

2017 KENTUCKY FARM BUREAU BEEF EXPO TRADE SHOW

Coordinator: John McDonald
2202 Camargo Road
Mt. Sterling, KY 40353
Phone: (859)-404-1406
Email: johnk.mcdonald@ky.gov

Dear Trade Show Exhibitor,

The 2017 Kentucky Beef Expo is scheduled for March 2nd thru 5th. The Expo is held in the west wing of the Kentucky Fair and Exposition Center in Louisville, Kentucky. The past several years have been very successful, with a large turnout 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.

As in the past, all 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 (page 2) 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. After January 15, 2017, my email address may change. If email is undeliverable, please use brian.bailey@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.

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

Sincerely,
John McDonald

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EXHIBITOR INFORMATION, RULES, AND GUIDELINES

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 \$125, (120 volts 20 amps). The next service is \$150, (120 volts 30 amps). Make checks payable to KY Beef Expo Trade Show.

SHOW INFORMATION: 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 3rd and 4th. However, you have the option, and it is recommended to open on Thursday, March 2nd to attract livestock exhibitors and other visitors present. Exhibitors have the option of remaining on Sunday March 5th. Exhibitors remaining on Sunday and requiring a fork-lift to load must stay to the conclusion of the Junior Show. Large equipment can be loaded out on Monday, 8a.m. to 11a.m.

BOOTH SETUP: Set-up will be scheduled for Thursday, March 2nd. Exhibitors with large equipment or trailers will be allowed to set up on Wednesday March 1st. 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 3rd. Forklifts are provided.

EXHIBITORS / EQUIPMENT LOAD-OUT: A KY Junior Show is scheduled for Saturday at 4:30 PM and open market animals are being weighed Saturday at 5PM. Load-out on Saturday is permitted. Equipment can be loaded out one hour after the conclusion of the KY Junior Show.

CONTRACT DEADLINE: Contracts are to be returned with payment no later than February 8, 2017. 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 Thursday March 2nd through Saturday the 4th.

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

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March 2nd – 5th, 2017
Kentucky Fair & Expo Center
Louisville, Kentucky

Exhibit Space Contract

Company Name: _____

Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Products Exhibited: _____

| <u>Booth Size</u> | <u>Price</u> | <u>Booth Size</u> | <u>Price</u> |
|-------------------|--------------|---|--------------|
| 10' x 10' | \$470 | 20' x 20' | \$750 |
| 10' x 20' | \$570 | 20' x 30' | \$850 |
| 10' x 30' | \$675 | 30' x 30' | \$900 |
| 10' x 40' | \$725 | *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 \$125, (Payment to be collected at show)

Each vendor will be allocated up to 1 vehicle pass. 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 8, 2017.** 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
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