Kentucky Beef Expo as an opportunity for your company to reach a large number of the countries' most progressive beef producers, and farmers. The Beef Expo Junior Show also brings out large numbers of youth and farm families. With the recorded high prices for beef breeding stock, we expect a significant boost in attendance and enthusiasm.

Like last year, all of the booths will be aligned along the main aisle on a first come first serve basis; all are good and visible locations. I am including the layout with your mailing so you can indicate preference for booth location. Please understand that I will make every effort to accommodate your requests based on when your contracts are received.

Most large equipment exhibitors will be located on the Freedom hall end of the West Wing, close to the food court as well as the pavilion end. A few large equipment vendors may be included on the main aisle. We will be working to position them to create the most efficient use of that space.

Attached, you will find additional information regarding set-up times, exhibit hours and other pertinent details. I do encourage you to contact me at 859-404-1406 with any concerns or questions or email me at johnk.mcdonald@ky.gov. I want to make this both a profitable and enjoyable experience for all of you. While the livestock and youth are the focus of the Expo, we are willing to make things as easy as possible for you. If you need any special assistance concerning your booth, please try to let me know in time to address the matter. If you want to check out the Expo website please visit www.kybeefexpo.com.

The Fern Valley Hotel and Conference Center, located at 2715 Fern Valley Road is offering a special rate to those affiliated with the Beef Expo. Please make reservations before February 17th to receive the rate of \$71.00 per night plus tax. Simply mention the Kentucky Beef Expo to get this rate at (502) 964-3311. Contact person is Cathy Rigdon.

Thank you and I look forward to working with each of you.

Sincerely,
John McDonald

Kentucky Farm Bureau Beef Expo Trade Show

EXHIBITOR INFORMATION, RULES, AND REGULATIONS-

STANDARD BOOTH INFORMATION- Standard booths are 10' x 10' with an 8' backdrop and 3' side rails 8' skirted table and 2 folding chairs. Larger booths will be set-up according to size. We ask that no exhibit extend higher than the 8' backdrop. We also ask that no booth be designed so that it is obtrusive to another.

ELECTRICITY/BOOTH ACCESSORIES-For electrical service check the box on the contract page. It is easier to keep up with and less confusion to get electrical service checks upon arrival. The Fairgrounds event coordinator has assured me the pre-order floor rate will be guaranteed for the Trade Show. Minimum service is \$100.00, embroidery vendor will need \$180.00 service. Make checks payable to KY Beef Expo Trade Show.

SHOW TIME- The Trade Show is scheduled to coincide with the events of the Beef Expo as well as the highest traffic times. Booths are to be open from 8:00 a.m. to 5:00 p.m. on Friday and Saturday March 2nd and March 3rd. However, you have the option, and it is recommended to open up on Thursday, March 1st to attract livestock exhibitors and other visitors present. Exhibitors have the option of remaining on Sunday March 4th. Exhibitors remaining on Sunday and requiring a fork-lift to load must stay to the conclusion of the Junior Show.

BOOTH SETUP- Set-up will be scheduled for Thursday, March 1st, 2012. Exhibitors with large equipment or trailers will be allowed to set up on Wednesday February 29th. We will make sure that these times are adequate to prepare your booths for the opening of the trade Show. We ask that exhibitors be ready no later than 9:00 am Friday, March 2nd, 2012. Forklifts are provided.

CONTRACT DEADLINE- Contracts are to be returned **with payment** no later than **February 10, 2012**. Keep in mind that space is limited and that booths are being assigned on a first come first serve basis. **Please contact me with any difficulties in meeting this deadline.**

LIABILITY- It is expressly understood and agreed between exhibitors and the Kentucky Beef Expo that the Expo or its personnel be under no liability for loss of or damage to goods or property of exhibitors, or personal injury to exhibitors or representatives. Each exhibitor, upon signing space contract, expressly releases the Kentucky Beef Expo from all liability for such losses. Security is provided at night from March, 1st through the 3rd.

PARKING PASSES- Each exhibiting company is being provided with one parking passes. Additional parking passes can be purchased for \$8.00 each. These allow unlimited access for the entire event.