

Presenting...

# The 2009 NGFA Trade Show!!



## If you're a...

- supplier
- grain handling/feed milling equipment manufacturer or service provider
- broker
- trader
- information service provider
- e-commerce company
- feed ingredient supplier
- insurance provider
- buyer
- financial specialist
- marketing consultant
- banker
- grain testing equipment manufacturer
- railroad, rail car lessor or barge line operator
- computer hardware, software or service provider
- trade press

**NGFA's Country Elevator /  
Feed Industry  
Conference and Trade Show  
Dec. 6-8, 2009, Kansas City, Mo.**

or someone else who provides products and services to the grain, feed and processing industry, this is the one show you need to attend!



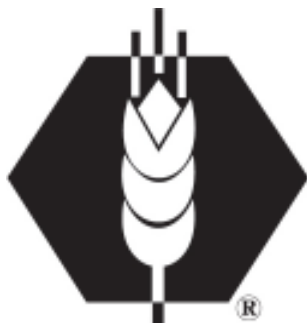
## Special NGFA Show Functions

- **Two Receptions in Trade Show Area!**
- **Walkaround Continental Breakfast on Monday**
- **Trade Show Open During Monday Lunch -- No Luncheon Program Speaker!**
- **Compressed Sunday schedule to optimize time and traffic.**



## Who Will Be There?

This is the single largest gathering of the year of country elevator and feed manufacturer personnel -- a crowd of around 650 is expected! You can't afford to miss this opportunity to showcase to these decision-makers your products/services that help them operate their businesses more efficiently, more profitably and more effectively.



## Why Should I Exhibit?

1. More than 500 country elevator and feed mill managers and their key employees typically attend the Country Elevator / Feed Industry Conference. They are the decision-makers at their companies – the ones who decide which products and services to buy.
2. Booth space is limited – only 81 are available – to maximize traffic and attention to each exhibitor. This setting provides an ideal climate for making contacts and generating leads.
3. The compressed Sunday schedule will optimize your time and traffic. Meal functions in the show area include two receptions, a walkaround continental breakfast, and a buffet lunch on Monday.
4. The Trade Show is closed during program sessions. That encourages more traffic during the hours when the show is open and allows exhibitors to sit in on the outstanding business sessions to learn first hand about developments that will affect these key segments of your customer base.
5. Nowhere else will you have access to a more targeted group of sales prospects at such a reasonable price.

### Trade Show Schedule

The show will operate only during those periods when the conference is not in session, allowing exhibitors to attend the program and maximizing attendee participation during trade show hours.

#### SUNDAY, DEC. 6, 2009

- Noon - 4 p.m.: Exhibitor Move-In
- 4 - 7 p.m.: Trade Show Open
- 5:30 - 7 p.m.: Welcome Reception in Trade Show

#### MONDAY, DEC. 7, 2009

- 6:30 - 8 a.m.: Trade Show Open (Continental breakfast in Trade Show)
- 8:15 a.m. - Noon: Country Elevator / Feed Industry Conference Program
- Noon - 2 p.m.: Trade Show Open (Buffet Luncheon in Trade Show)
- 2 - 5:30 p.m. Country Elevator / Feed Industry Conference Program
- 5:30 - 7 p.m.: Trade Show Open
- 6 - 7 p.m.: Reception in Trade Show Area
- 7 - 10 p.m.: Exhibit Breakdown

#### TUESDAY, DEC. 8, 2009

- 8 - 11:30 a.m.: Country Elevator / Feed Industry Conference Program

## What Else Can I Expect?

Exhibitors receive one complimentary registration to the Country Elevator / Feed Industry Conference per booth rental. The complimentary registration includes admittance to the conference, as well as all meal functions and receptions. Additional booth workers can register for the meeting separately, or for Trade Show meal functions only (see sign-up on Application Form).

## How Do I Sign Up?

All Trade Show booth space is allocated on a first-come, first-served basis. The quicker you complete and return the attached Application Form and Agreement with your preferences for booth location, the better chance you have of securing that prime spot. **No space will be held until the signed Application Form and Agreement is received.**

Mark your first, second and third choices for booth location, add your staff's names to the list of those working the show, put down any special placement requests, check your preferred payment method and return by mail; via fax (202-289-5388); or by e-mail to Todd Kemp at [tkemp@ngfa.org](mailto:tkemp@ngfa.org).

## Exhibitor Information

**SET UP AND REMOVAL:** The Trade Show exhibit area will be available for move-in on Sunday, Dec. 6 from noon to 4 p.m. The show begins at 4 p.m. on Sunday, Dec. 6. Displays are not to be disassembled before 7 p.m. on Monday, Dec. 8, but should be removed by 10 p.m. that evening.

**LOCATION AND TABLE NUMBER:** Exhibits will be located in Crown Center Exhibit Hall A just off the lobby of the Hyatt Regency Crown Center. Space will be assigned on a first-come, first-served basis. Specify your space choices on the enclosed Application Form.

**EQUIPMENT/ELECTRICITY/FREIGHT:** Each exhibitor will be provided with:

- one 8-foot x 10-foot booth, pipe and drape
- one 8-foot skirted table
- two chairs
- one waste basket
- a standard sign with company name and booth number

Additional furnishings and equipment are available from the NGFA's official contractor, the *George Fern Co.* An exhibitor service kit, including **rental pricing, freight rates and additional services**, is available online to all registered exhibitors. (*Aisles are to be kept clear. All display items must fit within the booth(s) assigned to that exhibitor.*)

**[Note:** All electrical and communications services are to be arranged directly between exhibitors and the *George Fern Co.* Questions about exhibitor information? Call Mike Lisec at George Fern Co. at (800) 959-0743 or e-mail [mikel@georgefern.com](mailto:mikel@georgefern.com).]

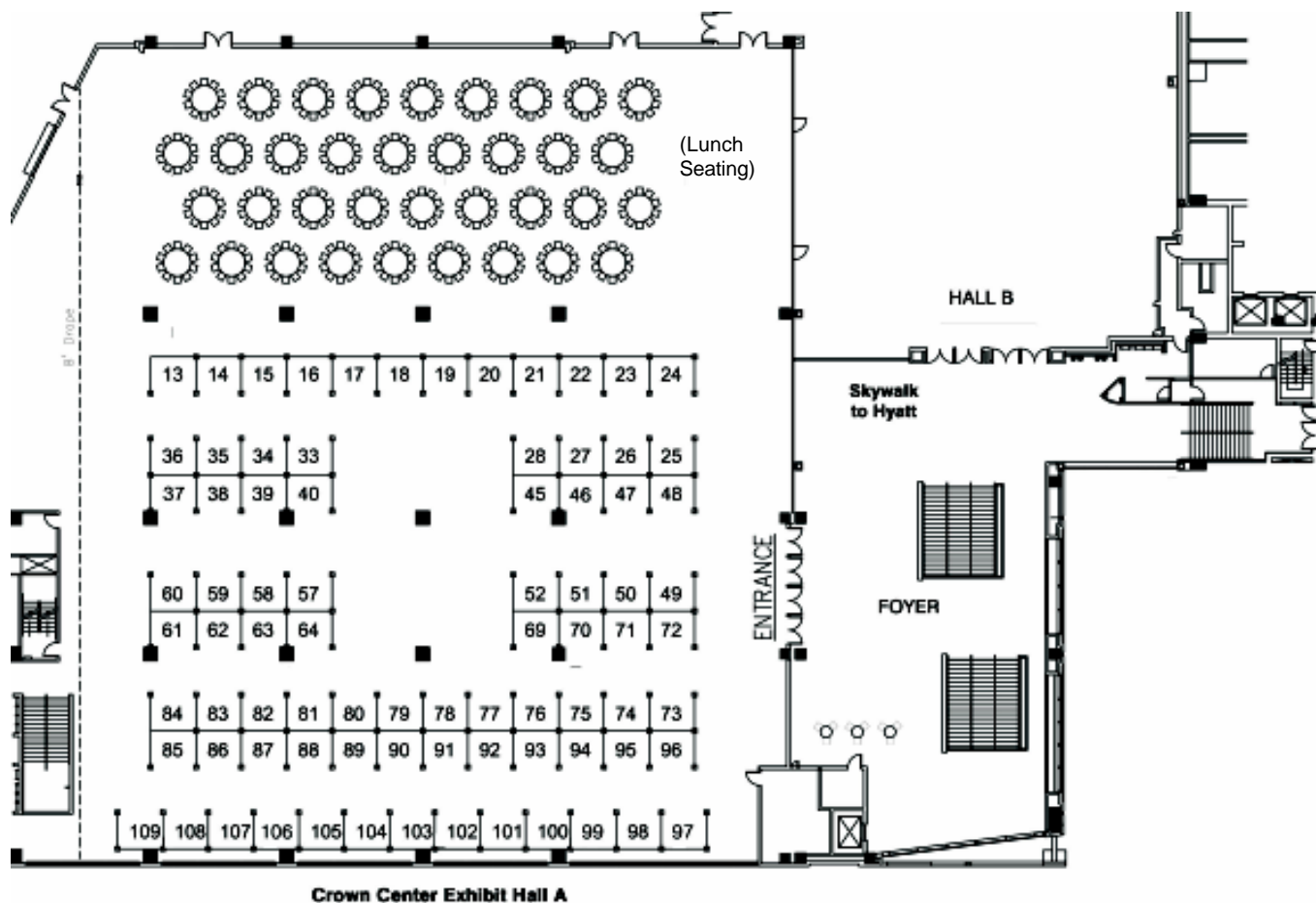
**SECURITY:** Doors to the exhibit hall will be locked at night. However, each exhibitor is responsible for the security of exhibit displays, material and equipment. In particular, do not leave valuables, such as laptop computers, unattended.

## Publicity and Announcements

- **Power Point Show!!** Exhibitors will be invited to submit a powerpoint “screen” containing their logo or other information. Exhibitors’ screens will be displayed in the conference sessions during program breaks, resulting in added exposure to conference participants. Just e-mail your logo to Todd Kemp at tkemp@ngfa.org.
- **An Exhibitor Program** containing a brief description of each exhibiting company and its products, services, contacts, address and phone numbers will be distributed to all meeting attendees. *(Company descriptions are based upon the information exhibitors provide at the bottom of the trade show application.)*
- **Trade Show Reminders** will be sent to all conference registrants in their confirmation letters.
- **A Pre-Registration List of Attendees and Exhibitors** will be sent to each exhibitor prior to the conference to allow you time to familiarize yourself with attendees and schedule appointments with key clients or prospects in advance. Exhibitors are encouraged to publicize their presence at the show in advance by dropping conference participants a postcard or other communications.
- **Meeting Sponsorships** are available to further elevate your company's profile. For information, contact Todd Kemp at the NGFA at (202) 289-0873 or e-mail tkemp@ngfa.org.
- **Hotel Reservations** Call the Hyatt Regency Crown Center at (816) 421-1234 or Hyatt central reservations at (800) 233-1234 and identify with the NGFA to obtain the special room rate of \$129 single/double per night. Reservation deadline is Nov. 5. Thereafter, rooms are available on a space and rate available basis.

## NGFA Trade Show Floor Plan

(List your preferred booth number on the attached application form. First come, first served!)



## SECURITY AND LIABILITY

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the National Grain and Feed Association and the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

## 2008 Exhibitors

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- 4B Components Ltd.
- Adams Building Contractors Inc.
- Advance Trading Inc.
- AgriCharts
- Agri-Systems
- AgTrax Technologies
- AgVantage Software Inc.
- AgVision Software for Agribusiness
- Argonics/Blue Ox Polyurethane
- BOK Financial Corp.
- Brock Grain Systems  
A Div. of CTB Inc.
- Central Life Sciences
- Chief Agri/Industrial Division
- CME Group
- Commerce Bank N.A.
- Commodity Update
- The Country Grain Elevator Historical Society
- Country Hedging Inc.
- CPM Beta Raven
- Crowe Horwath LLP
- C-TEC Inc.
- Douglas Products
- Drake Inc.
- DTN
- eGrain, Inc.
- Elevator Services & Storage Inc.
- E-Markets Inc.
- EnviroLogix Inc.
- The Essmueller Co.
- Fall Protection Systems Inc.
- FDA-Center for Veterinary Medicine
- Feed & Grain Magazine
- Feed Management
- Frisbie Construction Co. Inc.
- GEAPS
- Geosys Inc.
- GIPSA FGIS
- Grain Journal
- Grossman & Associates
- GSF/Dickey-john
- GSI
- Hoffmann Inc.
- Integra Plastics Inc.
- Interactive Data - eSignal Division
- Interstates Cos.
- InterSystems
- John Deere Agri Services
- Johnson System Inc.
- Laidig Systems Inc.
- Macon General Contractors
- Maljohn Company Ltd.
- Matthiesen Equipment Co.
- Maxi-Lift Inc.
- McCormick Inc.
- McPherson Concrete Storage Systems Inc.
- Midwest Paint Service Inc.
- Monsanto
- MSI GuaranteedWeather LLC
- Nationwide Agribusiness
- Novecta
- OPIsystems Inc.
- Perten Instruments
- PMI of Iowa LLC
- Premier Components Inc.
- QUALISOY
- Rabo Agri Finance
- Raven Industries Inc.
- RBH Mill and Elevator Supply
- Regulatory Consultants Inc.
- Rich Connell AGRI-SEARCH Inc.
- Rolfes@Boone
- Romer Labs Inc.
- RSM McGladrey FPO
- Safe Grain/Maxi-Tronic Inc.
- Summit Software Inc.
- TAPCO Inc.
- Tarps Manufacturing Inc.
- Technova/QT Information Systems
- Todd & Sargent Inc.
- Trackmobile Inc.
- TRADEPAQ TRM LLC
- TSGC Inc. (dba Tri-States Grain Conditioning Inc.)
- Union Iron Works
- USDA/National Agricultural Statistics Service
- Vertical Software Inc.
- WEM Automation
- Worens Group/Agri Tronix/Grain Watch



**National Grain and Feed Association**  
1250 Eye St., N.W., Suite 1003  
Washington, D.C. 20005-3922

**TIME SENSITIVE**

# Exhibitor Application Form and Agreement

## NGFA Trade Show

Dec. 6-7, 2009, Hyatt Regency Crown Center, Kansas City, Mo.

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

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

**Liability Waiver:** By signing this Agreement, the exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt (HYATT REGENCY CROWN CENTER), its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt (HYATT REGENCY CROWN CENTER), its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person, or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

**Signature of Responsible Corporate Official (by signing, you agree to the terms and conditions specified on this form and the accompanying flyer):** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Individual Exhibitors' Names** *(The first exhibitor listed below will receive a complimentary registration to the Country Elevator/Feed Industry Conference. If additional meeting registrations are desired, or if exhibitor names change prior to trade show, please call Faith Silvers at (202) 289-0873 or email fsilvers@ngfa.org.)*

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_  
*(Comp. Registration) (Additional booth workers will be billed at cost (\$200) for Trade Show meal functions or may register separately for conference program.)*

**Requested Booth Number:** *(Select from page 3)* First Choice \_\_\_\_\_ Second Choice \_\_\_\_\_ Third Choice \_\_\_\_\_

List those companies you do **NOT** wish to be located adjacent to:

*Requests honored when possible on first-come/first-served basis.* \_\_\_\_\_

**Cancellation policy:** by Nov. 20, \$50 processing fee. After Nov. 20, no refund.

**PAYMENT:** (Each booth includes ONE complimentary registration to Country Elevator / Feed Industry Conference.)

NGFA MEMBER EXHIBITORS:	NON-NGFA MEMBER EXHIBITORS:
<input type="checkbox"/> Exhibitor Fee: \$825	<input type="checkbox"/> Exhibitor Fee: \$1,825
	<input type="checkbox"/> Exhibitor Fee <u>AND</u> Associate Membership in NGFA (one booth at the member rate): \$1,425 <i>*Please submit with membership application (available upon request).</i>

PAYMENT OPTIONS:	
<b>CREDIT CARD</b> <input type="checkbox"/> American Express <input type="checkbox"/> Master Card <input type="checkbox"/> Visa Account Number _____ Expiration Date _____ Print Name of Cardholder _____ Signature _____ Zip Code of Billing Address for Verification _____	<input type="checkbox"/> CHECK ENCLOSED \$ _____ (Make check payable to: National Grain and Feed Association) <input type="checkbox"/> BILL ME (Members Only)
<b>Required Information:</b> <i>Please provide a brief description of your company and the products, services or equipment to be displayed. The description you provide may be used in NGFA promotions and announcements regarding the Trade Show prior to the event, and will be published in the Trade Show Program.</i>	

Description of company, products and services to be exhibited: \_\_\_\_\_