



2026 Exhibitor Contract

August 11 & 12, 2026 • St. Johns, MI

CONTACT INFORMATION

All show communications will be sent to listed address and/or email.

Company Name: _____
 Exhibitor Representative Name: _____
 Phone: _____ Email: _____
 Rep. Address: _____
 City: _____ State: _____ Zip Code: _____

EXHIBIT SPACE RENTAL

INDOOR BOOTH

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

Space Size	Rate	x	Qty	Total
10'x8'	\$825	x	_____	= _____
20'x8'	\$1,485	x	_____	= _____

OUTDOOR LOT

Space Size	Rate	x	Qty	Total
25'x25'	\$725	x	_____	= _____
50x50'	\$825	x	_____	= _____

OUTDOOR PLOT (30'X70') WITH LOT SPACE

Space Size	Rate	x	Qty	Total
20'x15'	\$925	x	_____	= _____

OUTDOOR LOT INTERNET

Internet	\$150	x	_____	= _____
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Exhibitors may erect a tent they own, or rent a tent from our exclusive tent supplier DeLux Tents. For tent rental information, see enclosed form or go to theagroexpo.com.

Seed for Plot due by April 1, 2026. Ship to: Quinten Sackett — NCRS 5605 N. Findlay Rd., St. Johns, MI 48879.

No cash refunds will be issued. No refunds or credits if exhibitor cancels after June 1, 2026. All refunds will be applied as a credit to the next year's event.

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.

SUBMIT REGISTRATION CONTRACT & PAYMENT TO:

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

OTHER

First right of refusal deadline: 3/31/2026
 Form deadline: 5/15/2026.
 Payment deadline: 6/1/2026.
 Registration Contracts and payments received after 6/1/2026 will be assessed a \$100 late fee.

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.

PAYMENT INFORMATION

Make all checks payable to AgroExpo. Amex is not accepted.

Send Invoice Charge Credit Card

CONTACT

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

CARD INFORMATION (if applicable)

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

EXHIBIT SET-UP

Equipment Lots
 Thursday (8/6), Friday (8/7) & Monday (8/10): 8 AM - 5 PM
All Other Lots & Booths
 Monday (8/10): 8 AM - 5 PM

EXHIBIT TEAR DOWN

All Lots & Booths
 Wednesday (8/12): 3:10 - 5 PM
 Thursday (8/13) & Friday (8/14): 8 AM - 5 PM
 See Terms and Conditions for storage information.

COST SUMMARY

SPACE RENTAL

Space Rental = _____
 Internet = _____

SPONSORSHIPS

Partner = _____
 Supporting = _____

SHOW GUIDE

Advertising = _____
 Enhanced Listing = _____

TOTAL = _____

Payment due 6/1/2026.

SPONSORSHIP OPPORTUNITIES

See our Sponsorship Opportunities page for more details.

PARTNER

Sponsorship Level	Rate
Diamond (limit 4)	\$8,000
Platinum	\$6,900
Gold	\$5,900
Silver	\$4,900
Bronze	\$3,900

SUPPORTING

Sponsorship Level	Rate
Exclusive Keynote Speaker	Call for Rate
Table Top — Dining/Speaker Tent (limit 4)	\$750
Transportation (Show Grounds)	\$750
Fence Banner	\$600
Farm Safety Demo (limited availability)	\$750
Indoor Floor Decal (36"x36")	\$250
Exclusive Show Bag	Call for Rate
Equipment Ride & Drive Demo	\$250
Ice Cream Social	\$100

SHOW GUIDE ADVERTISING

STANDARD ADVERTISING

Ad Size (full-color)	Dimensions (in.)	Rate
Full Page	7.25 x 9.75	\$1,636
2/3 Page (vertical)	4.75 x 9.75	\$1,327
2/3 Page (horizontal)	7.25 x 6.5	\$1,327
1/2 Page (horizontal)	7.25 x 4.75	\$1,121
1/3 Page (vertical)	2.25 x 9.75	\$905
1/3 Page (horizontal)	4.75 x 4.75	\$905
1/6 Page (vertical)	2.25 x 4.75	\$652
1/6 Page (horizontal)	4.75 x 2.25	\$652

PREMIUM POSITION ADVERTISING

Ad Size (full-color)	Dimensions (in.)	Rate
Inside Front Cover	8.5 x 11	\$2,781
Inside Back Cover	8.5 x 11	\$2,781
Back Cover	8.5 x 11	\$3,296

OTHER SHOW GUIDE ADVERTISING

Ad Type (full-color)	Rate
Enhanced Listing with logo	\$100

The AgroExpo Show Guide will be distributed at the show and inserted into the July 15 issue of Michigan Farm News.

Space reservation deadline is 5/25/2026. Ad materials due 05/27/2026.

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

Signature: _____

By (agent/title): _____

Date: _____

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

Booth Number: _____ INTERNAL USE ONLY



2026 Sponsorship Opportunities

August 11 & 12, 2026 • St. Johns, MI

*High resolution logo file due 5/15/2026

Partner Level

DIAMOND SPONSOR* (LIMIT 4) \$8,000

- Choice of 2 Booths/Lots - (2) 50x50' outdoor, (2) 25x25' outdoor, (2) 10x8' indoor, or (2) 15'x20' with 30x70' outdoor plot
- One 8' Sail Flag booth sign recognizing you as a diamond sponsor
- Recognized as sponsor at main show entrance and speaker/dining tent entrance signage
- Select one designation:
 1. Official Equipment Partner of the 2026 AgroExpo
 2. Official Agronomy Partner of the 2026 AgroExpo **[SOLD]**
 3. Official Technology Partner of the 2026 AgroExpo **[SOLD]**
 4. Official Sustainability Partner of the 2026 AgroExpo
 5. *Alternative:* Customized Diamond-Level Title Available (subject to AgroExpo approval)

ADVERTISING

- Standard full page 4-color ad in Show Guide
- Feature article in Show Guide (500-800 words and photo, content due 5/25/2026)
- Digital banner ad on theagroexpo.com website
- Prominently recognized as diamond sponsor on AgroExpo:
 1. Show Guide
 2. Website
 3. Social media channels
 - a. 1x individual feature + short video clip provided by sponsor
 4. Event Update e-newsletter, reaching over 1,200 subscribers (Exclusive "Featured Sponsor" logo placement at the top of four AgroExpo e-Newsletters)
- Website ads on michiganfarmnews.com delivering 10,000 impressions (Multiple ad sizes - 970x90, 728x90, 320x50, 300x250 - displayed July 11 - Aug 12, 2026 with link to your website or social media)
- Enhanced exhibitor listing in Show Guide and on map signage throughout the show grounds
- Enhanced website listing on theagroexpo.com/confirmed-exhibitors to include diamond sponsor button recognition
- Listed as a diamond sponsor on theagroexpo.com/sponsors page
- Two 3' x 24' mesh parking lot banners with your company logo and AgroExpo logo

PLATINUM SPONSOR* \$6,900

- Choice of 2 Booths/Lots - (2) 50x50' outdoor, (2) 25x25' outdoor, (2) 10x8' indoor, or (2) 15'x20' with 30x70' outdoor plot
- One 18"x24" corrugated booth sign recognizing you as a platinum sponsor
- Recognized as sponsor at main show entrance and speaker/dining tent entrance signage

ADVERTISING

- Standard full page 4-color ad in Show Guide
- Prominently recognized as platinum sponsor on AgroExpo:
 1. Show Guide
 2. Website
 3. Social media channels
 - a. 1x individual spotlight feature post
 4. Event Update e-newsletter, reaching over 1,200 subscribers (Prominent logo placement & link in three e-Newsletters)
- Website ads on michiganfarmnews.com delivering 8,000 impressions (Multiple ad sizes - 970x90, 728x90, 320x50, 300x250 - displayed July 11 - Aug 12, 2026 with link to your website or social media)
- Enhanced exhibitor listing in show guide and on map signage throughout the show grounds
- Enhanced website listing on theagroexpo.com/confirmed-exhibitors page to include platinum sponsor button recognition
- Listed as a platinum sponsor on theagroexpo.com/sponsors page
- One 3' x 24' mesh parking lot banner with your company logo and AgroExpo logo

GOLD SPONSOR* \$5,900

- Choice of 1 Booth/Lot - (1) 50x50' outdoor, (1) 25x25' outdoor, (1) 10x8' indoor, or (1) 15'x20' with 30x70' outdoor plot
- One 18"x24" corrugated booth sign recognizing you as a gold sponsor
- Recognized as sponsor at main show entrance and speaker/dining tent entrance signage

ADVERTISING

- Standard 1/2 page 4-color ad in Show Guide
- Prominently recognized as gold sponsor in the AgroExpo:
 1. Show Guide
 2. Website
 3. Social media channels
 - a. 1x grouped spotlight
 4. Event Update e-newsletter, reaching over 1,200 subscribers (Prominent logo placement & link in two e-Newsletters)
- Website ads on michiganfarmnews.com delivering 5,000 impressions (Multiple ad sizes - 970x90, 728x90, 320x50, 300x250 - displayed July 11 - Aug 12, 2026 with link to your website or social media)
- Enhanced exhibitor listing in Show Guide and on map signage throughout the show grounds
- Enhanced website listing on theagroexpo.com/confirmed-exhibitors page to include gold sponsor button recognition
- Listed as a gold sponsor on theagroexpo.com/sponsors page
- One 3' x 24' mesh parking lot banner with your company logo and AgroExpo logo

SILVER SPONSOR* \$4,900

- Choice of 1 Booth/Lot - (1) 50x50' outdoor, (1) 25x25' outdoor, (1) 10x8' indoor, or (1) 15'x20' with 30x70' outdoor plot
- One 18"x24" corrugated booth sign recognizing you as a silver sponsor
- Recognized as sponsor at main show entrance and speaker/dining tent entrance signage

ADVERTISING

- Standard 1/3 page 4-color ad in Show Guide
- Prominently recognized as silver sponsor in the AgroExpo:
 1. Show Guide
 2. Website
 3. Social media channels
 - a. 1x tagged in sponsor content
 4. Event Update e-newsletter, reaching over 1,200 subscribers (Prominent logo placement & link in one e-Newsletters)
- Enhanced website listing on theagroexpo.com/confirmed-exhibitors to include silver sponsor button recognition
- Listed as a silver sponsor on theagroexpo.com/sponsors/
- One 3' x 24' mesh parking lot banner with your company logo and AgroExpo logo

**PARTNER SPONSORSHIP OPPORTUNITIES
CONTINUE ON THE FOLLOWING PAGE**



2026 Sponsorship Opportunities Cont'd

August 11 & 12, 2026 • St. Johns, MI

*High resolution logo file due 5/15/2026

Partner Level Cont'd

BRONZE SPONSOR* \$3,900

- Choice of 1 Booth/Lot – (1) 50x50' outdoor, (1) 25x25' outdoor, (1) 10x8' indoor, or (1) 15'x20' with 30x70' outdoor plot
- One 18"x24" corrugated booth sign recognizing you as a bronze sponsor
- Recognized as sponsor at main show entrance and speaker/dining tent entrance signage

ADVERTISING

- Standard 1/6 page 4-color ad in Show Guide
- Prominently recognized as bronze sponsor in the AgroExpo:
 1. Show Guide
 2. Website
 3. Social media channels
 - a. 1x logo included in "Thank You Sponsors" graphic
 4. Event Update e-newsletter, reaching over 1,200 subscribers *(Logo included once in the "Thank You Sponsors" section)*
- Enhanced website listing on theagroexpo.com/confirmed-exhibitors page to include bronze sponsor button recognition
- Listed as a bronze sponsor on theagroexpo.com/sponsors page
- One 3' x 24' mesh parking lot banner with your company logo and AgroExpo logo

Supporting

KEYNOTE SPEAKER SPONSOR* CALL FOR RATE

- 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 & show agenda.
- Promotion in AgroExpo show guide, website and social media channels.

TABLE TOP SPONSOR \$750

- Twenty-four 8.5x11" table top displays (provided by the AgroExpo) in the dining & speaker tent.

GROUND TRANSPORTATION SPONSOR* \$750

- Your company logo displayed on golf carts/UTVs.
- Recognized as the sponsor supporting the UTVs and on-site vehicles used by AgroExpo staff to assist exhibitors and attendees throughout the event.
- Promotion on AgroExpo signage, website and social media channels.

FARM SAFETY DEMONSTRATION SPONSOR \$750

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

FENCE BANNER SPONSOR* \$600

- One 3' by 12' mesh parking lot 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 SPONSOR* CALL FOR RATE

- Show bags (4,500) with your company logo, provided by AgroExpo.

Supporting, Cont'd

ICE CREAM SOCIAL SPONSOR \$100

We invite exhibitors and partners to participate as a Supporting Sponsor of our 10-Year Anniversary Ice Cream Social.

- Recognition as a Supporting Sponsor during the Ice Cream Social.
- Company name listed on signage at the ice cream station.
- Inclusion in the post-event thank-you message on social media.

Premium Showcase Lot

This area is not sold as a standalone option.

Premium placement is exclusively available to exhibitors who purchase a Platinum, Diamond or Keynote Speaker sponsorship and is as a value-added benefit of those tiers.

- Tent, table, and chair rentals are not included, but can be secured directly through our official tent partner, Delux Tents of Mid-Michigan.
- Take advantage of our highest-visibility outdoor placement located directly adjacent to the Ride & Drive demonstration area – the most trafficked section of the show grounds. This premium lot is ideal for financial, insurance, technology, or advisory partners wanting deeper engagement with farmers through in-tent education or live conversations.

WHAT'S INCLUDED / AVAILABLE:

- **Exclusive placement** along the Ride & Drive corridor (premium visibility). Intent is to locate in either E1113-E1115. Premium placement near the Ride & Drive area is reserved only for Platinum, Diamond or Keynote sponsor packages as a complimentary upgrade. The pricing of this premium area is tied to your sponsorship level – there is no separate fee – but availability is extremely limited and assigned on a first-to-commit basis. This location is ideal for financial and advisory partners seeking deeper attendee engagement through in-tent presentations or hosted hospitality.
- **Host in-tent mini speaker sessions** on ag lending, finance, technology finance, succession planning, or other farmer-relevant business topics *(Exhibitor secures and schedules their own speakers)*
- **Large tent activation space** suitable for group seating or demos. Available space is 100' wide x 50' deep. *(Tents, tables, and chairs can be rented through Delux Tents, our official tent partner.)*
- **Food & beverage engagement allowed:**
 1. Bring your own refreshments
 2. Hire a concession vendor, or
 3. Use our Food Ticket Voucher Program to pre-purchase meal tickets for distribution at your booth
- **Wi-Fi available** for an additional \$100
- **Quiet generators welcome** (no electric service in outdoor lots)
- **Excellent visibility** and dwell-time: attendees naturally congregate before & after test-drive



2026 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 June 1, 2026. After June 1, 2026, 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 or pets are permitted 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 event manager.

5. INSTALLATION OF EXHIBITS

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

(b) **INSTALLATION AND DISMANTLING** - Move-in for booths with large 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. **A storage fee of \$100 per day will be applied unless prior arrangements have been made with the show manager. All equipment must be removed from the show grounds by 8/19/2026.**

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 1, 2026. 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. Submit by 6/1/2026 to info@theagroexpo.com.