



**EXHIBIT SPACE APPLICATION**  
THE GRASSFED EXCHANGE – Grassfed Seminar & Displays  
September 15-17, 2011  
NECC Agricultural Complex  
Norfolk, Nebraska  
[www.grassfedexchange.com](http://www.grassfedexchange.com)

---

The cost for sponsorship levels is to be paid by August 26, 2011. After the 26<sup>th</sup> of August, the cost increases by 20%. To reserve your space, forward this application (pages 1 & 3) with full payment to: The Grassfed Exchange 86331 535<sup>th</sup> Avenue Plainview, NE 68769. We have various sponsorship levels which you will find on page 2. If you cannot attend you may pay \$100 and send us literature for 400 attendees that we will then distribute for you.

**Exhibitor Information**

Company Name:

Contact Name:

Title:

Address:

City:

State:

Zip

Telephone

FAX:

E-Mail:

Principal Product or Service to be displayed:

Circle Selection: Breakfast – Fri      Sat      Booth - \$2500 \$1750 \$1000 \$300      Literature -

Your tabletop will be assigned by The Grassfed Exchange and the location of your tabletop will be provided on-site. All seminar display areas are 8' tables with two folding chairs. All vendor booths are indoors so prevailing weather will have no bearing on your exhibit. The banquet tables are '8 and skirted.

Will you require access to electrical outlet at the seminar?

Yes

No

(Authorized Signature)

(Company Name)

This application becomes valid when it is approved and accepted by The Grassfed Exchange. You will receive confirmation via preferably by email or by phone.

**For additional information, please contact:**

**Joey Jones (402) 322-1608 email [joey@grassfedexchange.com](mailto:joey@grassfedexchange.com)**

# Sponsorship Levels

As a sponsor of The Grassfed Exchange Seminar & Displays, you may choose your level of participation. The cost of the various opportunities is listed below along with what that sponsorship level includes. All activities will be held indoors for this event. We look forward to your generous support and participation in The Grassfed Exchange.

## **Breakfast Sponsor Fri – \$5000**

## **Breakfast Sponsor Sat – \$5000**

This sponsorship level includes your Vendor Booth, 4 Banquet Tickets, a Vendor Table at the Banquet and a 4 x 8 Banner displayed at breakfast and recognition during seminar. You will also have 1 ½ hrs to present your topic in an individual break out session. Choose one or both days. This opportunity will only be available until funds are received to secure both days.

## **Diamond Level Sponsor – \$2500**

This sponsorship level includes your Vendor Booth, 3 Banquet Tickets, a Vendor Table at the Banquet and a 4 x 8 Banner displayed at the seminar. You will also have 1 hr to present your topic in an individual break out session.

## **Gold Level Sponsor – \$1750**

This sponsorship level includes your Vendor Booth, 2 Banquet Tickets, a Vendor Table at the Banquet and a 3 x 6 Banner displayed at the seminar. You will also have ½ hr to present your topic in a break out session.

## **Silver Level Sponsor – \$1000**

This sponsorship level includes your Vendor Booth, 1 Banquet Ticket and a 2 x 4 Banner displayed at the seminar.

## **Bronze Level Sponsor – \$300**

This sponsorship level includes your Vendor Booth. (Banquet tickets at this level would be at the reduced charge of \$50.)

# EXHIBITOR NAME BADGE FORM

(PLEASE PRINT OR TYPE)

**PLEASE COMPLETE THIS FORM AND FAX (402-582-4524),**

**OR MAIL IT TO THE GRASSFED EXCHANGE**

**86331 535 Avenue Plainview, NE 68769 on or before September 1, 2011**

COMPANY NAME:

REPRESENTATIVE #1

CITY

STATE

REPRESENTATIVE #2

CITY

STATE

REPRESENTATIVE #3

CITY

STATE

\*\*\*\*\*

TGFE OFFICE USE ONLY

Date: \_\_\_\_\_ Fee Received: \_\_\_\_\_

Check Number: \_\_\_\_\_

**RULES AND REGULATIONS**  
**THE GRASSFED EXCHANGE – Grass Genetics Seminar & Displays**  
September 15-17, 2011  
NECC Ag Complex, Norfolk, Nebraska

Please review these rules and regulations carefully, your signature on the application binds you and your company to this contract and the terms expressed herein.

**Products/Services Exhibited**

Products or services exhibited (or referred to) must be those related to the interests and educational values of The Grassfed Exchange (GFE). The GFE may refuse to accept the application of any company or person whose display of goods or services are not compatible, with the general character and objectives of the GFE.

**Terms of Payment**

Exhibitor fees shall be received in the GFE office by Aug. 26, 2011. For fees received after Aug. 26, 2011, the fee will increased by 20%. GFE reserves the right to decline any exhibitor.

All monies paid shall be retained by the GFE as liquidated damages, in the event the exhibitor violates this contract, cancels the exhibit space at any time prior to the Conference, withdraws from the exhibit at any time or fails to fulfill the terms of this contract. All payments made by the exhibitor shall be retained by the GFE should the exhibitor cancel on or after September 1, 2011. The GFE reserves the right to reassign without refund any space not claimed or occupied or for which special arrangements have not been made as of 12:00 p.m. September 15, 2011.

**Booth Space**

Exhibit space is assigned based on the order in which completed applications and required payments are received in the GFE office.

Seminar exhibit table space will consist of an 8'x36" table and two (2) side chairs. All electrical equipment must conform to electrical code and must be approved by Underwriters Laboratory (U.L.) or other recognized laboratory. Display materials are at your discretion, but please be considerate of your fellow exhibitors.

**Subletting and use of Space**

Exhibitors shall not assign or sublet any space allotted to them and shall not advertise or display goods other than those manufactured or sold by them in the regular course of their business. No person, firm or organization that has not contracted with the GFE for occupancy of exhibit space will be permitted to display or demonstrate any products, processes or services, solicit orders, wear exhibitor identification badges or distribute advertising or other materials. Any infringement of this regulation will result in prompt removal of said offending person(s). The GFE does not in any manner endorse any of the products or services related to the exhibits which have been accepted for display during the Conference.

**Hotel Reservations**

All exhibitors and exhibitor personnel may reserve hotel sleeping rooms through the GFE room block at The Norfolk Lodge & Suites so long as such rooms are available.

## **Exhibit Space Activities**

Business activities, circulars and advertising material of the exhibitor shall only be conducted and/or distributed within the exhibit space assigned to the exhibitor. Exhibitors are prohibited from conducting any activities on the outside grounds, parking area, or elsewhere inside of the arena or hotel/conference center without prior consent.

Exhibitors are required to keep the assigned space in good order at all times. Exhibitors may not place anything in the aisles during open hours. Promotional activities considered to be objectionable and not in the best interest of the GFE and its purpose of education will be expressly prohibited. Audiovisual and other sound and attention-getting devices are permitted only in such intensity as, in the GFE's sole discretion does not interfere with the activities of other exhibitors.

## **Exhibit Installation and Dismantling**

**Exhibitor set-up is Thursday, September 15, 2011 from 7:00a.m. until 12:00p.m.** Placement of said materials will be assigned by GFE staff. **Exhibitor tear-down is Saturday, September 17, 2011 from 5:00 p.m. until 10:00p.m or by special arrangement.**

**Your table at the DeVent Center may be set-up at 4:00 p.m. on September 16 and taken down by 12:00 midnight the same day.**

**The Norfolk Lodge & Suites has established the following Storage/Box/Handling Fees. These fees are the responsibility of the Exhibitor and will be applied to the Exhibitor's guestroom folio or credit card.**

The Norfolk Lodge & Suite's does not charge for this service. The Receiving Department will accept deliveries no earlier than three (3) days prior to group arrival date from 8:00a.m. to 3:30p.m., Monday through Friday.

All incoming packages/boxes, etc. should be addressed to the guestroom of the Representative of the Exhibitor (Receiving Guest's Name). All boxes should be plainly labeled and numbered appropriately (package 1 of 3, Box 2 or 3, etc.) See example below:

The Norfolk Lodge & Suites  
The Grassfed Exchange  
Receiving Guest's Name  
4200 W Norfolk Ave Norfolk, NE 68701

## **Liability**

Exhibitor hereby assumes all responsibility and agrees to indemnify, defend and hold harmless GFE, its officers, members, employees, agents and assigns and NECC Ag Complex, its officers, directors, employees, agents and assigns from and against any and all demands, claims, causes of action, losses, damages, penalties, liabilities, costs and expenses (including reasonable attorney's fees and court costs) asserted against or incurred by GFE or NECC Ag Complex by reason of or arising out of the use, ownership or operation of the exhibition premises. This indemnification shall not apply to any claim or action which results from the negligence or intentional act of GFE or NECC Ag Complex.

Exhibitor further waives any and all rights it may have against the GFE, NECC Ag Complex and their respective directors, officers, members, agents, employees, and successors and releases and discharges them from any claim relating to exhibitor's occupancy and use of the exhibit area, or any part thereof.

## **Insurance**

The GFE and NECC Ag Complex does not provide insurance covering exhibitor's property, and exhibitor expressly waives and releases any claim or demand it may have against them by reason of any damage to or loss of property of the exhibitor.

The Exhibitor shall carry comprehensive general liability coverage, including premises, operations and contractual liability coverage.

## **CANCELLATION**

In the event the Conference shall not be held, for any reason whatsoever, then and thereupon the contract for exhibit space shall be terminated. In such case, the exhibitor shall waive all damages and claims for damages and agrees that the sole liability of the GFE will be to return to exhibitors their space payment on a pro-rate basis after deduction of all conference related costs and expenses incurred by the GFE through the date of cancellation, and administrative fee and overhead charges.

## **Other Regulations**

The GFE shall have the sole authority to interpret and enforce all rules and regulations governing exhibitors and the Conference. Any and all matters not specifically covered herein are subject to decision by the GFE. These rules and regulations may be amended at any time by the GFE upon written notice to all exhibitors. Each exhibitor expressly agrees to be bound by the rules and regulations set forth herein and by any amendments thereto adopted by the GFE from time to time. Any exhibitor or representative who, in the opinion of the GFE, conducts itself unethically may be immediately dismissed from the Conference without refund or other appeal.

## **Violation of Rules**

Any violation of these Rules and Regulation by any exhibitor may, at the GFE's discretion, result in denial of access to the exhibit area, denial of exhibit space installation, closing or removal of the exhibitor's exhibit space, and /or prohibition on future participation in Conferences. In the event exhibitor violated the Rules and Regulations and is prohibited from continued use of the exhibit space, exhibitor's exhibit space fee, or any portion of it is non-refundable.

## **Applicable Laws**

This contract shall be governed by the laws of the State of Nebraska. Exhibitor shall abide by these Rules and Regulations, as well as any rules and regulations of NECC Ag Complex, including all applicable local, state, federal or other laws, rules and regulations.

## **Severability**

Should any part of this contract be found by a court of law to be void, unconstitutional, or unenforceable, the remaining provisions shall remain in full force and effect.