



Scan for fillable form

CONTACT INFORMATION

**all show materials will be sent to this address*

Company Name (as you would like listed in Show Guide): _____
 Exhibitor Rep Contact: _____
 Phone: _____ Email: _____
 Exhibitor Rep Address:* _____
 City: _____ State: _____ Zip Code: _____

SPACE RENTAL

Indoor Booth

8ft table, 2 chairs, electricity, and internet provided

Size	Rate	x	Qty	Total
<input type="checkbox"/> 10'x10'	\$825	x	_____ =	_____
<input type="checkbox"/> 10'x15'	\$975	x	_____ =	_____

Outdoor Booth

Size	Rate	x	Qty	Total
<input type="checkbox"/> 50'x50'	\$825	x	_____ =	_____
<input type="checkbox"/> 25'x25'	\$725	x	_____ =	_____

Outdoor Booth w/Plot (30'x70')

Size	Rate	x	Qty	Total
<input type="checkbox"/> 15'x20'	\$925	x	_____ =	_____

Outdoor Booth Internet

<input type="checkbox"/> Internet	\$100	x	1 =	_____
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Exhibitors may erect a tent they own, or rent a tent from the sole tent supplier. For tent rental information, see enclosed form or go to theagroexpo.com. Seed for Plot due by April 8th. Ship to: Tim Duckert - North Central Research Station, 5605 N. Findlay Rd, St. Johns, MI 48879. No cash refunds will be issued. No refunds or credits if exhibitor cancels after June 3rd, 2025. All refunds will be applied as a credit to the next year's event.

Exhibit Set Up

Booths with Equipment

Thursday (8/7)

Friday (8/8)

Monday (8/11)

8:00 AM - 5:00 PM

All Other Outdoor and Indoor Booths

Monday (8/11)

8:00 AM - 5:00 PM

Exhibit Tear Down

All Booths

Wednesday (8/13)

3:10 PM - 5:00 PM

Thursday (8/14)

Friday (8/15)

8:00 AM - 5:00 PM

SHOW GUIDE ADVERTISING

Standard Advertising Rates

Ad Size (Full-color)	Dimensions (in.)	Rate
<input type="checkbox"/> Full page	7.25 x 9.75	\$1600
<input type="checkbox"/> 2/3 Page Vertical	4.75 x 9.75	\$1300
<input type="checkbox"/> 2/3 Page Horizontal	7.25 x 6.5	\$1300
<input type="checkbox"/> 1/2 Page Horizontal	7.25 x 4.75	\$1100
<input type="checkbox"/> 1/3 Page Vertical	2.25 x 9.75	\$890
<input type="checkbox"/> 1/3 Page Horizontal	4.75 x 4.75	\$890
<input type="checkbox"/> 1/6 Page Vertical	2.25 x 4.75	\$645
<input type="checkbox"/> 1/6 Page Horizontal	4.75 x 2.25	\$645

Premium Position Cover Advertising Rates

Ad Size (Full-color)	Bleed Dimensions (in.)	Rate
<input type="checkbox"/> Inside Front Cover	8.5 x 11	\$2700
<input type="checkbox"/> Inside Back Cover	8.5 x 11	\$2700
<input type="checkbox"/> Back Cover	8.5 x 11	\$3200

Other Show Guide Advertising

<input type="checkbox"/> Enhanced Listing with Logo	\$100
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The AgroExpo Show Guide will be distributed at the show, as well as inserted into the July 15 issue of Michigan Farm News.

Space reservation deadline is 5/28/2025. Ad materials due 05/30/2025.

Contact Jack Luna at jluna@michfb.com for questions about Show Guide advertising opportunities.

SPONSORSHIP OPPORTUNITIES

See our Sponsorship Opportunities page for more details.

Partner

Sponsorship Level	Rate
<input type="checkbox"/> Platinum	\$6600
<input type="checkbox"/> Gold	\$5600
<input type="checkbox"/> Silver	\$4600
<input type="checkbox"/> Bronze	\$2550

Supporting

Sponsorship Level	Rate
<input type="checkbox"/> Keynote Speaker	\$2500
<input type="checkbox"/> Table Top - Dining & Speaker Tent	\$750
<input type="checkbox"/> Transportation - Show Grounds	\$750
<input type="checkbox"/> Fence Banner	\$575
<input type="checkbox"/> Farm Safety Demo (limited availability)	\$750
<input type="checkbox"/> Indoor Floor Decal (36" x 36")	\$250
<input type="checkbox"/> Show Bags (limited availability)	\$5550
<input type="checkbox"/> Equipment Demo	\$225

PAYMENT INFORMATION

Make checks payable to AgroExpo. Amex is not accepted.

Send Invoice Charge Credit Card

Billing Contact: _____
 Phone: _____ Email: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____

CARD INFORMATION (if applicable)

Name on Card: _____
 Card Number: _____ Exp: _____ CVV: _____
 Signature: _____

INSURANCE COVERAGE

Exhibitors are required to submit a valid certificate of liability insurance of not less than \$1,000,000 per aggregate and \$1,000,000 for each occurrence. See Terms and Conditions.

NOTE

The AgroExpo reserves the right to determine whether an exhibit contributes to the purpose and objectives of the show. The lessor will attempt to provide lessee's desired space requirements, but reserves the right to assign space.

Booth Number: _____

INTERNAL USE ONLY

FINANCIAL SUMMARY

Space Rental = _____
 Internet = _____

Show Guide

Advertising = _____
 Enhanced Listing = _____
 Other = _____

Sponsorships

Partner = _____
 Supporting = _____
 Demonstration = _____

TOTAL = _____

RETURN FORM AND PAYMENT TO:

The AgroExpo
 3055 W. M-21
 St. Johns, MI 48879
 info@theagroexpo.com

Form due 3/3/2025.

Payment due 4/1/2025.

Late payments will be assessed a \$100 late fee after 5/1/2025.

Signature: _____

By (agent/title): _____

Date: _____

By signing, I acknowledge I have read and agree to the Terms & Conditions. Visit our Terms and Conditions for more information.

Sponsorship Opportunities Partner and Supporting



PLATINUM SPONSOR*

\$6,600

- **Choice of:** Booths – (2) 50' x 50' outdoor, (2) 25' x 25' outdoor, (2) 10' x 10' indoor **OR** Outdoor Plots – (2) 15' x 20' with 30' x 70' plot.
- One 18" x 24" corrugated sign for booth at AgroExpo recognizing you as a Platinum Sponsor.

Feature Article in Show Guide

- 1 page feature advertorial with one image. Sponsor must submit article, 500-800 words, or have one created by an AgroExpo communications consultant for an additional fee. *Content due May 20, 2025.*

Advertising

- Standard full page 4-color ad in the AgroExpo show guide inserted in the *Michigan Farm News* July issue reaching 30,000 Michigan Farmers. Official show guide will also be distributed at various locations around the state prior to the show and at the show entrance.
- Recognized as a sponsor in AgroExpo show guide, website and social media.
- 300 x 250 px digital ad for 2 weeks prior to show in the Michigan Farm News e-newsletter reaching 24,000 Michigan Farmers.
- Exhibitor listing and logo on theagroexpo.com and an enhanced listing in the Show Guide.*
- One 3' by 24' mesh roadside banner with your company logo and AgroExpo logo.*

GOLD SPONSOR*

\$5,600

- **Choose from:** Booth – (1) 50' x 50' outdoor, (1) 25' x 25' outdoor, (1) 10' x 10' indoor **OR** Outdoor Plot – (1) 15' x 20' with 30' x 70' plot.
- One 18" x 24" corrugated sign for booth at AgroExpo recognizing you as a Gold Sponsor.

Advertising

- Standard 1/2 page 4-color ad in the AgroExpo show guide inserted in the *Michigan Farm News* July issue reaching 30,000 Michigan Farmers. Official show guide will also be distributed at various locations around the state prior to the show and at the show entrance.
- Recognized as a sponsor in AgroExpo show guide, website and social media.
- Exhibitor listing and logo on theagroexpo.com and an enhanced listing in the Show Guide.*
- One 3' by 24' mesh roadside banner with your company logo and AgroExpo logo.*

SILVER SPONSOR*

\$4,600

- **Choose from:** Booth – (1) 50' x 50' outdoor, (1) 25' x 25' outdoor, (1) 10' x 10' indoor **OR** Outdoor Plot – (1) 15' x 20' with 30' x 70' plot.
- One 18" x 24" corrugated sign for booth at AgroExpo recognizing you as a Silver Sponsor.

Advertising

- Standard 1/3 page 4-color ad in the AgroExpo show guide inserted in the *Michigan Farm News* July issue reaching 30,000 Michigan Farmers. Official show guide will also be distributed at the show entrance and at various locations around the state prior to the show.
- Promotion in AgroExpo show guide, websites and social media channels.
- Exhibitor listing and logo on theagroexpo.com.*
- One 3' by 24' mesh roadside banner with your company logo and AgroExpo logo.*

BRONZE SPONSOR*

\$2,550

- **Choose from:** Booth – (1) 50' x 50' outdoor, (1) 25' x 25' outdoor, (1) 10' x 10' indoor **OR** Outdoor Plot – (1) 15' x 20' with 30' x 70' plot.
- One 18" x 24" corrugated sign for booth at AgroExpo recognizing you as a Bronze Sponsor.

Advertising

- Recognized as a sponsor in AgroExpo show guide, website and social media.
- Exhibitor listing and logo on theagroexpo.com.*
- One 3' by 24' mesh roadside banner with your company logo and AgroExpo logo.*

KEYNOTE SPEAKER SPONSORSHIP

\$2,500

- Branded Event Recognition – referred to in all material as the "Keynote Speaker sponsored/brought to you by: Your Company Name."
- Logo recognition on all Keynote marketing materials including, flyers, posters and the show agenda.*
- Promotion in AgroExpo show guide, website and social media channels.

TABLE TOP SPONSORSHIP

\$750

- Twenty-four table top displays (provided by the AgroExpo) in the dining and speaker tent.

TRANSPORTATION SPONSORSHIP

\$750

- Your company logo displayed on golf carts/UTVs.*
- Branded Event Recognition – referred to in all material as the "Transportation sponsored by: Your Company Name."
- Promotion on AgroExpo signage, website and social media channels.

FARM SAFETY DEMONSTRATION

\$750

- Branded Event Recognition – referred to in all material "Safety Demonstration sponsored by: Your Company Name."
- Logo recognition on all farm safety demonstration marketing materials including flyers, posters and the show agenda.*
- Promotion in AgroExpo show guide, website and social media channels.

FENCE BANNER SPONSORSHIP

\$575

- One 3' by 12' mesh roadside banner with your company logo and AgroExpo logo.*

INDOOR BOOTH FLOOR DECAL

\$250

- One 36" by 36" indoor floor decal with your company logo.*

SHOW BAG SPONSORSHIP

\$5,500

- Show bags (3,500) with your company logo.*



Exhibitor Contract Terms and Conditions

1. GENERAL

(a) **MANAGEMENT** - The word "management" refers to the AgroExpo, its owners, employees, or agents acting on its behalf in the management of the exhibit.

(b) **ELIGIBILITY** - Management has the right to determine the eligibility of any company or product for inclusion in the exhibit.

(c) **COMPLIANCE WITH RULES AND REGULATIONS** - Exhibitor agrees to comply with all laws, ordinances, rules, regulations, and contract provisions that are applicable to use of the Exhibition Space, including, but not limited to the rules and regulations adopted from time to time by Management and communicated to Exhibitor in writing.

2. EXHIBITION SPACE

Management hereby permits Exhibitor to use and occupy the exhibition space at the North Central Research Station, for and during the AgroExpo on Show days.

3. RENT AND PAYMENT

Exhibitor agrees to pay Management as rental for the Exhibition Space the amount as referenced on the front page of this Contract. Exhibitor shall not be entitled to use the Exhibition Space until the rental is paid in full. Management may terminate this Contract by giving verbal or written notice to Exhibitor if rental is not paid in full by April 1, 2025. After April 1, 2025, a late fee of \$100.00 will be assessed.

4. HOURS AND ADMISSION

(a) **SHOW HOURS** - The exhibit will be open to visitors from 8:30 AM to 4:00 PM on Tuesday, and 8:30 AM – 3:00 PM on Wednesday. Exhibitor will staff the Exhibition Space with at least one representative during such times. No firearms are allowed on the AgroExpo grounds.

(b) **ATTENDANCE** - Management shall have the sole control over admission policies. All persons visiting the exhibit area, including exhibitor representatives, will be required to register at the show.

(c) **ADMITTANCE DURING NON-SHOW HOURS** - Without permission from Management, representatives of Exhibitor will not be permitted in the exhibit area between 6:00 PM and 7:00 AM on show days unless prior arrangements have been made with the show coordinator.

5. INSTALLATION OF EXHIBITS

(a) **EXHIBIT FURNISHINGS AND SERVICES** Furniture may be provided by the Exhibitor or may be rented from Management, if available, at rates established by Management.

(b) **INSTALLATION AND DISMANTLING** - Move-in for booths with equipment is Thursday, Friday and Monday from 8 AM - 5 PM. Move-in for all other booths is Monday from 8 AM – 5 PM. The official closing time of the AgroExpo is Wednesday at 3:00 PM. No displays may be removed prior to the official closing. Every exhibit must be operational during the entire Show. Tear down can begin at 3:10 PM through 5:00 PM on Wednesday. **Deadline for removal of all display materials is Friday at 5:00 PM.**

6. USE OF SPACE

(a) **MANAGEMENT AUTHORITY** - Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or Exhibitor, or his representatives, with or without cause. If Management gives Exhibitor a reason for such action, Exhibitor will not have any rights to a refund or any other damages or remedies. In all other cases, Exhibitor's sole remedy will be a refund of the unearned portion of any rental period to Management by Exhibitor under this Contract.

(b) **COSTUMES** - Exhibitor's representatives may not appear in clothing that the Management deems excessively revealing.

(c) **DISTRIBUTION OF SAMPLES AND SOUVENIRS** - Samples, souvenirs, publications, etc. may be distributed by Exhibitor only from within their Exhibition Space. No alcohol. Alcohol is prohibited on the AgroExpo grounds.

(d) **NOISE, ODORS, SIGNS** - Excessively noisy or obstructive work will not be permitted during the open hours of the exhibit, nor will excessively noisy operating displays, objectionable odors or offensive illuminations of signs be allowed in connection with the Exhibition Space.

(e) **SUBLETTING** - Exhibitor may not assign nor sublet this Contract, or permit others to use the Exhibit Space, without the knowledge and consent of Management, which may be withheld in its sole discretion.

7. LIABILITY

(a) **CANCELLATION** - All payments made to Management are nonrefundable after June 2, 2025. Management shall have no liability to Exhibitor if Management postpones or cancels the AgroExpo because of Acts of God, accident, fires, weather, health pandemics or interruptions of whatever nature beyond the reasonable control of Management. Refunds will be issued as a show credit for next year's event.

(b) **LIABILITY/INDEMNITY** - Exhibitor agrees that Management shall not be responsible for any loss, damage, or injury that may occur to the Exhibitor, its property or its employees, representatives, agents, or invitees or their property, from any cause whatsoever and the Exhibitor agrees to defend, indemnify, and hold forever harmless the Management, its affiliates, employees, officers, directors, and agents, from and against all demands, suits, claims, judgments, settlements, fines, loss, liability, expense and penalty, including attorney's fees and court costs, on account of personal injury or damage to property sustained by the Exhibitor or by any person or persons arising out of, during, or in connection with the AgroExpo or this Contract, except as otherwise required by applicable law.

Exhibitor must submit to Management, at least two weeks prior to the show, a certificate of liability insurance. Such certificate shall name Management as an additional insured, provide evidence of coverage in an amount not less than one million dollars (\$1,000,000) for injury to or death of any number of persons arising out of any one occurrence and not less than one million dollars (\$1,000,000) for property damage arising out of any one occurrence or one million dollars (\$1,000,000) combined single limit and state that the policy cannot be cancelled or changed upon less than 10 days prior written notice to Management.

Any matters not specifically covered by the preceding terms and conditions shall be subject solely to the decision of Management. These terms and conditions may be amended at any time by Management, provided that amendments shall not substantially diminish the rights or increase the liability of the Exhibitor. No other amendment will be binding on Management without its express written consent. This contract contains the entire agreement of the parties with respect to the subject matter contained herein and supersedes any previous agreements, understandings or communications.

Exhibitor shall, at its sole cost and expense, procure and maintain during the term of this contract or the duration of the AgroExpo (whichever is longer), the following insurance: A. Public liability insurance against claims occurring in or upon or resulting from the premises leased. Such insurance should include contractual liability and product liability coverage, with combined single limits of liability for bodily injury and property damage of not less than \$1,000,000 per claim. Such insurance should also include AgroLiquid as additional insured. Be prepared to furnish a certificate of insurance if requested.