

General Information

BOOTH RATES

Booth space is leased in 10' x 10' increments, except where indicated on the Exhibit Hall Floor Plan. **(Note: Some booths are 10'w x 9'd or 10'w x 8'd or 8'w x 10'd.)** Booth lease fees are assessed based on the number and type (non-premium/premium) as indicated below.

# of Booths	TOTAL Fee (USD)	
	Non-Premium Booth	Premium Booth*
1	\$650	\$750
2	\$1,250	\$1,450
3	\$1,800	\$2,100
4	\$2,400	\$2,800
5	\$2,950	Premium "End caps" are generally leased
6	\$3,500	in blocks of 4.
7	\$4,000	See below for full explanation.
8	\$4,575	
9	\$5,125	
10	\$5,675	

*Includes an additional fee for each premium booth ("shaded" on the Exhibit Hall Floor Plan). **NOTE: Premium "End caps" are generally leased in blocks of 4.**

Example: If you lease 4 "premium" booths and 2 "non-premium" booths, you pay \$2,800 for the 4 premium booths + \$1,250 for the 2 non-premium booths - total lease price of \$4,050.

Booth space includes:

- One complimentary standard booth sign, which includes exhibiting company name and booth number(s) on one line.
- 3' high side drape
- 8' high back drape

NOTE: DOES NOT INCLUDE FURNISHINGS OR CARPET

ASSIGNMENT OF BOOTH SPACE

Booth space will be assigned based on the following criteria:

- 1 Date required forms and payment are received
- 2 Number of consecutive years exhibiting
- 3 Number of booths leasing

Preference and priority placement will be given to last year's Exhibitors requesting the same booth/space by September 15, 2015, provided forms and payment are received by this date.

First-time Exhibitors and returning Exhibitors applying after September 15, 2015 will be contacted by phone and offered available booth options on a first-come, first-served basis (depending upon when forms/payment are received, number of consecutive years exhibiting, and number of booths leasing). MPF cannot guarantee availability of booth space.

Exhibitors will receive email confirmation of booth space assignment in after December 1.

Although MPF will make every effort to avoid placing competitors near/next to one another, we cannot guarantee it. MPF reserves the right to move an Exhibitor (i.e., change booth number and/or location) at its discretion.

APPLICATION AND PAYMENT POLICY

We encourage you to apply for space immediately upon receipt of this information.

There are TWO ways to lease exhibit space at the 2016 MPF Convention

1 **ONLINE** - Go to <http://midwestpoultry.com/exhibitors/exhibitor-prospectus/>, click the link and follow the instructions to fill out the 2016 Booth Application Form, 2016 Booth Lease Form and provide

payment via credit card (VISA or MasterCard).

2 **MAIL/EMAIL/FAX** - Complete the 2016 Booth Application Form, 2016 Booth Lease Form and Credit Card Payment Form on pages 8-10 and mail, fax or email the forms to MPF.

PAYMENT INFORMATION:

If paying by **check**, make check payable to Midwest Poultry Federation (U.S. funds only; must be drawn on U.S. bank)

- 1 booth: Full payment required
- 2 or more booths: 50% of total fee

If paying by **credit card** (either online via www.midwestpoultry.com or by returning the Credit Card Payment Form on page 8), full payment required.

If paying by **wire transfer**, additional fees apply; contact Teresa Sorenson for wire transfer instructions.

Note: After December 31, 2015, payment in full must accompany forms.

Pay Online:

<http://midwestpoultry.com/exhibitors/exhibitor-prospectus/>

Mail forms and payment to:

Midwest Poultry Federation
108 Marty Drive
Buffalo, MN 55313-9338

Scan & Email Forms to:

tsorenson@midwestpoultry.com

Fax Forms to:

763/682-5546

Any balance remaining on leased booth space will be invoiced and final payment will be due by December 31, 2015. (Invoice will be emailed in December.)

MPF reserves the right to decline an Exhibitor's offer to enter into a contract and will not be liable for any expenses incurred by any party in anticipation of entering into a contract that is not executed per the terms indicated.

By signing the 2016 Booth Lease Form, applicant agrees to the terms, rules and regulations outlined in the 2016 Booth Lease Form as well as in the 2016 Exhibitor Prospectus and 2016 Exhibitor Info Kit.

2016 EXHIBITOR INFO KIT

MPF will upload the 2016 Exhibitor Info Kit to the MPF website sometime after December 1, 2015 to all confirmed exhibitors, which will include details on registering booth personnel, the show schedule, and marketing/sponsorship opportunities. Watch for an email when this file becomes available.

Note: If a balance is due on your booth lease, an invoice will be included.

OFFICIAL SERVICE PROVIDER/DECORATOR

GES / Global Experience Specialists is the official service contractor. Exhibitors may provide their own furnishings or may order them through GES. Exhibitors will be emailed an Exhibitor Services Manual after December 1. The online manual will include the necessary information/forms for material handling, furniture, carpet, etc. NOTE: Electrical and Internet are ordered directly from Saint Paul RiverCentre.

BOOTH PERSONNEL REGISTRATION REQUIRED

Exhibitors with one booth will be eligible to pre-register up to 5 employees complimentary (additional complimentary registrations available if leasing more than one booth). Complimentary pre-registration is for your company personnel only. **Pre-registration deadline is February 15, 2016.**

Exhibitor badge registration is for paid employees only - no manufacturer distributors, contractors, consultants, etc.

Pre-registration will be available via our online registration system ONLY. Watch for an email (typically after December 1) when registration will be available. Badges may be picked up onsite at the Exhibitor Registration Desk. No badges will be mailed. After February 15, 2016, Exhibitors must register onsite; fee will be \$35/person.

HOTEL RESERVATIONS

Exhibitors who return all required forms and payment by December 1, 2015 will qualify for early access to MPF's online hotel reservation system.

On December 1, MPF will send qualified Exhibitors an email link to book hotel reservations at MPF-designated hotels.

Notes: Please add MPF to your "accepted / safe senders" email contacts to make sure MPF is an approved email address. No later than December 4, the hotel reservations will be accessible to all attendees and exhibitors from our website.

Regulations & Policies

I. GENERAL POLICIES

Midwest Poultry Federation (MPF) reserves the right to decline an Exhibitor's offer to enter into a contract and MPF will not be liable for any expenses incurred by any party in anticipation of entering into a contract that is not executed per the terms indicated.

Exhibitor/booth personnel agree to abide by all terms, regulations and policies governing the 2016 MPF Convention as printed in this Exhibitor Prospectus, the 2016 Exhibitor Info Kit, and in the 2016 Booth Lease Form. Noncompliance may result in sanctions, including but not limited to expulsion, loss of booth space and loss of priority placement for future booth assignments. In the event that Exhibitor fails to comply, it is agreed that no refund will be made by MPF and no demand for redress will be made by the Exhibitor.

Booths must be set up by 7:30 a.m. on Wednesday, March 16, 2016. Failure to do so may result in loss of your booth space/space may be reassigned. Booths must be staffed during published trade show hours. Failure to do so may result in loss of priority placement for future conventions.

GES / Global Experience Specialists is the official service contractor.

All booth personnel must be registered/have an official badge. Badges are non-transferrable. Professionals hired for purposes other than company product demonstrations require advance approval by the MPF Exhibits Manager. MPF and Saint Paul RiverCentre reserve the right to deny access to the convention and/or remove persons from the facility at their discretion.

An Exhibitor may not enter another exhibiting company's booth at any time without the specific permission from an authorized person from that company. As a courtesy to attendees and other Exhibitors, please confine activities to your own booth space and limit conversational volume.

Photo, video and/or audio recording of exhibit booths, products, equipment, demonstrations, education sessions or other activities at Saint Paul RiverCentre are prohibited without advanced approval of Midwest Poultry Federation and appropriate Exhibitor personnel and/or MPF speakers/chairpersons.

Products displayed in the Exhibit Halls must be approved for sale in the U.S. and Canada. Any off-label application/intended use must be clearly indicated. **(Cash and carry sales are prohibited.)**

While onsite please report any infractions, damages and/or claims to the MPF Exhibits Manager before leaving the Saint Paul RiverCentre.

2. INDEMNIFICATION

Exhibitor indemnifies and agrees to hold harmless the Saint Paul RiverCentre, and the legal entities which own, lease and/or operate the Saint Paul RiverCentre, and Midwest Poultry Federation, their members, officers, directors, and staff, against any and all liability whatsoever arising from any or all damage to property or personal injury caused to Exhibitor or its agents, representatives and employees, except for such claims which are solely attributable to the willful misconduct of any of the foregoing.

3. CANCELLATION OR REDUCTION OF SPACE POLICY

Exhibitors needing to cancel or reduce booth space must contact the MPF Exhibits Manager in writing. Once Exhibitor cancels booth space, Exhibitor forfeits all rights to the space. There is a \$100 per booth fee for cancellations/reductions of exhibit space before December 31, 2015. No refunds will be made after December 31, 2015.

4. EVENT CANCELLATION POLICY

In the event of fire, strikes, riot, civil commotion, acts of God, war, terrorism, or other unavoidable circumstances rendering it impossible or impracticable for any reason for Midwest Poultry Federation (MPF) to perform the contract, MPF's performance under the contract shall be excused, and no refunds will be given. Should an event occur, all deposits and all payments made by the Exhibitor for exhibit space shall be applied toward payment and reimbursement of costs and expenses incurred, or paid by MPF in connection with the preparation for or presentation of the 2016 Midwest Poultry Federation Convention. Any excess of said deposits and payments over said costs and expenses shall be returned to the Exhibitor on such basis as MPF shall deem reasonable.

5. EXHIBITOR RELOCATION BY MANAGEMENT

Show management reserves the right to relocate Exhibitor in booths other than those specified if in the best interests of the MPF Convention; however, no change of location shall be made without full discussion with Exhibitor.

6. EXHIBITOR INSURANCE

Exhibitors are required to carry liability insurance to protect against damages to

other persons or property. Such liability insurance should have coverage of not less than \$1,000,000 combined single limit for bodily injury and property damage. Exhibitors will provide a certificate of such insurance to Midwest Poultry Federation *upon request*.

7. BOOTH SPECIFICATIONS

Booth space includes:

- One complimentary standard booth sign, which includes exhibiting company name and booth number(s) on one line.
- 3' high side drape
- 8' high back drape

NOTE: DOES NOT INCLUDE FURNISHINGS OR CARPET

MPF has show floor display rules and regulations, which you must adhere to for your booth type. MPF reserves the right to request adjustments to an Exhibitor's booth and any expense incurred will be the offending Exhibitor's responsibility. If you have any questions about the guidelines, please contact the MPF Exhibits Manager.

8. BOOTH TYPES

In-Line Booth:

One or more booths in a straight line, NOT located along the outer-perimeter walls of Exhibit Halls.

- Exhibit structures and fixed signs/graphics permitted to a maximum height of 8'.
- Display fixtures over 4' in height and placed within 10 linear feet of an adjoining inline booth must be confined to that area of the Exhibitor's space which is at least 5' from the aisle line.

Perimeter Booth:

One or more booths located along the outer-perimeter walls of Exhibit Halls.

- Exhibit structures and fixed signs/graphics permitted to a maximum height of 12'.
- Display fixtures over 4' in height and placed within 10 linear feet of an adjoining perimeter booth must be confined to that area of the Exhibitor's space which is at least 5' from the aisle line.

Peninsula Booth:

A peninsula booth is exposed to aisles on three sides and composed of a minimum of four booths.

- Exhibit structures and fixed signs/graphics permitted to a maximum height of 16'. The back side of the structure must be finished and not carry identifier signs or other copy that may detract from adjacent exhibits.
- Display fixtures over 4' in height and placed within 10 linear feet of an adjoining inline booth must be confined to that area of the Exhibitor's space which is at least 5' from the aisle line.

9. HANGING SIGNS

Hanging signs/graphics permitted where possible, provided booth space is minimum 30' linear or 20' square.

Hanging signs should be positioned 10' from adjacent booths and confined to the space directly over Exhibitor's booth(s). This service must be ordered through Saint Paul RiverCentre. **Note: Hanging signs are NOT permitted in Hall B.**

TRADE SHOW HOURS: Wednesday, March 16: 9:00 a.m. - 5:00 p.m.
Thursday, March 17: 9:00 a.m. - 1:00 p.m.

BOOTH SETUP: Exhibitors may begin setting up their booths at 2:00 p.m., Monday, March 14, 2016. Booths must be set up by 7:30 a.m., Wednesday, March 16, 2016. **Exhibitors with large equipment and bulk space Exhibitors requesting an earlier set-up time should contact the MPF Exhibits Manager by February 1, 2016.**

LOADING DOCK HOURS

Move-In

Monday, March 14*:	2:00 p.m. - 6:00 p.m.	*Monday move-in for companies with 400 square feet of booth space & larger ONLY
Tuesday, March 15:	8:00 a.m. - 6:00 p.m.	
Wednesday, March 16:	6:00 a.m. - 7:30 a.m.	

Move-Out

Thursday, March 17:	1:00 p.m. - 6:00 p.m. (Hall C must be fully out by midnight)	
Friday, March 18:	8:00 a.m. - 10:00 a.m. (Hall A & B must be out by 10 a.m.)	

BOOTH TAKEDOWN: Exhibitors may begin taking down their booths at 1:00 p.m., Thursday, March 17, 2016. **Early takedown is strictly prohibited and may result in loss of priority for obtaining space next year.** Booths must be vacated and all equipment must be removed from Hall C by Midnight on Thursday, March 17, and Exhibit Hall A & B by 10:00 a.m. on Friday, March 18, 2016. **All truck drivers MUST check-in at the loading dock by 9:00 a.m. on Friday, March 18, 2016.** Items remaining in the Exhibit Halls/loading dock at 10:00 a.m. are subject to forced freight at the Exhibitor's expense.