



AGRICULTURAL  
RETAILERS  
ASSOCIATION

# Exhibitor Prospectus

2023

**ARA**  
CONFERENCE AND EXPO  
LAUNCHING THE  
**FUTURE**  
**OF AG RETAIL**

ORLANDO, FLA

NOV. 28-30





## Overview

### Accommodations

Hyatt Regency Grand Cypress Resort  
1 Grand Cypress Blvd.,  
Orlando, FL 32836  
407.239.1234

ARA offers a room block with rooms available on a first come, first served basis starting at \$239 plus applicable taxes per night, depending on accommodations. Information will be in exhibit confirmation emails.

The hotel room block rate is guaranteed through Nov. 2. Reservations made after will be accepted on a space-available basis & may be at the hotel's prevailing rate.

Note: ARA does not use a third-party vendor to reserve rooms. Only use the link provided at [aradc.org/conference](https://aradc.org/conference) or by calling the number above to book at ARA's discounted rate.

### Registration

Each non-member exhibitor will receive one complimentary conference registration code per booth space. Each member exhibitor will receive two.

**Exhibitors must register for conference separately from reserving booth space by Nov. 12 using the provided discount code.**

Registration information will be included for you to register additional people as conference attendees.

### Contact

For exhibit sales, contact:  
Michelle Wescott  
ARA Exhibit Sales Manager  
301-850-1043 | [exhibits@aradc.org](mailto:exhibits@aradc.org)

For exhibit operations, contact:  
Jocelyn Moon  
ARA Exhibit Operations Manager  
301-979-9483 | [exhibits@aradc.org](mailto:exhibits@aradc.org)

# Details

Last year's Expo Hall sold out with 85 exhibitors showcasing their unique value propositions to 650 ag retail industry professionals, from the C-suite executives to the agronomists with boots-in-the-field.

Build relationships and generate quality leads among attendees seeking more information about the latest innovations in products, technology and services.

Reserve your booth space online early to ensure you're in your preferred location!

## Logistics

- Expo registration opens June 1 for 2022 exhibitors and July 3 to all.
- Booth selection is on a first come, first served basis determined by time/date of booth selection, completed contract & payment in full.
- Expo located in the Windsong Ballroom on the ground level.
- Exhibitor Service Kit from Exhibit Services with rental order forms will be sent in August to the primary contact for exhibitor coordination listed on the contract.
- **Certificate of insurance naming the Agricultural Retailers Association & Hotel as additional insured with policy date through Dec. 4, 2023. All exhibitors and display houses must provide this in the exhibitor portal for expo admittance. See exhibitor contract for details.**

## Expo Hours

Tuesday, Nov. 28

- 7 AM - 4:30 PM: Exhibitor Setup
- 4:30 PM - 6:30 PM: Opening Reception in Expo

Wednesday, Nov. 29

- 7 AM - 8 AM: Breakfast in Expo
- 12 PM - 1:30 PM: Lunch in Expo
- 1:30 PM - 4:30 PM: Expo Open
- 4:30 PM - 6:30 PM: Networking Reception in Expo

Thursday, Nov. 30

- 7 AM - 8 AM: Breakfast in Expo
- 8 AM: Exhibitor tear down

\*Expo hours are subject to change.

Payment and cancellation: Payment must be received in full with signed contract before space is assigned. Cancellation requests must be received in writing to the ARA Exhibit Sales contact at [exhibits@aradc.org](mailto:exhibits@aradc.org) by Oct. 16, 2023, to be issued a 50 percent refund. If space is canceled after this date, said payment will be forfeited.

# Key Dates

## June 1

- Expo Hall reservations open to 2022 exhibitors

## July 3

- Expo reservations open to all

## Mid-August

- Exhibitor Service kit emailed from Exhibit Services

## August 24

- Deadline for exhibitors to appear in The Scoop ARA Conference & Expo Guide

## October 1

- Conference sponsorship deadline

## October 16

- Deadline for exhibitors to appear in the ARA Conference printed program and mobile event app
- Cancellation deadline for 50 percent refund
- Certificate of Insurance must be uploaded to exhibitor portal

## November 2

- Hotel room rate guarantee deadline. Reservations after to be accepted on a space-available basis & may be at hotel's prevailing rate.

## November 12

- Deadline to register for conference, which is separate from exhibitor portal.

## How to Select Your Booth

1. Follow the custom link provided to view the live Expo Hall floorplan
2. Click your preferred booth space on the live floorplan & select "Rent Booth Now"
3. Complete the application, entering company information with the booth contact
4. Submit payment at the end of the booth application
5. Log in to the Exhibitor Portal using the link and log in information provided in the confirmation email to view deadlines, enter required information, and update any exhibitor information. Invoices are also available to view or print from the portal.

# Benefits & Pricing

## Premium Booth\*

Member: \$2,250

Non-member: \$3,000

## Standard Booth

Member: \$2,000

Non-member: \$2,750

- Each booth is 8' deep x 10' wide.
- Features standard booth equipment of aluminum construction with draped 8' high back wall and two draped 3' high side dividers.
- One identification sign.
- Listed in Conference & Expo Guide if contract, payment complete by Aug. 24.
- Company listing in the onsite printed program and mobile event app.
- One complimentary registration per booth for non-members, two for members. Additional may register at the appropriate rate. Exhibitors must wear ARA's official badge to enter the Expo & all conference events.
- \*Premium Booth receives placement in premium locations in the Expo Hall.

## Expo Enhancements

- Banner ad in one pre-conference email (Member: \$1,000 / Non-Member: \$2,000)
- ARA ExpoLIVE opportunities - see next page for details
- Social post with logo, booth number (Member: \$1,000/Non-Member: \$2,500)
- Floor sticker leading traffic to booth (Member: \$5,000 / Non-Member: \$7,000)
- Promotional email to registrants - limited availability to drive booth traffic & share a message. HTML provided by exhibitor. See rates below.

Email Rates	ARA Members	Non-Members
3 Weeks Out	\$1,300	\$4,500
2 Weeks Out	\$1,550	\$4,750
1 Week Out	\$1,800	\$5,000

Contact Donnie Taylor at [dtaylor@aradc.org](mailto:dtaylor@aradc.org) for expo enhancements, sponsorship, ARA membership and other inquiries.

# ExpoLIVE

ARA's ExpoLIVE is back again with a new, energizing twist.

A select number of ARA member exhibitors will take just minutes to deliver dynamic ExpoLIVE presentations as attendees gather around to learn more and ask questions.

ExpoLIVE will take place during lunch on Wednesday, Nov. 29 within the Expo Hall for about 15 minutes each. Speakers will present using the ExpoLIVE TV to support their message with visuals. Topics must be approved in advance by ARA.

Don't delay! This is your opportunity to engage with a small group of interested attendees about the latest innovation in our industry.

**ExpoLIVE slots start at \$5,000**

Contact Donnie Taylor at [dtaylor@aradc.org](mailto:dtaylor@aradc.org) to reserve your ExpoLIVE slot.



ARA Vice Board Chair Amy Asmus, Asmus Farm Supply, posed a question during 2022 ExpoLIVE



ARA Board Chair Ian McGregor, The McGregor Company, tuned in to 2022 ExpoLIVE.

# Rules & Regulations

## **ELIGIBILITY TO EXHIBIT:**

All manufacturers and/or suppliers of products or services related to, or used by, agricultural retailers.

## **PAYMENT AND CANCELLATION:**

Payment must be received in full with signed contract uploaded in the exhibitor portal before space is assigned. No phone or money orders accepted. Cancellation requests must be received via email at [exhibits@aradc.org](mailto:exhibits@aradc.org) by October 16, 2023, to be issued a 50 percent refund. If space is cancelled after this date, said payment will be forfeited. All member dues must be paid in full prior to the conference in order to set up your booth.

## **CONTRACT:**

Applicants for space are required to complete the contract and submit with payment via the online reservation system.

## **ASSIGNMENT:**

Confirmation of booth assignment will be emailed to primary contact listed on exhibitor contract beginning in July. ARA reserves the right to rearrange floor plan and relocate any exhibit upon consultation with said exhibitor. Spaces cannot be assigned, sublet or otherwise disposed of without consent of ARA. Any space not claimed and occupied may be reassigned by ARA without refund of rental paid. ARA reserves the right of final booth assignments.

## **DISPLAY GUIDELINES:**

ARA reserves the right to approve all exhibitors and activities related thereto. Exhibits which detract from the character of show, including persons, conduct or printed matter, may be evicted by ARA without refund of rental fees or expenses. Exhibits must be arranged so as not to obstruct traffic or hide the exhibits of others. The aisles, passageways and overhead spaces remain strictly under control of ARA. Items will only be permitted in these areas by special permission of ARA. Except for special permission, the following booth construction regulations apply:

Exhibitors must allow a minimum of 2' in front of presentation and demonstration components inside the booth to accommodate attendees to enter the booth to participate in an activity or watch a demonstration. Attendees should not be forced to stand in the aisle to view exhibitor presentations. No part of an exhibit shall extend outside of the exhibit space boundary. All promotional materials, items, etc. must be contained within the space assigned to the Exhibitors as per the completed agreement and in accordance with the booth construction guidelines of the International Association of Exhibitions and Events (IAEE). If there is a discrepancy between IAEE and ARA guidelines, the ARA guidelines will be used.

Inline/Linear Booths: 8' deep x 10' wide consisting of drape assembled on aluminum stanchions and crossbars; 8' high back drape, 3' high side drape. All other equipment, furnishings or services other than those provided as indicated must be arranged for with the decorator and/or the hotel at the exhibitor's expense.

Use of Inline/Linear Space: Regardless of the number of Inline Booths utilized, e.g. 8' x 20', 8' x 30', 8' x 40', etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. All displays, booth elements, signage, and other exhibit materials including floor covering, must be contained within the confines and plane of the booth dimensions. No exhibit may span or extend into an aisle. Boxes and equipment cannot be stored behind booth space.

# Rules & Regulations

## **FIRE SAFETY & WORK AGREEMENTS:**

Any additions or improvements to space other than included equipment shall be at exhibitor's expense and must comply with fire department and underwriter rules. No smoking, helium balloons or flammable materials are allowed. Compliance with local fire and state tax ordinances is required. The exhibitor agrees to abide by all agreements made between the unions, show management, the facilities and its agents.

## **SOUND, VIDEO, LIGHTING, COPYRIGHTED MATERIALS:**

Audio and video devices operated in an objectionable manner in the opinion of the show management may be prohibited. Booth noise may not interfere with the conversation of other exhibitors. Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted materials with proof of such being available upon request. All lighting within the exhibit must be operated so as not to distract from adjacent exhibits.

## **SET-UP & DISMANTLING RESTRICTIONS:**

Installation of exhibits may begin at the time indicated on the schedule. No exhibitor shall have the right to pack and/or remove materials prior to the closing of the show unless approved by ARA. All items left in hall after dismantling hours will be disposed of or handled at the contractor's discretion at exhibitor's expense. The exhibitor must surrender display space in the same condition as it was when first occupied.

## **REGISTRATION, STAFFING & EXHIBITOR SERVICE KIT:**

An exhibitor service kit will be sent by the official decorator by early fall. Exhibit personnel must wear an ARA official name badge to enter hall and for admission to all ARA Conference & Expo events. Only employees of the exhibiting company may receive complimentary exhibitor registration (business card may be requested for onsite registration). The lending or transfer of a badge or registration of nonemployee attendees will bar involvement from this and future meetings. While exhibitors must keep the exhibit open and staffed at all times during the posted expo open hours, exhibitors are encouraged to participate in the other conference activities when the expo is closed.

## **SOLICITATIONS, SOCIAL FUNCTIONS & MEETINGS:**

Functions sponsored by other organizations must have prior approval from ARA and cannot conflict with expo hours or any program meeting/activity conducted during this event. The distribution of materials by exhibitors or their agents is limited to the area rented by the exhibitor in the exhibit hall. Materials may not be delivered to hotel rooms of ARA attendees without advance permission from ARA at (202) 457-0825. Any costs of such distribution shall be the sole responsibility of the exhibitor. Persons whose firms have not rented exhibit space are prohibited from soliciting business from ARA attendees or members in any form at the convention hotel, without prior ARA authorization. The only Solicitation/presentations allowed without prior ARA approval will be by registered exhibitor personnel in the contracted exhibit space or as speakers on the ARA program.



# Rules & Regulations

## **LIABILITY & SECURITY:**

The ARA, the hotel, other sponsors, and their respective directors, officers, employees, agents, representatives and successors shall not be liable for, and are hereby released from, all claims, liabilities, losses, damages, costs or expenses relating to or arising out of an injury to any personnel of exhibitor or to any other person or any loss of or damage to any property of exhibit or to any other property such injury, loss or damage is incident to, arises out of, or is any way connected with exhibitor's participation in the ARA Annual Conference & Expo. The exhibitor shall be responsible for any such injury, loss or damage and any expenses related thereto, and the exhibitor hereby agrees to protect, indemnify, hold harmless and defend the ARA, the hotel, other sponsors, and their respective directors, officers, employees, agents, representatives and successors against all claims, liabilities, losses, damages, costs and expenses, including all attorney's fees and cost of litigation, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the sole negligence of the ARA, the hotel, other sponsors, and their respective directors, officers, employees, agents, representatives and successors.

## **CERTIFICATE OF INSURANCE:**

A certificate of insurance must be uploaded to the exhibitor portal by October 16, 2023, to be included in the program and by move-in to be admitted. Certificates are to name the Agricultural Retailers Association as additional insured with policy date through Dec. 4, 2023. Coverage should include comprehensive general liability of at least \$1,000,000 per personal injury for each occurrence and \$500,000 for property damage for each occurrence. Workmen's Compensation should be for full compliance employees for any work done on the exhibitor's behalf.

Your certificate must be current through the show date and name as additional insured:  
Agricultural Retailers Association, 4201 Wilson Boulevard Suite 700, Arlington, VA 22203

## **CANCELLATION OF ARA CONFERENCE & EXPO:**

If ARA should be prevented from conducting the ARA Annual Conference & Expo, ARA cannot permit the exhibitor to occupy this exhibit space due to circumstances beyond its control or determines not to offer the ARA Conference & Expo at its sole discretion, ARA will refund the exhibitor the amount of the rental fee paid with no further obligation or liability to the exhibitor. ARA reserves the right to change the location of the exhibition without compensation or payment of damages to exhibitors. In all circumstances, ARA shall notify the exhibitor at the earliest date possible of the change or cancellation.

## **ENFORCEMENT:**

Violations of any of these Rules and Regulations on the part of the exhibitor, its employees or agents shall, at the option of ARA, constitute cause for ARA to terminate this Agreement, expel the exhibitor from the expo with no reimbursement of fees paid and bar involvement from this and future ARA events.



# 2022 Exhibitors

AG Container Recycling Council  
AGCO Corporation  
AGI  
Agra Liners, LLC.  
AgraSyst Inc  
AgriCap Group, LLC  
Agro.Club Inc  
AGROCETE US  
AgVantage Software Inc.  
AgVend  
AgWorks, LLC / FieldReveal by McGregor Technologies  
Agworld  
Anuvia Plant Nutrients  
Arkema-Arrmaz  
Asmark Institute  
Atticus LLC  
Bushel  
Calhoun Super Structure  
Case IH  
Certified Crop Advisers/ASA  
ChrysaLabs Inc  
Corteva Agriscience  
CropX  
DAKK Liners  
Deveron  
DOYLE EQUIPMENT MANUFACTURING COMPANY  
Drexel Chemical Company  
DTN  
Easy Automation, Inc.  
EFC Systems, Inc.  
Esri  
Farm Journal AgPro  
FarmChem Corp  
FMC  
Green Markets  
Greystone Construction Company  
Growers  
Growers Edge  
GSG Resources, LLC  
Heartland Tank Companies  
ICL  
Insero  
Intelinair  
J.C. Ramsdell Enviro Services Inc  
John Deere  
Kahler Automation  
KeyBank  
LUCENT BIOSCIENCES, INC.  
MacroSource, LLC.  
Marcus Construction  
Meridian Manufacturing Inc.  
Meristem Crop Performance  
Murray Equipment Inc.  
NAQ GLOBAL CORPORATION  
New Leader Manufacturing  
NuVue LLC  
Ostara  
Perfect Flight  
Precision Tank  
Proagrica  
Purdue University Center for Food and Agricultural Business  
Ranch Systems, Inc.  
Ranco Fertiliservice, Inc.  
Rantizo  
Raven Industries  
Razor Tracking  
Redox Bio-Nutrients  
ResponsibleAg  
Sackett Waconia  
Skinner Tank Company (STC)  
Smartwyre  
Software Solutions Integrated, LLC  
Soiltech Wireless  
SoilView LLC  
Sound Agriculture  
Stueve Construction  
Synsus Private Label Partners  
Taranis  
TELUS Agriculture  
Ukko Agro  
Unilog + Bravo  
Yellow Freight