

IMPORTANT DATES AND DEADLINES

SEPTEMBER 30, 2010

- **Deadline for returning exhibitors**
Submit signed 2011 contract and deposit to keep booth space you had in 2010. Space will NOT be assigned without a signed contract and deposit.

OCTOBER 1, 2010

- **Space released for any 2010 exhibitors who have not submitted a signed contract and deposit.**
- **Booth prices increase – early discounts no longer apply.**

NOVEMBER 2010

- **Notification of 2011 assigned booth space.**

DECEMBER 1, 2010

- **Last day to cancel for full refund**
Show Management must receive cancellation in writing for a refund minus a \$50 service charge.

DECEMBER 15, 2010

- **Printing deadline – exhibitor listing in Official Program**
Signed contract and deposit must be received to be included.
- **Sub-Exhibitor Registration Form due.**
- **New Product Information due.**
- **Special requests due for approval to distribute food/drinks.**
- **Exhibitor Service Kit available**
Online at www.westernfarmshow.com.

JANUARY 21, 2011

- **BALANCE due for booth space.**
- **Last day to cancel booth for 50% refund.**
Show Management must receive cancellation in writing for a 50% refund minus a \$50 service charge.

FEBRUARY 1, 2011

- **Certificate of Insurance due**
- **Printing deadline - exhibitor badges**
Download forms online at www.westernfarmshow.com.
- **Deadline for discounted rates from official contractors.**

FEBRUARY 11, 2011

- **Last day for early shipment to warehouse to avoid late charge**
Shipments will not be received at the American Royal Complex prior to February 22, 2011.

TUESDAY, FEBRUARY 22, 2011

- **8 AM TO 5 PM - Exhibitor move in and set-up**
- **4 PM - Guard service begins**
Provided through Monday, February 28, 2011, at 8 am.

WEDNESDAY, FEBRUARY 23, 2011

- **8 AM TO 5 PM - Exhibitor move in and set-up**
Exhibitor registration packets available in the Central Exhibit Hall.

THURSDAY, FEBRUARY 24, 2011

- **8 AM TO 5 PM - Exhibitor move in and set-up**
Exhibitor registration packets available in the Central Exhibit Hall.

EXHIBIT HOURS - OPEN TO GENERAL PUBLIC:

Friday, February 25, 2011 - 9 am to 5 pm
Saturday, February 26, 2011 - 9 am to 5 pm
Sunday, February 27, 2011 - 9 am to 4 pm

SUNDAY, FEBRUARY 27, 2011

- **4 PM - Tear down and move out of exhibits**
MUST NOT BEGIN BEFORE 4 pm.

MONDAY, FEBRUARY 28, 2011

- **8 AM - Tear down and move out of exhibits**
- **5 PM - All exhibits removed from facilities**



P.O. Box 419264 • Kansas City, MO • 64141-6264
1-800-762-5616 • 816-561-5323 • Fax: 816-561-1249

If you have any questions or concerns, please contact:
Dawne Bockelman, dbockelman@swassn.com
www.westernfarmshow.com



Exhibitor Information and Prospectus



For Farmers and Ranchers

— And Those Who Aspire To Be

American Royal Complex
Kansas City, MO

February 25-27, 2011

Friday, Saturday & Sunday

Show Location and Information

American Royal Complex, 1701 American Royal Court, Kansas City, Mo.
Prior to the show, information can be obtained from the Association office at 816-561-5323 or on the web site at www.westernfarmshow.com. During the show, a telephone contact will be available in the Show Manager's office.

Show Dates and Hours

Open to General Public

Friday, February 25, 2011 - 9 am to 5 pm
Saturday, February 26, 2011 - 9 am to 5 pm
Sunday, February 27, 2011 - 9 am to 4 pm

Set-Up and Installation Dates

Tuesday, February 22, 2011 - 8 am to 5 pm
Wednesday, February 23, 2011 - 8 am to 5 pm
Thursday, February 24, 2011 - 8 am to 5 pm

Move Out and Tear Down

Tear down and move out of exhibits **MUST NOT BEGIN BEFORE 4 pm SUNDAY, FEBRUARY 27, 2011**. All exhibits must be removed from the building and parking lots by 5 pm Monday, February 28, 2011.

Soliciting Business

The **WESTERN FARM SHOW IS A NON-SELLING SHOW!** Every effort will be made by the Association to encourage exhibitors to refer attendees to retailers stocking the exhibited products. **DIRECT SELLING IS NOT ALLOWED.**

Family Living Center

The Family Living Center (FLC) is a special area of the Western Farm Show reserved for products or services with only an ancillary connection to agriculture. In the past, items such as clothing, crafts, food products, health and home décor have been exhibited in this area. This is the only area of the Show where cash-and-carry sales may legally take place. Exhibitors must observe all applicable laws, including collection of sales tax. If food is sampled, exhibitor must obtain a city health permit.

Exhibitor Service Kit

The Exhibitor Service Kit will be available to download from our web site in December. Included in the packet are: name badge registration form; parking permit order form; and links to George Fern Company and R.F. Fisher Electric to order electricity, furniture, audio/visual aids and other items. WFS also mails to exhibitors five free tickets and 20 discount coupons for employees and customers.

Official Contractors

Order forms are available in the Exhibitor Service Kit.

Decorating Services: George Fern Company, 816-221-0525

Electrical Services - R.F. Fisher Electric, 913-384-1500

An identification sign, 7"x 44", will be provided for each exhibitor at no cost.

Additional signs may be purchased.

Official Show Publication

The official show publication, published by High Plains/Midwest Ag Journal, is mailed to 30,000+ producers in early February and is available online at www.westernfarmshow.com and on-site. Exhibitors may obtain ad space at a discounted rate in the Official Show Program. This option is also extended to registered sub-exhibitors.

Shipping Exhibits

In Advance

Shipments arriving on or before February 11, 2011, should be consigned to the Official Trucking Company as follows:

Your Company Name
Booth No. _____
Western Farm Show
c/o George Fern Company/YRC
3500 Booth St.
Kansas City, MO 64129

Services of Official Trucking Company

- Receiving and storing shipments (30 day free storage allowed).
- Handling shipment to your booth at the American Royal Complex.
- Handling out of the American Royal Complex at conclusion of show.
- Charges for these services are listed in the George Fern Company Exhibitor Service Kit.

Shipping Direct to Your Booth

Shipments will be received at the American Royal Complex starting on February 22, 2011. The proper address follows:

Your Company Name
Booth No. _____
Western Farm Show
c/o George Fern Company/AR Complex
1701 American Royal Court
Kansas City, MO 64102

Equipment Available

Forklifts will be available to assist in moving exhibit material from your truck to your booth. Please refer to the Exhibitor Service Kit for information.

Exhibiting/Facility Clearances

Governors Building:

Five doors - 12' wide and 14' high
One door - 16' wide and 14' high
Two doors - 14' wide and 14' high
Two doors - 16' wide and 14' high

Hale Arena:

Lower Level Exhibit Hall:

One door - 16' wide and 14' high
Two doors - 12' wide and 14' high
Two doors - 8' wide and 10' high (truck loading dock)*

* **please note there is only one loading dock.**

Ramp to Upper Level Exhibit Hall: One door - 25' wide and 11' 6" high

Exhibiting Information

Sub-Exhibitors

If you choose to share your exhibit space with affiliated companies or lines you represent, they must be registered with Show Management. A "Sub-Exhibitor Registration Form" is provided so they can be recognized and listed in the Official Program.

Badges/Registration

Badges will be provided for all personnel working in your booth. Registration packets may be picked up at the registration desk in the Central Exhibit Hall beginning Wednesday, February 23, 2011. Please download a name badge registration form from our web site: www.westernfarmshow.com.

Insurance Requirements

Exhibitors must provide a Certificate of Insurance to Show Management demonstrating proof of policy for comprehensive general liability insurance with coverage to insure against liability for personal injury or death, property damage or other loss arising out of or resulting from exhibitor's actions or use of exhibition space. Minimum limit for the insurance must be \$1,000,000 per occurrence. The SWA Trade Association must be shown as an "Additional Insured" under the general liability policy.

Online Floor Plan and Exhibitor List

This point-and-click floor plan system is a great online marketing tool. Attendees can locate exhibitors on the floor plan using a Search Engine and view information about your services or products prior to the show. Each exhibitor is provided a unique password to input additional information including: welcome message, exhibitor profile, product categories and a hyperlink to your web site. This option also is extended to registered sub-exhibitors.

Exhibit Appearance

No signs, pennants, balloons or other devices in any booth may extend more than 10' above the floor and must not extend into the aisles. Building rules prohibit the use or distribution of balloons filled with lighter-than-air gases in any exhibit area. Self-adhesive advertising stickers or labels may not be distributed.

Height of Exhibits

To maintain an attractive exhibition, height of the exhibit sides and backs shall be uniform, with the height of booth sides at 3' 6" and booth backs not exceeding 8'. For those booths located on the outer perimeter, the backs may be 10' high.

Character of Exhibits and Restrictions

Show Management reserves the right to reject or prohibit any exhibit, part of exhibit, or proposed exhibit, which, in its opinion, is not suitable to the exhibition. Management has the right to restrict any exhibit that, because of noise or other reasons, may become objectionable. Aisle space shall not be used for exhibits or demonstration purposes.

Removal of Exhibit

The Association is authorized to remove from the Exhibition Space, at the expense of the exhibitor, all property occupying the Exhibition Space after Exhibitor's term has expired. The Association shall not be liable for any damage or loss to such property and the Association is hereby expressly released from any and all claims for damages.

Booth Equipment

Booth backs will be provided without charge to booths on the outer perimeter of the building and elsewhere, as needed.

Safety and Vehicle Displays

Batteries must be disconnected. Fuel tanks must not contain more than one-quarter tank or five gallons of fuel (whichever is least). Fuel tanks and fill openings must be closed and sealed to prevent tampering. No refueling or defueling in the building.

No Smoking

The City of Kansas City, Mo. has an ordinance that prohibits smoking in the American Royal Complex and other such buildings.

No Obstructions

Exhibitor shall not obstruct sidewalks, entries, passageways, vestibules, halls and elevators of the Exhibition Building or use those areas for any purpose other than for ingress and egress to and from the Exhibition Space.

Coffee and Foods

Exhibitors cannot distribute coffee, food, peanuts and/or soft drinks from their booths without the approval of Show Management. Contact Show Management by December 15, 2010, to obtain approval.

Guards

Guard service will be provided by Show Management beginning Tuesday, February 22, 2011, at 4 pm, through Monday, February 28, 2011, at 8 am. All exhibitors are expected to provide their own storage for all materials and small equipment requiring extra security.

Storage of Equipment

As items can disappear from booths after hours and during the night, a locked storage room is available to all exhibitors to store equipment such as TVs, VCRs, cameras, etc. More details are at the registration desk. **We strongly encourage you to utilize this service!**

Cleaning Machinery

Washing of equipment must be done outdoors at the **south** end of the Lower Level Exhibit Hall. There will be a washing service available. This service is provided at no cost.

Exhibitor Lounge and Business Center

An Exhibitor Lounge and Business Center in Room 173 in the Lower Level Exhibition Hall will be open Friday, Saturday and Sunday. The Center will include: Computer with Internet access, copier and fax machine. Access will be restricted to exhibitor personnel only!

Wireless Internet

Free wireless Internet is available for exhibitors. This service is not guaranteed in every location in the building.

Control of Exhibition Space

The Association reserves the right to control the management of the exhibition space, and to enforce all rules and regulations. The Association and the manager of the Building may enter the Exhibition Space at any time and on any occasion.

Service Animals/Guide Dogs

Service animals that are trained or in training are allowed in the facility. A guest whose service animal poses a threat to the safety of other guests and/or employees may be asked to escort the animal off the premises. All service animals must remain on a leash or harness at all times. Guests who need to escort a service animal to the animal relief area are allowed to re-enter the facility. All guests are to notify the Show Management prior to exiting the facility to ensure re-entry. All other animals are prohibited.

Hotel Information

Visit our web site, www.westernfarmshow.com, for area hotels offering special exhibitor rates.