



811 WEST OAKLAND AVENUE
P.O. BOX 1067
AUSTIN, MN 55912-1067

PHONE (507) 437-4697 • (800) 949-3976 • FAX (507) 437-8917
www.tradexpos.com / e-mail - info@tradexpos.com

2023 North American Farm and Power Show

Four Seasons Centre

1525 South Elm Avenue
Owatonna, MN 55060

March 16, 17, 18, 2023

Dear Exhibitor:

The Tradexpos Team is proud to present the North American Farm and Power Show at the Four Seasons Centre in Owatonna, Minnesota.

The Four Seasons Centre is located within a 1-hour drive of over 3.5 million acres of crop land. This contains 2 million acres of corn and 1.5 million acres of soybeans. You will find a strong agricultural media presence with the Linder Farm Network, and an even stronger FFA Community in this area.

In conjunction with the show, there will again be a silent auction benefiting the Minnesota FFA Foundation. Any items you wish to donate are appreciated! Val Aarsvold is organizing the auction, she can be contacted via email at val.aarsvold@mnffaoundation.com.

Move-in information will be mailed out February 15th, this will include any special instructions for the show and what time you can get into your area to create a smooth experience for all exhibitors.

Baymont Inn & Suites will be offering their special farm show rate of **\$94.90** plus tax per night. Be sure to mention the 2023 North American Farm and Power Show when booking, to get the special rate.

If we have to cancel the 2023 North American Farm and Power Show, you will have the same options (refund/rollover) as last year. This is all outlined in Addendum A on the back of the contract.

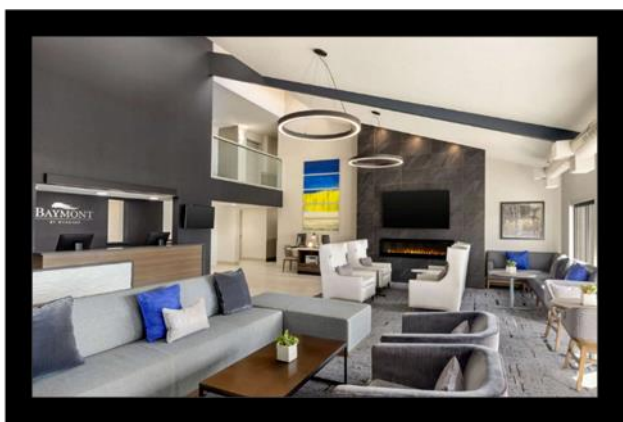
We look forward to having you exhibit with us and hope you find the 2023 North American Farm and Power Show a wise investment for your company. Please call us at (800) 949-3976 if you have any additional questions.

The Tradexpos Team,

Brock Nelson, Dan Slowinski, Debbie Golberg, Kandice Shaw



Baymont by Wyndham Owatonna
is Proud to be the Official Host Lodging for the
2023 North American Farm & Power Show!



2023 North American Farm & Power Show Special Rate

\$94.90 plus tax per night

(based on 2 adults - each additional adult is \$10.00 per night)

Make your Reservations

Call the hotel Directly at: 507-455-1142

Ask for the North American Farm and Power Rate

Rate includes:

- * Complimentary Hot Breakfast – 6AM to 9 AM daily
- * Complimentary Hotel-wide Wireless Internet Access
- * Remodeled Rooms with Cozy Serta Perfect Sleeper Beds
- * All Rooms have Flat-screen HDTV, Coffee Makers, Refrigerators and Microwaves
 - * Complimentary 24-hour Coffee Bar
- * Large Indoor Pool, with Whirlpool Spa and Game Room including Pool Table
- Market Place and Pub Forty-One Beer serving Wine Bar just off the Lobby
- * Wyndham Rewards offered for your stay!
- * Not a Member, Sign up at check-in

Baymont by Wyndham Owatonna
245 Florence Ave. Owatonna, MN 55060
PH: 507-455-1142 Fax: 507-444-0545

We look forward to your stay & Thank you for your business!



2023 Contract Agreement

Booth Contract: **2023 North American Farm and Power Show**
 Location: **Four Seasons Centre / Steele County Fairgrounds**
 Address: **1525 South Elm Ave.**
 Town: **Owatonna, MN 55060**

Show Dates: **March 16, 17, 18, 2023**
 Show Hours: Thursday 9:00 AM-5:00 PM
 Friday 9:00 AM-5:00 PM
 Saturday 9:00 AM-4:00 PM

Indoor Booth Rates			Bulk Area Rates		
One Booth	10'x 10'	\$ 600.00	One Bulk Area	20'x 32'	\$ 2,800.00
Two Booths	10'x 20'	\$1,160.00	Two Bulk Areas	40'x 32'	\$ 5,400.00
Three Booths	10'x 30'	\$1,680.00	Three Bulk Areas	60'x 32'	\$ 7,800.00
Four Booths	10'x 40' or 20' x 20'	\$2,170.00	Four Bulk Areas	80'x 32'	\$10,000.00
Each Additional Booth		\$ 450.00			

Outside Lot Rates	With Indoor Booth	25'x 50'	\$ 400.00
	Purchased Separately	25'x 50'	\$ 675.00

EXHIBITORS WISHING TO RETAIN 2022 EXHIBIT AREA ARE ASKED TO RETURN THIS CONTRACT BY OCT. 1ST

UTILITIES-All three show days			
<input type="checkbox"/> 110 Volt	\$50.00	Please reserve _____ Indoor Booth (s)	= \$ _____
<input type="checkbox"/> 208 Volt Single Phase	\$70.00	Please reserve _____ Bulk Area (s)	= \$ _____
		Please reserve _____ Outside Lot (s)	= \$ _____
		Utilities	= \$ _____
		Total Investment	= \$ _____
		25% Deposit (due with contract)	- \$ _____
		Balance Due January 15th, 2023	= \$ _____

Wireless internet is available free all three days.
 Forklifts will be available free during move-in and move-out

PAYMENT IN U.S. DOLLARS ONLY. CHECK OR CREDIT CARD PAYMENTS ARE ACCEPTED. PAYABLE TO TRADEXPOS INC.

We accept Discover, MasterCard, or Visa (circle the one you will use) a 4% convenience fee will be added.

This convenience fee is non-refundable.

Card Number: _____ Billing Zip Code: _____ Expiration Date: ____ / ____
 Street Address: _____ Three Digit Security Code: _____

Print Card Holder Name As It Appears on the Card _____ Signature of Card Holder _____ Date _____

**NO BOOTH ASSIGNMENT WILL BE MADE WITHOUT A SIGNED CONTRACT AND DEPOSIT.
 NO REFUND AFTER JAN. 15, 2023
 NO EXHIBIT SETUP UNLESS ALL BOOTH FEES ARE PAID IN FULL.**

EXHIBITOR INFORMATION:

Company Name (as to appear in show guide) _____
 Address _____ City _____ State _____ Zip _____
 Website _____ E-mail _____
 Contact Person (please print) _____ Phone _____
 Signature _____ Cell _____ Fax _____
 Products & Services to be displayed (include brand names you'd like listed in show guide) _____

 Special requests _____
 Billing Address (if different) _____
 City, State, Zip _____

Tradexpos, Inc.
 811 West Oakland Ave.
 P.O. Box 1067
 Austin, MN 55912-1067

While you may choose to make a copy for your files
 return original to Tradexpos, Inc.
 Phone 800-949-3976 Fax 507-437-8917
 www.Tradexpos.com Brock@Tradexpos.com

Contract continued
 on reverse side

CONTRACT FOR EXHIBITOR SPACE

(Continued)

In consideration of the mutual covenants hereafter set forth, the parties contract the following:

1. **TRADEXPOS, INC.** will permit the Exhibiting Party to use exhibit space subject to the expressed conditions enumerated herein. **TRADEXPOS, INC.** reserves the right to accept or reject a contract and to designate the area and specific location of space rented. The violation by the Exhibiting Party of any condition expressed or implied in the rules and regulations shall, at discretion of **TRADEXPOS, INC.** terminate this agreement; where upon the Exhibiting Party shall immediately vacate the above described space and forfeit, as liquidated damages, any funds paid to **TRADEXPOS, INC.** **TRADEXPOS, INC.** reserves the right to the final decision on accepting contracts and space assignments - no specific space location is guaranteed.
2. In no case shall the Exhibiting Party allow other individuals or organizations to **sublease or rent exhibition space** without the prior knowledge and approval of **TRADEXPOS, INC.** All exhibitors will be required to exhibit inside their purchased display area. **No selling, discussion or sales approach in the walkway/isle adjacent to their purchased display area.**
3. Set up times will be assigned per booth locations as spelled out in your move-in letter, mailed at least 30 days prior to the show. Deadline for set-up is 6:00 pm (**March 15, 2023**) unless otherwise agreed upon. Exhibits shall remain intact until 4:00 pm (**March 18, 2023**). All exhibits must be removed from the show floor/outside lot displays no later than 8:00 pm. **TRADEXPOS, INC.** will not be responsible for any items left at show site after the close of the Farm Show.
4. No signs, aerial pieces, or other devices shall extend above the normal height of the 8' high back drop of exhibits without prior approval of **TRADEXPOS, INC.** . The maximum height of 8' is allowed only in the rear half of the booth with a 4' height restriction imposed on all materials in the remaining space forward toward the isle so as not to obstruct the sight line of neighboring exhibitors. Any use of microphones or sound amplifying devices must be kept at a non offensive level, the volume must be within reasonable levels and must not interfere with other exhibitors. Radio and background music are not allowed before during or after the show. **DVD presentations must have the prior approval of TRADEXPOS, INC.**
5. **No food/water items may be given away or sold without complying with state health codes and the prior approval of TRADEXPOS, INC. and the facility. Exhibitors using electrical power must supply their own UL approved 50' power cord. Tradexpos, Inc. reserves the right to allow or not allow the running of indoor heaters (waste oil, electrical, kerosene, diesel, propane) in purchased display space. The use, distribution or sale of helium gas balloons and salted in shell peanuts are strictly prohibited from any location in the buildings. Due to liability issues no family pets in exhibit booths unless it is a certified service animal with correct papers!**
6. This agreement for exhibit space specified above shall be subject to acts of God or any condition or circumstances beyond the control of **TRADEXPOS, INC.** which shall prevent the carrying out of some or all of the Farm Show, upon the occurrence of such event, **TRADEXPOS, INC.** shall have the right to terminate this agreement without liability of any nature.
7. The Exhibiting Party indemnify, save and hold harmless **TRADEXPOS, INC.** from and against any and all claims, demands, actions or causes of actions, suits at law or inequity of any nature or character arising out of or by reason of any act or omission of the Exhibiting Party or its agents in the performance of the rights, duties, and obligations of the second party under this agreement.
8. The Exhibiting Party understands that **TRADEXPOS, INC.** assumes no responsibility or liability for any property of the second party which may be located on the premises or for drayage received and stored.
9. The Exhibiting Party warrants that it has in effect and shall maintain for the period of this agreement for the mutual benefit of both parties a policy of public liability insurance against claims for personal injuries or death, or damage to property occurring upon, in, or about the herein rented premises; in limits of not less than \$1,000,000 combined single limit by virtue of second party's authorized signature. The second party will supply certificate of insurance naming **TRADEXPOS, INC.** as additional insured.
10. **TRADEXPOS, INC.** reserves the right to change the rules and regulations, and **to make additional rules and regulations, as it deems to be in the best interest of the Farm Show.** **TRADEXPOS, INC.** has the sole power to interpret, amend and enforce rules and regulations.

ADDENDUM A

EXCUSE OF PERFORMANCE

TRADEXPOS, INC. will be excused from the performance of this Agreement to the extent that such performance is prevented by any act of God or force majeure, which could not reasonably have been foreseen and provided for. For the purposes of this Agreement, the terms act of God or force majeure include strikes, lockouts, sit-downs, material or labor restrictions by any governmental authority, unusual transportation delays, riots, floods, washouts, explosions, earthquakes, fire, storms, acts of the public enemy, wars, insurrections, **pandemic** and/or any other cause not reasonably within the control of **TRADEXPOS, INC.** or **VENDOR** or which by the exercise of due diligence **TRADEXPOS, INC.** is unable wholly or, in part, to prevent or overcome.

Unless due to a default by **TRADEXPOS, INC.**, **OR FOUR SEASONS CENTRE**, if **VENDOR** shall, for any other reason, fail to occupy or use the **PREMISES** in accordance with The **NORTH AMERICAN FARM AND POWER SHOW CONTRACT**, and/or this Agreement, no refund shall be made of any amounts paid or payable by **VENDOR** to **TRADEXPOS, INC.**

TENANT hereby waives any claim for damages or compensation from **TRADEXPOS, INC.** should this Agreement be so terminated as an act of God or force majeure.

Should the North American Farm and Power Show be canceled by State, Federal or Local authority or by Four Seasons Centre due to any of the above-mentioned occurrences, **TRADEXPOS, INC.** shall refund all booth fees, *but not credit card convenience fees*, paid to date by **VENDOR** within 60 days of the Date the **NORTH AMERICAN FARM AND POWER SHOW** was scheduled to occur.

DATED:

Authorized Vendor Signature

DATED:

Authorized Tradexpos, Inc. Signature



BOOK YOUR AD SPACE IN THE OFFICIAL PROGRAM TODAY!

Event Dates: March 16 - 18, 2023

Location: Four Seasons Centre in Owatonna, Minnesota

Over 20,000 copies are published and distributed

- In the MN Farm Guide which is mailed directly to over 18,500 MN and IA farmers
- Handed out at the entrances of the NAFP Show
- Available on the online e-edition of the Minnesota Farm Guide.

THE OFFICIAL SHOW PROGRAM WILL INCLUDE: Vendor Maps, Vendor Listing, Schedule of Events, Seminar Schedule, Exhibitors & Products features! Expect over 22,000 attendees at the 2023 NAFP Show! Reserve your ad space today!

YES I'D LIKE TO RESERVE AD SPACE NOW

Company Name _____

Authorized By _____ E-Mail _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____

Signature _____

PUBLISHED: March 10, 2023

DEADLINE: March 2, 2023

DISTRIBUTION: Official Program inserted into the MN Farm Guide, and handed out at the entrances.

RATE

<u>Ad Dimensions</u>	<u>Investment</u>
Full Page (9.67" x 10")	\$861.00
Jr. Page (7.22" x 8.5")	\$553.50
1/2 Page Vertical (4.77" x 10")	\$430.50
1/2 Page Horizontal (9.67" x 5")	\$430.50
1/4 Page (4.77" x 5")	\$215.25
1/8 Page (4.77" x 2.5")	\$102.50

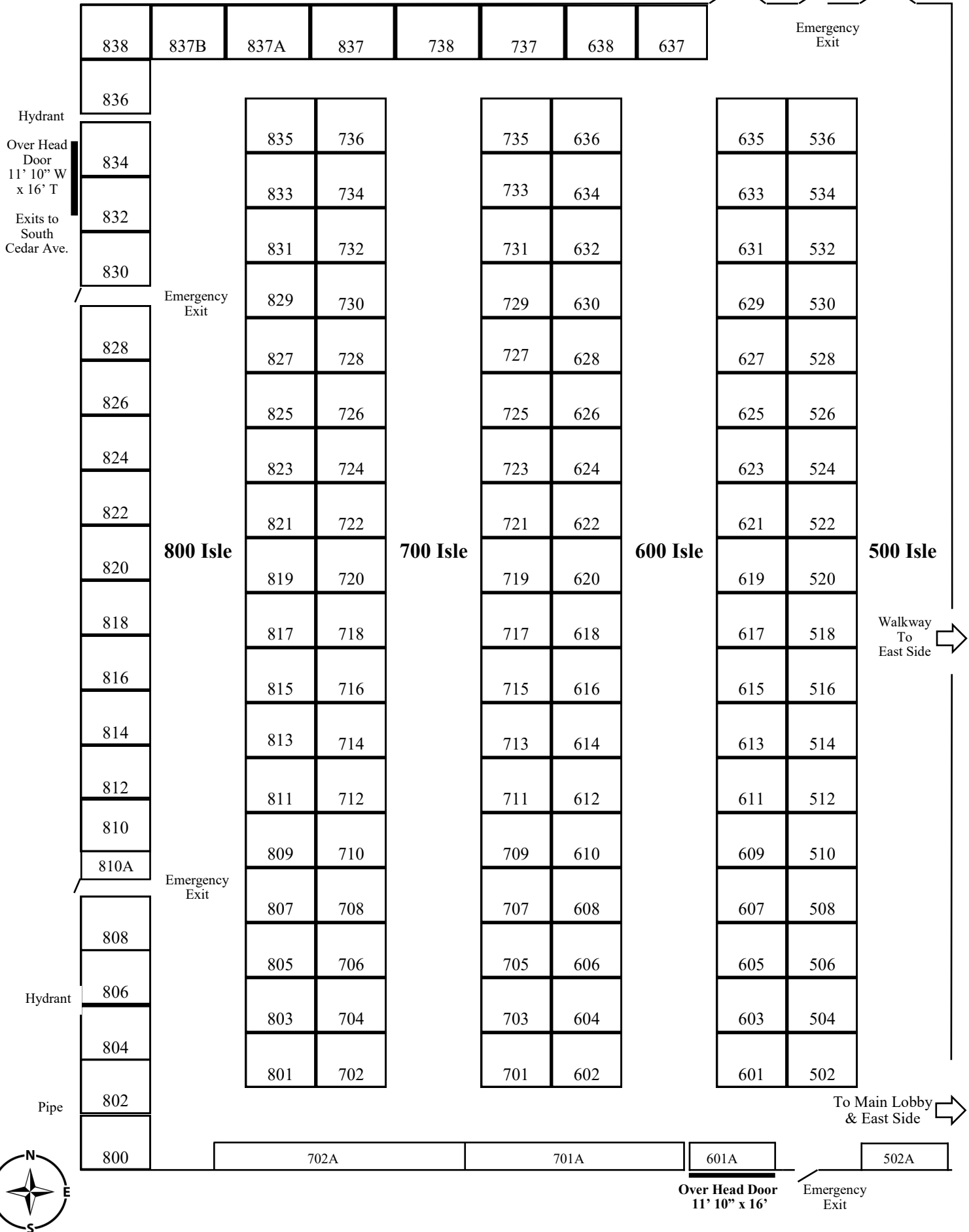
Color: Free Reserve your ad space today!

2023 NAFP Digital Advertising Specials

- **Farm Show Digital Package A** **\$500**
This is an excellent and inexpensive option, targeting the zip code of the farm show with ads delivered to desktop and mobile devices on a wide collection of brand safe sites.
- **Farm Show Digital Package B** **\$1,000**
This is an excellent option to utilize for maximum impact! We target not only the geographic area of the farm show, but also target ads to appear on pages being viewed by your target demographic audience and with content that matches keywords and phrases related to your business. Ads are delivered to desktop and mobile devices on a wide collection of brand safe sites.

CALL FOR DETAILS AND TO RESERVE SPACE NOW!

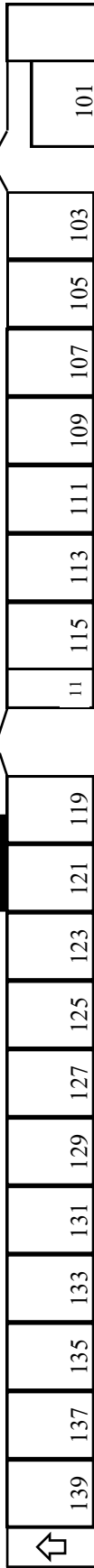
Four Seasons West Side



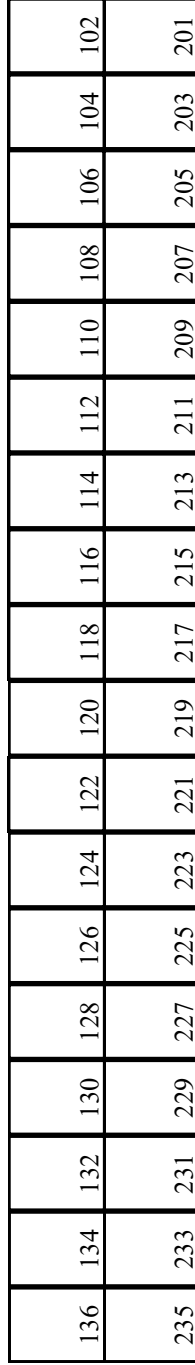
Over Head Door
13'6" x 15'

Emergency Exits

Emergency Exits

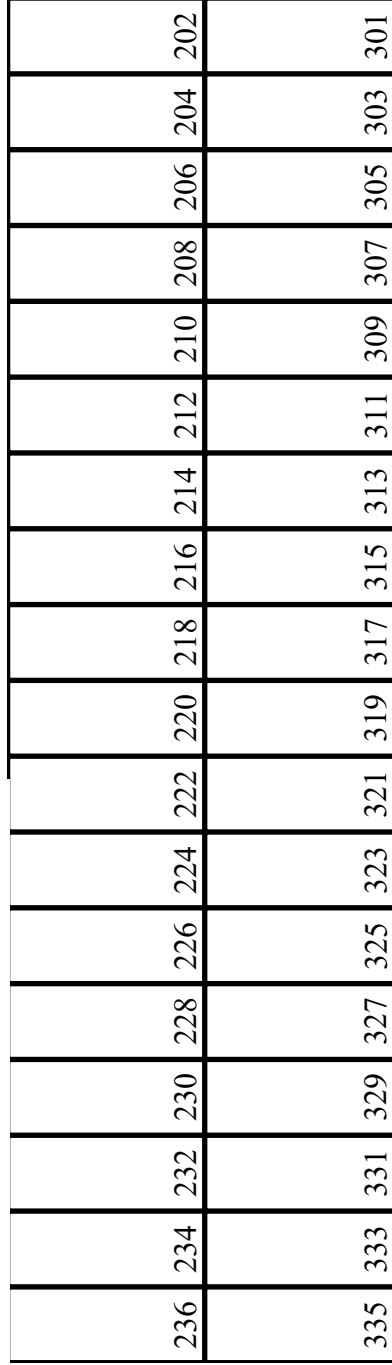


100 Isle

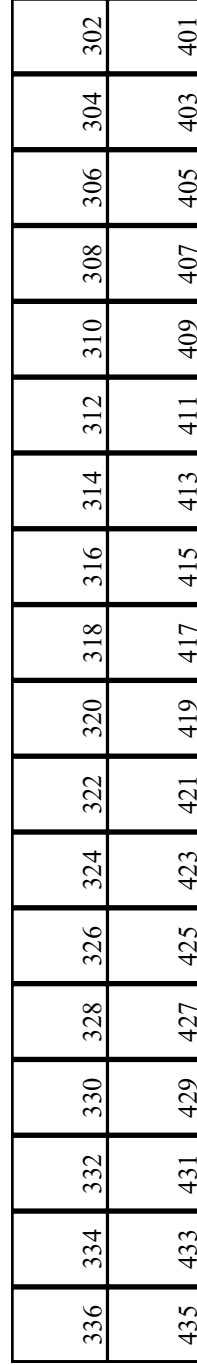


Booths 202-236 and 301-335 are 10' x 16' &
Purchased as Bulk Space

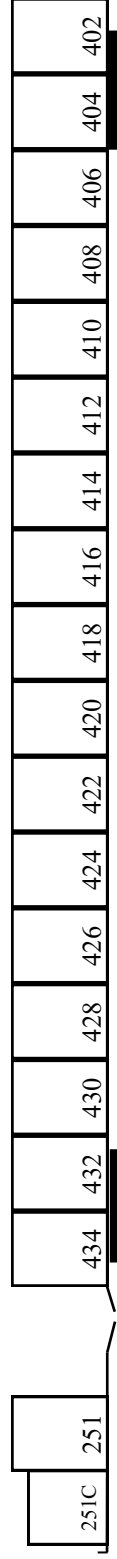
200 Isle



300 Isle



400 Isle



Emergency Exits
Over Head Door
14'6" x 17'

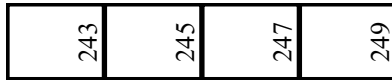
Emergency Exits

Over Head Door
14'6" x 17'

Four Seasons East Side



Hydrant



Storage

Hydrant

Public
Entrance

Storage



Over Head Door
11' 10" W x 16' T

West Four Seasons Centre

Over Head Door
11' 10" x 16'

LOBBY

Over Head Door
14'6" x 17'

East Four Seasons Centre

Over Head Door
13'6" x 15'

Over Head Door
14'6" x 17'

9th Street

Green
Space

SC Fair
Buildings

SC Fair
Buildings

SC Fair
Buildings

SC
Fair

ATTENDEE PARKING

914

912

910

908

906

904

902

Green
Space

SW 18th Street SE

South
Cedar
Ave.

Ticket
Booth

South
Elm
Ave.

Grandstand



TRAILER
PARKING

SW 18th Street SE

