

10<sup>th</sup> International Conference on

# Precision Agriculture

JULY 18-21, 2010 • Hyatt Regency Tech Center  
Denver Colorado USA

## 10th International Conference on Precision Agriculture

Hyatt Regency Tech Center  
Denver, Colorado

### Who Attends

- Scientists
- Producers
- Technology Equipment Representatives
- Input Dealers
- Agronomic Consultants
- Software Developers
- Educators
- Government Personnel
- Policy Makers

### Exhibitor Benefits

- The opportunity to meet face-to-face with hundreds of leading growers and consultants
- A program designed with the Exhibitor in mind to ensure plenty of time for networking
- One full conference registration with each booth space purchased

### Exhibit Sales Contact

Harold Reetz

Foundation for Agronomic  
Research

Phone: (217) 762-2074

E-mail: hreetz@ipni.net

# Why Should You Exhibit at the 10<sup>th</sup> International Conference on Precision Agriculture?

Welcome to the 10th International Conference on Precision Agriculture (ICPA). It will be held at the Hyatt Regency Tech Center in Denver, Colorado, USA from July 18th to July 21st, 2010.

It is an honor and a matter of pride for Denver, the mile high city, to once again host the ICPA Conference in its technological hub the Denver Tech Center.

The 10<sup>th</sup> International Conference on Precision Agriculture is envisaged to be the largest ever; with more than 500 attendees from all over the United States and 40 countries.

*Reserve your space today and start growing relationships that will yield positive results for your company tomorrow and in the future.*

**Display Pricing:** \$1000 per 8' x 10' booth

### Display Space Features:

Each booth will come furnished with the following:

- 8' high background drape
- 3' high side divider drape
- One Exhibitor Identification Sign
- One 6' draped table
- Basic Electrical Service
- Two folding chairs
- Wireless internet
- One wastebasket

Also included in the Exhibitor pricing is one full conference registration, which includes all scheduled conference meals, access to all regular conference sessions, and a copy of the Conference proceedings.

### Exhibit Hall Hours (times subject to change):

#### Monday, July 19th, 2010

9:30 am - 10:00 am  
12:00 pm - 1:00 pm  
3:00 pm - 3:30 pm  
5:00 pm - 6:00 pm

#### Tuesday, July 20th, 2010

9:30 am - 10:00 am  
12:00 pm - 1:30 pm  
2:30 pm - 3:00 pm  
5:00 pm - 6:00 pm

#### Wednesday, July 21st, 2010

9:30 am - 10:00 am

**Exhibitor Move In:** Sunday, July 18th, 2010; 6:00 pm – 11:00 pm

**Exhibitor Move Out:** Wednesday, July 21st, 2010; 10:00 am – 2:00 pm

[www.icpaonline.org](http://www.icpaonline.org)

# Application/Contract for Exhibit Space

## Exhibitor Information

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Contact Name\* \_\_\_\_\_

Company Website \_\_\_\_\_

*\*Contact person will receive all correspondence (invoice, contract, exhibitor kit, etc.) relating to the event.*

Please list my company in any show listings exactly as \_\_\_\_\_

We prefer NOT to be located near the following companies \_\_\_\_\_

Would you be interested in further information on sponsorship opportunities at the show?  Yes  No

## Booth Selection

First Choice \_\_\_\_\_

Second Choice \_\_\_\_\_

Third Choice \_\_\_\_\_

## Cancellation Policy

Show management must review written notice of exhibit space cancellation (e-mails, voice mails NOT accepted). There is a \$50 processing fee for all cancellations received before June 18th, 2010. NO refunds after June 18th, 2010 or for no-shows.

## Exhibit Rates & Payment Information

**Rate:** \$1000 (per 8' x 10' booth space)

**Payment Information:** Payment in full is due with completed application/contract. Make checks payable to: Foundation for Agronomic Research. Credit card payments accepted, please complete attached form.

*Please complete application and payment forms and return to:*

**Harold Reetz**  
**Foundation for Agronomic Research**  
**107 S. State Street, Suite 300**  
**Monticello, IL 61856**

Fax: (217) 762-8655 • E-mail: hreetz@ipni.net • Web Site: www.icpaonline.org

## Signature Required

**IMPORTANT:** We have read, understand and agree to the provisions of all clauses, fees, and regulations on this application/contract. We further agree to abide by the terms and conditions of this contract and by any further rules and regulations issued prior to and at the show.

Authorized Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

DO NOT WRITE BELOW THIS LINE

Application Received \_\_\_\_\_ Space Assigned \_\_\_\_\_ Total # of Booths \_\_\_\_\_

# EXHIBIT TERMS AND CONDITIONS

## GENERAL RULES

Each company participating at the show must return all copies of the contract, properly executed by an authorized company representative. Contracts must be received with appropriate payment in order to reserve space.

Every effort will be made to respect exhibitor's space requirements whenever possible. However, the 2010 International Conference on Precision Agriculture (from here on referred to as Show Management) reserves the right to rearrange the floor plan or to relocate exhibits when such action is deemed to be in the best interest of the total exhibit.

## USE OF SPACE

No exhibitors shall assign, sublet, or share the space allotted them without the knowledge and written consent of Show Management. Exhibitions must display or advertise only goods manufactured or dealt in by them on the regular course of business. Only firms or organizations assigned exhibit space may solicit business within the exhibit area. Booths or display structures must be self-supporting, and not anchored to walls or floors. Displays and booth structures must not extend into the aisle in such a way as to obstruct traffic. Exhibits must comply with standard booth design regulations and not impair visibility of adjacent booths. Display material exposing an unfinished surface to neighboring booths is not permitted and must be finished at the exhibitor's expense. Demonstrations must be located such that crowds collected will be within the exhibitor's space and not blocking an aisle or neighboring exhibits. No "endcapping" of booths is permitted.

The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein exhibit is held. All hazardous items must be properly safeguarded, protected, registered and/or avoided as deemed necessary by Show Management.

Show Management reserves the right to restrict exhibits which are objectionable because of noise, method of operation, materials or for any other reason; and also to prohibit or to evict for any reason with or without giving cause, any exhibit which in the opinion of the management may detract from the general character of the exhibit as a whole. In the event of such restriction or eviction, Show Management shall not be liable for any refunds or other exhibit expenses.

## LIABILITY/INDEMNITY/INSURANCE REQUIREMENTS

The Exhibitor hereby agrees to indemnify and hold harmless Show Management, the Foundation for Agronomic Research, Colorado State University, Hyatt Regency Tech Center, its affiliates, officers, directors, employees or agents, for any injury, loss or damage, expense actions, claims and damages, including, without limitation, reasonable attorney's fees, arising out of or caused by the Exhibitor's installation, construction, removal or maintenance of its exhibit, the Exhibitor's occupancy of use of the Exhibition premises or any part thereof or as otherwise caused by the Exhibitor, its agents, representatives, invitees or guests. The exhibitor agrees to waive all rights of subrogation against Show Management, its officers, directors and employees. The exhibitor agrees to pay promptly for any and all damage to the exhibition building or its equipment incurred through carelessness or otherwise caused by exhibitor, his employees, agents or representatives.

Show Management cannot be responsible for exhibitor's merchandise display. Exhibitors are therefore required to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Show Management does not insure against competitive firms from becoming neighboring exhibitors; nor is it responsible for errors or omissions in the Show Program or Exhibitor List.

All Exhibitors shall obtain, at its own expense, adequate insurance, but in no event less than \$1 million of comprehensive general liability insurance from an "A" rated carrier, including the so-called "broad form endorsement". Such insurance shall name Foundation for Agronomic Research, d.b.a International Conference on Precision Agriculture, and its officers, directors, and employees as additional insureds. The Exhibitor shall furnish a certificate of insurance to Foundation for Agronomic Research by June 18th, 2010.

## CANCELLATION OR TERMINATION OF THE INTERNATIONAL CONFERENCE ON PRECISION AGRICULTURE

In case Show Management shall for any reason determine to cancel or terminate the exposition, the exhibitor waives all claims against Show Management for damages or expenses and agrees to accept, in complete satisfaction and discharge of all claims against Show Management, a refund of all amounts paid by the exhibitor to Show Management in accordance with this agreement.

## PAYMENT

Payment for the total cost of booth space is required with this application.

## INSTALLATION AND DISMANTLING OF EXHIBITS

One day is provided for the installation of display materials in the exhibit area at the show site: July 18th, 2010, starting at 6:00 pm. Exhibitors must be completely set up and ready for viewing at 10:00 am on July 19th, 2010. Move-out will begin on July 21st, 2010 at 10:00 am. NO DISMANTLING WILL BE PERMITTED BEFORE CLOSING TIME. Companies disregarding this regulation might be subject to being denied booth space for future shows. Special installation options are available please contact Show Management for additional details.

It is explicitly agreed by the exhibitor that in the event the exhibitor fails to install displays or products in the assigned exhibit space or fails to pay the space rental in full at the time specified by this contract, exhibit management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. All exhibitor materials must be removed from the hall no later than 2:00 pm July 21st, 2010 or Show Management at the exhibitor's expense will remove them.

## EXHIBIT PERSONNEL

Each exhibitor is provided one official conference registration per 8' x 10' booth reserved. All staff affiliated with exhibits must be registered and must be bona fide employees of the exhibitor or representatives who receive commission, brokerage or salary from the exhibitor.

## CANCELLATION

In the event of cancellation by an exhibitor, Show Management shall assess a cancellation fee covering the reassignment of space, prior service performed and other damages related to cancellation as follows: BEFORE 5:00 pm June 18th, 2010 - \$50 processing fee. AFTER 5:00 pm June 18th, 2010, no refunds.

Show Management must receive written notification of the cancellation by registered or certified mail. E-mail messages will not be accepted as a cancellation. Registered postmark of cancellation notice will determine date for purposes of compliance with refund schedule. In the event of either full or partial cancellation of space by an exhibitor, Show Management reserves the right to reassign cancelled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the cancelling exhibitor of the obligation to pay the cancellation assessment.

## MANAGEMENT RIGHTS

Show Management reserves the right to interpret, amend and enforce these regulations, as it deems proper to assure the success of the exposition.

# Exhibit Space Payment Form

## Exhibitor Information

Note: If same as listed on the Application/Contract for Exhibit Space form, please check here

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Contact Name\* \_\_\_\_\_

## Payment Information

Check enclosed. Check number: \_\_\_\_\_ *Note: Checks must be drawn on a US Bank in US Funds.*

Send invoice

Bill my:  Visa  Mastercard  American Express  Discover

CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_ V-CODE \_\_\_\_\_ (3 or 4 digit verification code on card)

Signature \_\_\_\_\_

Name on Card (please print) \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Total Amount to be charged \_\_\_\_\_

# Exhibitor Registration

## Complimentary Exhibitor Registration

*The following registration information is for the complimentary full registration included with the Booth rental.*

Contact \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_ Web Site \_\_\_\_\_

## Additional Attendee Registration

Full Conference Registration \$550     Single Day Registration \$350     July 19th     July 20th     July 21st    *Note: Prices are good through June 18th, 2010*

Contact \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_ Web Site \_\_\_\_\_

Full Conference Registration \$550     Single Day Registration \$350     July 19th     July 20th     July 21st    *Note: Prices are good through June 18th, 2010*

Contact \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_ Web Site \_\_\_\_\_

## Payment Information

Check enclosed. Check number: \_\_\_\_\_ *Note: Checks must be drawn on a US Bank in US Funds.*

**Make check in U.S. dollars, drawn on a U.S. Bank, payable to: Foundation for Agronomic Research**

**Mail to: Harold Reetz, Foundation for Agronomic Research, 107 S. State St., Suite 300, Monticello, IL 61856**

Bill my:     Visa     Mastercard     American Express     Discover

CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_ V-CODE \_\_\_\_\_ (3 or 4 digit verification code on card)

Signature \_\_\_\_\_

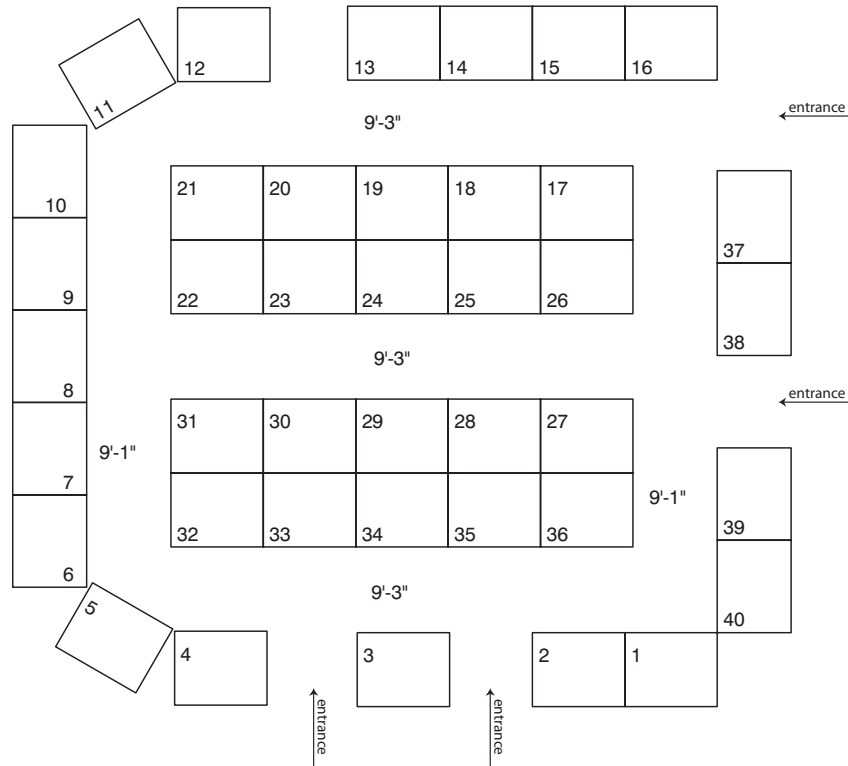
Name on Card (please print) \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Total Amount to be charged \_\_\_\_\_

**Please fax Exhibitor Contract/Registration along with credit card information to: Harold Reetz, (217) 762-8655**

# 2010 INTERNATIONAL CONFERENCE ON PRECISION AGRICULTURE EXHIBIT HALL LAYOUT



## Exhibit Hall Guidelines

- All exhibitors must confine their demonstrations and activities to the assigned exhibit space(s).
- Exhibitors are requested to keep noise to a minimum at all times. Sounds from recordings, videos, etc. are to be played at a level that does not annoy other exhibitors or participants.
- Exhibits should not exceed a height of 8 ft. If an exhibit component exceeds this limitation, Exhibit Management must approve the structure prior to the Conference.
- Exhibit materials may be brought into the exhibit hall via the loading dock.
- Exhibitors expecting to bring in large equipment must notify the Hyatt Regency Tech Center, Denver staff prior to the event for approval and to facilitate moving the equipment into the exhibit hall.
- Trucks may require spotting when moving into the loading dock area. Consult with the hotel staff before attempting to back into the loading dock.
- The doorway leading into the exhibit hall is the most limiting dimension for moving exhibit items into the facility.
- Extreme care should be exercised when moving equipment to and from the exhibit rooms to provide the greatest protection for floors, walls, and other areas of the hotel.
- Motorized vehicles are generally prohibited inside the hotel. If your exhibit requires a motorized vehicle or unit, please include complete specifications for the vehicle with your application for space.
- Schedules and other information regarding the 2010 International Conference on Precision Agriculture are available on the Internet at the following web site: <http://www.icpaonline.org>. New information about the Conference and related activities will be online as it becomes available.

Questions regarding any of the above terms and conditions should be directed to Harold Reetz, Foundation for Agronomic Research, (217) 762-2074.