

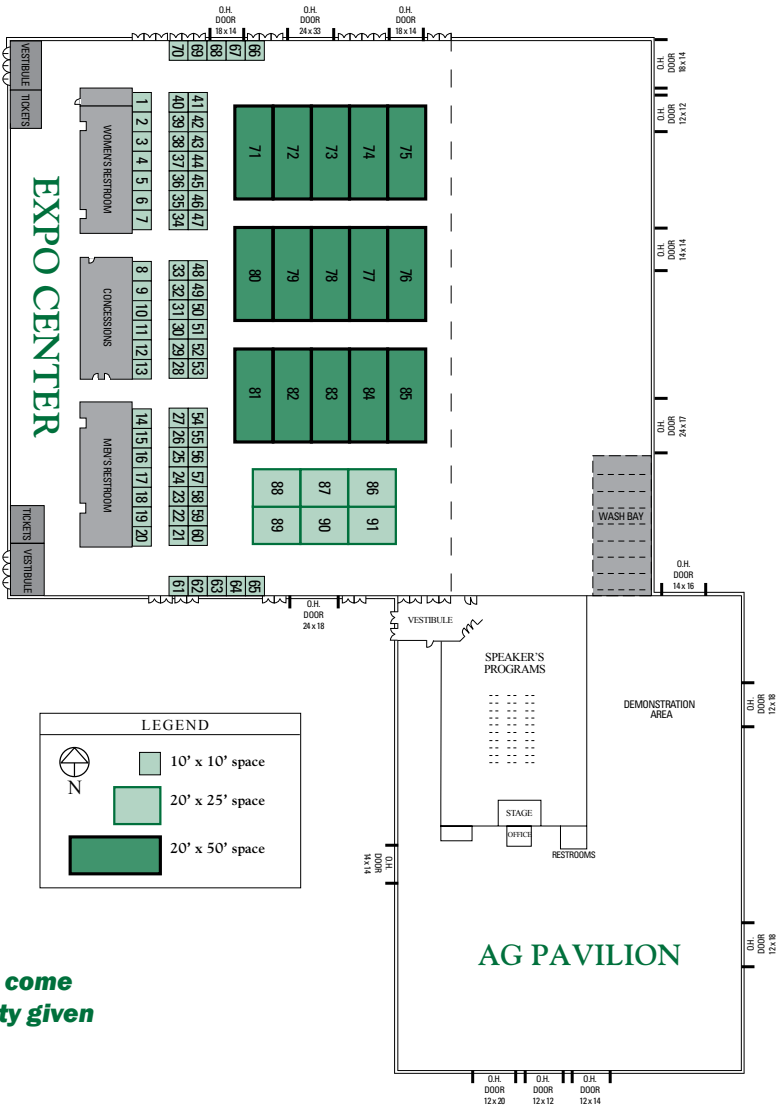


BOOTH LAYOUT

MID-AMERICA ALFALFA EXPO

FEBRUARY 1ST & 2ND, 2011 – BUFFALO COUNTY FAIRGROUNDS, KEARNEY, NEBRASKA

Auction of Exhibitor Donated Items – February 1ST



Booth spaces filled on a first come first served basis, with priority given to last year's participants.





SPONSORSHIP PACKAGES

FEBRUARY 1ST & 2ND, 2011 – BUFFALO COUNTY FAIRGROUNDS, KEARNEY, NEBRASKA

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Auction of Exhibitor Donated Items – February 1ST

SPONSORSHIP PACKAGES* (please indicate your selection on the contract)

- **Platinum Sponsorship** (Minimum \$5,000 contribution)
 - Display Ad in Show Magazine
 - Direct Link on Expo Website
 - Major Sponsor Recognition in Pre-Show Advertising
 - Major Sponsor Recognition in Show Magazine
 - Major Sponsor Recognition via Signage at Expo
 - One Year Ad in N.A.M.A. Monthly Newsletter
 - List of Show Attendees
 - 20'x50' Exhibit Space Fees Waived

- **Gold Sponsorship** (Minimum \$2,000 contribution)
 - Display Ad in Show Magazine
 - Direct Link on Expo Website
 - Major Sponsor Recognition in Pre-Show Advertising
 - Major Sponsor recognition in Show Magazine

- **Silver Sponsorship** (Minimum \$1,000 contribution)
 - Display Ad in Show Magazine
 - Direct Link on Expo Website
 - Major Sponsor Recognition in Pre-Show Advertising

- **Bronze Sponsorship** (Minimum \$500 contribution)
 - Display Ad in Show Magazine
 - Direct Link on Expo Website

- **Additional Major Sponsor Opportunities**
 - Exclusive naming and host rights for the Welcoming Reception
 - Expo major sponsor naming rights
 - Member banquet sponsorship

* Sponsorship package value can be met by any combination of cash and auction item



QUICK FACTS

MID-AMERICA ALFALFA EXPO

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Auction of Exhibitor Donated Items – February 1ST

GENERAL INFORMATION

Dates	<p>February 1, 2011 8:30 - 4:30 Auction Begins at 4:30</p> <p>February 2, 2011 8:30 - 4:30</p>
Location	<p>Buffalo County Fairgrounds 3807 Ave N • Kearney Nebraska 68848 308-236-1201 Mr. Dave Roseberry buffalo@fair.kearney.net</p>
Speial Rate Hotels	<p>Hampton Inn 308-234-3400 \$79.95 + tax</p> <p>Wingate Inn 308-237-4400 \$79.95 + tax</p>

EXPO INFORMATION

Exhibit & Sponsorship Info.	<p>Nebraska Alfalfa Marketing Association Barb Kinnan, Executive Director 41955 Road 759 Cozad, NE 69130 www.nebraska-alfalfa.com www.alfalfaexpo.com</p>
Expo Decorator	<p>AAA Party & Event Rentals Lincoln, NE 402-467-4151 - Becky Table/Skirt Rentals</p>

VENUE INFORMATION

Exhibit Building	51,600 sq ft of heated indoor exhibit space Overhead doors upto 24' w x 18' h
**New Feature	Heated, indoor wash bay
Loading & Unloading	Loading & unloading will be available 8am through 5pm January 31st Contact Expo Coordinator for details.
Permits	Exhibitors that demo equipment requiring permits should comply with any applicable state law. Contact the Nebraska Motor Vehicle Industry Licensing Board at: PO Box 94697 Lincoln, NE 68509 402-471-2149



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Auction of Exhibitor Donated Items – February 1ST

EXHIBIT FEES AND SPONSORSHIP PACKAGES *

Type	Booth Location Preference	Price Before 9/30/10	Price After 10/1/10	Total
• Display Booth (10' x 10')	_____	\$ 395	\$ 435	\$ _____
• Double Display Booth (10' x 20')	_____	\$ 600	\$ 650	\$ _____
• Machinery Exhibit (20' x 25')	_____	\$ 725	\$ 798	\$ _____
• Large Machinery Exhibit* (20' x 50')	_____	\$1,325	\$1,458	\$ _____

Auction Donation Information

Item: _____

Description: _____

Estimated retail value: \$ _____ or Cash Contribution: \$ _____

*(*See Sponsorship Package Sheet. Sponsorship packages can be any combination of cash and/or auction item value)*

Sponsorship level: _____ **Total Fees & Contributions \$** _____

COMPANY NAME _____

Address _____ Website _____

City _____ State _____ Zip _____ e-mail _____

Phone _____ Cell Phone _____ Fax _____

Contact Person(s) _____

Exhibit Fee Payment Terms

We agree to occupy and pay for the above exhibit space. **We understand that the contract is not valid without the required deposit. A deposit of at least 50% of the total booth fees should be returned with this contract and should be received no later than September 30, 2010 in order to lock in the discounted pricing. Contracts received after September 30, 2010 will be charged the October 1, 2010 rate.** The balance is due in full on or before January 1, 2011. Make checks payable to **Nebraska Alfalfa Marketing Assn. or N.A.M.A.** and send it along with this contract and a copy of your insurance certificate to the address below. **No Exhibit will be allowed to set up unless paid in full.**

Show Management will provide an 8' backdrop, 30" side curtains and one (1) 7"x44" block sign. **Tables and chairs will not be provided and must be ordered through Expo Decorator.** Machinery booths do not include side curtains or backdrops.

Signature of authorized exhibitor

Date

For Office Use Only

Received _____ Check # _____ Inv _____ Booth # _____ Web Posting _____ Confirmation _____