

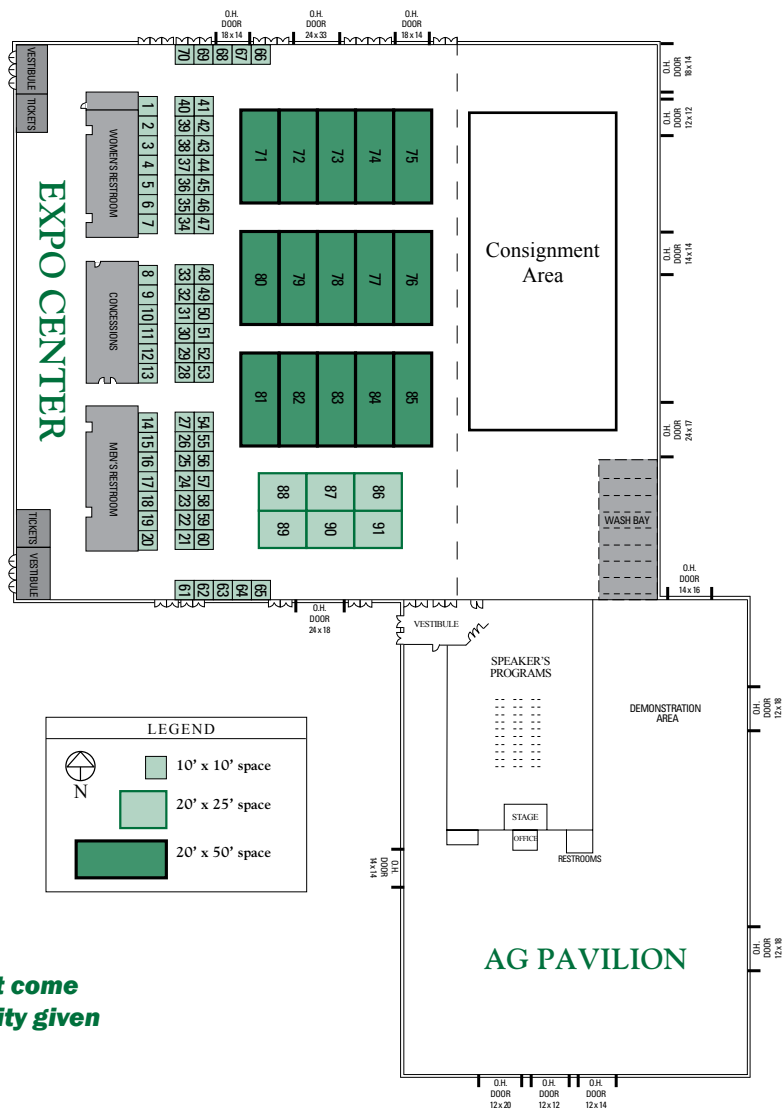


BOOTH LAYOUT

MID-AMERICA ALFALFA EXPO & CONFERENCE

FEBRUARY 7TH & 8TH, 2012 — BUFFALO COUNTY FAIRGROUNDS - KEARNEY, NEBRASKA

Auction of Exhibitor Donated Items — February 7TH



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





SPONSORSHIP PACKAGES

MID-AMERICA ALFALFA EXPO & CONFERENCE

FEBRUARY 7TH & 8TH, 2012 — BUFFALO COUNTY FAIRGROUNDS - KEARNEY, NEBRASKA

Auction of Exhibitor Donated Items — February 7TH

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
 - Logo & Link in N.A.M.A. Newsletter
 - List of Show Attendees
 - 20'x50' Exhibit Space Fees Waived
 - 30 Admission Ticket to give away

- **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
 - 20 Admission Ticket to give away

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

- **Bronze Sponsorship** (Minimum \$500 contribution)
 - Display Ad in Show Magazine
 - Direct Link on Expo Website
 - 5 Admission Ticket to give away

- **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 & CONFERENCE

FEBRUARY 7TH & 8TH, 2012 — BUFFALO COUNTY FAIRGROUNDS - KEARNEY, NEBRASKA

Auction of Exhibitor Donated Items — February 7TH

GENERAL INFORMATION

Dates **February 7 , 2012**
 9:30 - 4:30
 Auction Begins at 4:30
February 8 , 2012
 8:30 - 4:30

Location **Buffalo County Fairgrounds**
 3807 Ave N • Kearney Nebraska 68848
 308-236-1201
 Mr. Dave Roseberry
 buffalo@fair.kearney.net

Speial Rate Hotels **Hampton Inn**
 308-234-3400
 \$79.95 + tax
Wingate Inn
 308-237-4400
 \$79.95 + tax

EXPO INFORMATION

Exhibit & Sponsorship Info. **Nebraska Alfalfa Marketing Association**
Barb Kinnan, Executive Director
 41955 Road 759
 Cozad, NE 69130
 www.nebraska-alfalfa.com
 www.alfalfaexpo.com

Expo Decorator **AAA Party & Event Rentals**
 Lincoln, NE
 402-467-4151 - Becky
 Table/Skirt Rentals

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 February 6th
 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



EXHIBIT FEES AND SPONSORSHIP PACKAGES *

Type	Booth Location Preference	Price Before 10/30/11	Price On or After 11/01/11	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 October 30, 2011 in order to lock in the discounted pricing. Contracts received after October 30, 2011 will be charged the higher rate.** The balance is due in full on or before January 1, 2012. 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 to display booths. Machinery booths do not include side curtains or backdrops. **Tables and chairs will not be provided and must be ordered through Expo Decorator or bring your own.**

Signature of authorized exhibitor

Date

For Office Use Only

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