

INFORMATION FOR EXHIBITORS



Many of MarketPlace's sponsorship opportunity packages offer advertisements in the in-conference program, exhibit spaces, and other benefits that allow sponsors to be highly visible. The Center for Rural Affairs understands 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 an 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 7:30 a.m. on Wednesday, February 24, 2010. Exhibit break-down may be begin after 4:00 p.m. on Wednesday, February 24, 2010. Electricity will be available for all exhibitors for a fee of \$20 (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 reserves the right to resell and/or to reassign exhibit space for reservations that are not paid in full by the February 15, 2010 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; however, products and services may be sold in the MarketPlace Store. 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 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 being empathetic to their visitors' 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.

PRE-CONFERENCE SESSIONS

Tuesday, February 23, 2010

1:00 p.m.— 4:00 p.m.

EXHIBIT SET-UP

Tuesday, February 23, 2010

2:30 p.m. — 8:00 p.m.

Wednesday, February 24, 2010

6:00 a.m.— 7:30 a.m.

EXHIBIT HOURS

Tuesday, February 23, 2010 (Opt.)

4:00 p.m.— 7:00 p.m.

Wednesday, February 24, 2010

7:30 a.m.— 4:00 p.m.

EXHIBIT BREAK-DOWN

Wednesday, February 24, 2010

4:00 p.m.— 5:00 p.m.

Hours are subject to change

EXHIBITING COMMITMENT FORM

MARKETPLACE CONFERENCE 2010 • FEBRUARY 24, 2010 • KEARNEY

MAILING ADDRESS

Company Name: _____
 Exhibit Contact Person: _____
 Street/PO Box: _____
 City: _____ State: _____ Zip/Postal: _____
 Telephone: _____ Fax: _____
 E-mail Address: _____
 Website: _____
 Booth Name for Complimentary Sign (exact wording): _____

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

Contact me to discuss the following opportunities:

- Sponsorship
- Store

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 specific 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 February 22, 2010.

Signed this _____ day of _____, 20_____.

Signed by: _____

PREFERENCES

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 November 1, 2009).....\$150
- 1 Exhibit Booth — Regular Rate (After November 1, 2009).....\$250
- Additional Booth (Before November 1, 2009).....\$150
- Additional Booth (After November 1, 2009).....\$250
- Additional Registrations (Before February 10, 2010).....\$ 35
- Additional Registrations (Before February 22, 2010).....\$ 60
- Late Registrations (After February 22, 2010)\$ 90
- Access to Electricity.....\$ 20

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

BOOTH SELECTION

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 | _____ 5th Booth Choice |
| _____ 2nd Booth Choice | _____ 6th Booth Choice |
| _____ 3rd Booth Choice | |
| _____ 4th Booth Choice | <i>See enclosed map for choices</i> |

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 website with direct link to Exhibitor's webpage
- Listing in the Conference Program Book

Maximum—52 exhibitor booths available

LIABILITY

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

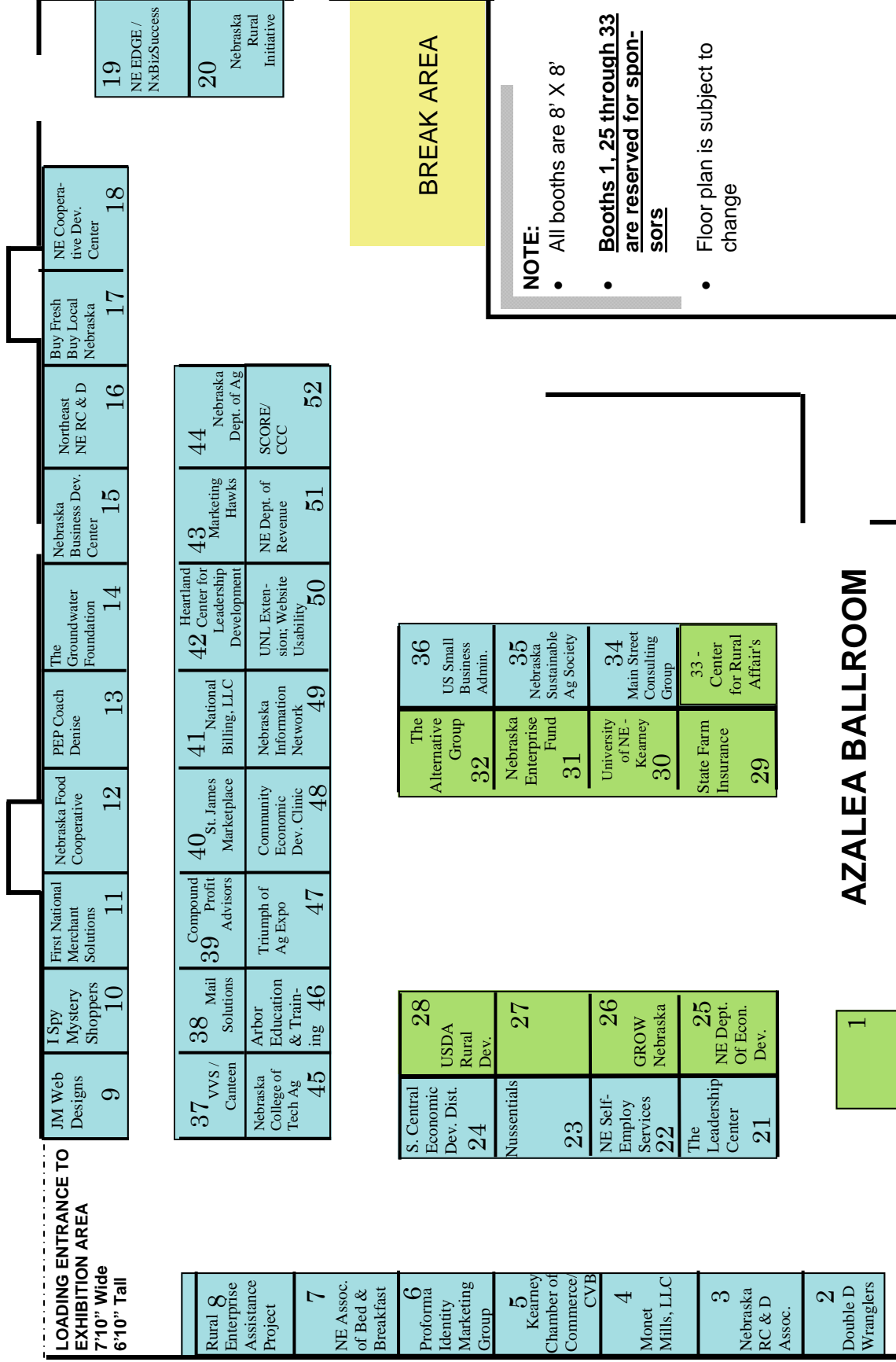


For Questions Call: Joy Marshall, Event Planner, 402-614-5558, joym@cfra.org
Center for Rural Affairs PO Box 136, Lyons NE, 68038 Ph: 402-687-2100 | info@cfra.org

This institution is an Equal Opportunity Provider, and Employer



2010 MarketPlace: Opening Doors to Success Exhibitor Map



Exhibitor Benefits Include:

- 8' curtained back wall, 3' curtained side wall
- 1—6' covered and skirted table; 2 chairs
- 1— Complimentary registration fee
- Exhibitor listing on conference website with direct link to Exhibitor's webpage
- Listing in the Conference Program Book
- Maximum—52 exhibitor booths available



Center for Rural Affairs
Marketplace Conference
Attn: Joy Marshall
PO Box 136
Lyons, NE 68038-0136



Sponsored by the CENTER *for* RURAL AFFAIRS



Learn new skills, network with service providers
and other entrepreneurs and discover what works
for your small business and community!

Invitation to EXHIBIT!

4th Annual MarketPlace: Opening Doors To Success

Mark Your Calendar, Make Your Plans.

Return the Enclosed Exhibitor Application
Contract TODAY! Prime spaces sell out quickly!