



THE NW AG SHOW'S 2013 EXHIBITOR GUIDE

Welcome! All of the forms you will need for exhibiting at the show are included in this handy guide. If you have any questions, please feel free to contact us!

CONTACT INFORMATION:

Show Manager: Amy Patrick
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Sublimity, OR 97385
Phone: 503-769-8940
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SHOW LOCATION:

Portland Expo Center
2060 N. Marine Drive
Portland, OR 97217
503-736-5200
www.expocenter.org

SHOW HOURS:

Please note the **new** show hours:
Tuesday: 9 am – 8 pm
Wednesday: 9 am – 8 pm
Thursday: 9 am – 3 pm

HOTELS:

We have rate agreements with three hotels located near the Expo Center:

- The North Harbour Courtyard by Marriott – 503-735-1818
- The North Harbour Fairfield Inn & Suites by Marriott – 503-286-6336
- Best Western Inn at the Meadows – 503-286-9600

(Please refer to the NW Ag Show to receive the appropriate rate.)

PARKING:

Parking is free for all exhibitors & attendees. Please park in the exhibitor lot behind the Expo Center (access off Force Ave. or around the south of Hall E) and don't leave valuables in your vehicles.

MOVE-IN / MOVE-OUT INFORMATION:

Move-in will be Monday, January 28, 8 am - 8 pm. (Carry-in items only on Tuesday morning.)

In an effort to streamline Move-in, we are requesting that those exhibitors with booths on the East Side of the buildings arrive in the morning and exhibitors with booths on the West Side of the buildings arrive in the afternoon. Also, if your booths are located in the connecting hallway (booths 1-20), or in spaces E39A, E39B, E39C, D428A, D428B, D437 or D438, please be aware that those booths will not be set until mid-afternoon.

There will be personnel on site to accept equipment into the secure outside lot on Friday, January 25 & Saturday, January 26, from 8 am – 5 pm. *Please Note: Any products or equipment brought in at this time will be stored outside as we do not have access to the buildings prior to Monday morning.*

Move-out will be Thursday, January 31, 3 pm - 8 pm & Friday, February 1, 8 am - Noon.

No one is permitted to break down their booth spaces prior to the close of the show at 3 pm. All exhibits and/or equipment must be out of the exhibit halls by Noon on Friday.

2014 SHOW SIGN-UP:

Included in your exhibitor packet at the show will be a 2014 show contract. Sign and return the contract to the Show Office by 5 pm on Wednesday, January 30 to reserve your current booth(s). If you do not return your contract, your booth(s) will be shown as available during the Priority Sign-Up(see below). If you are interested in changing booth(s), it is recommended that you return the contract to reserve your current booth(s), then make any changes during the Priority Sign-Up; this way your current booth(s) are not available to other exhibitors until you are sure of any changes.

Booth sign-up is based on priority: each exhibitor is placed into a priority group based on their first contiguous exhibition year. These groups are reflected on the Priority List, which will be posted in the Show Office (Room D101) and the Exhibitor Lounge (Room E101). On Thursday, January 30, Priority Sign-Up for the 2014 show will begin at 1 pm. Each exhibitor will have a chance to make booth changes when their priority group is called to the office. Approximate times will be posted on the Priority List to give an idea of timing for each group.

DECORATOR, DRAYAGE & ELECTRICAL:

Electrical:

Hollywood Lights
5251 SE McLoughlin Blvd.
Portland, OR 97202
503-232-9001

Hollywood Lights Web Site

(Click on 'Order Forms'. Use this password to access show forms: NWAG)

Decorator/Drayage:

DWA
3720 NW Yeon Avenue
Portland, OR 97210
503-228-6800

DWA Web Site

(Click on 'Exhibitors'. Follow instructions to order online and use this password to access the forms for our show: FRP7239)

NAME BADGES:

To order your name badges please use this link:
<http://nwagshow.com/forms/view.php?id=10794>

Please indicate if you would like your badges mailed prior to the show or held in Will Call (located in the Show Office). If requesting to have them mailed, include the appropriate mailing address. Name badges will be mailed prior to the show within reason. If badges are ordered late, they will be held in Will Call.

Please remember that your name badges are your entry passes into the show. If you will have people working shifts in your booth, please consider leaving their badges in Will Call. Name badges are for employees/representatives of your company only. If you have guests attending the show you can purchase guest tickets at an exhibitor-only reduced price.

COUNTER DISPLAY/ENVELOPE STUFFERS:

Envelope stuffers and counter displays are provided to you at NO COST. The counter displays work great on service counters or places in lobbies and they hold extra envelope stuffers! The stuffers can be used in December & January billing statements to remind your customers to come see you at the show.

To order, please use this link: <http://nwagshow.com/forms/view.php?id=11741>

SPONSORSHIP OPPORTUNITIES:

FFA Partnership Sponsors: \$300

Join us in supporting local FFA chapters in Oregon & Washington! The board of the Northwest Ag Show has made supporting the FFA organization a priority because we realize the investment we are making in the future of farming. If you feel strongly about this cause, this is the perfect way to show it!

Your sponsorship funds will be used to support our FFA Equipment Contest or to fund a chapter's travel cost in attending the show through our FFA Travel Scholarship program. All FFA Partnership Sponsors will have their logos added to our FFA Partnership Sponsors page located on our website and on the coinciding banner placed in the FFA Display area during the show. Also included is a mention in our live remote radio broadcast during the FFA segment.

Meeting Room Sponsors: \$500 per room

Sponsor a meeting room for a day and get your name in front of every potential buyer who attends our grower meetings that day! The Northwest Ag Show is an important event for growers around the northwest who want to attend our industry specific meetings. Want to get your name in front of nut growers or orchard fruit producers? Sponsor their meeting room!

Each sponsor will have their name & logo displayed at both the entry and the front of each room. Every attendee will be looking directly at your business name during the meeting! Also included in this sponsorship is recognition in the meeting schedule posted on our website.

Family Day Sponsors: \$1000

Family Day is held each Wednesday of the show. On this day entire families can gain admission to the show for \$15! We have literally seen 12 family members spanning 3 generations enter on the reduced ticket. Which goes to prove our emphasis on putting buyers in the aisle over making gate admission receipts!

This is a great opportunity to stretch your advertising dollars! Family Day Sponsors will receive recognition in print ads in over 20 industry publications and mentions in radio advertising. Any mention of Family Day on our website will also have sponsors listed. On Wednesday, there will be signage placed at each entry point listing your company, and logo, as sponsors Family Day!

Title Sponsor: \$8,500

Become Title Sponsor of the NW Ag Show and your company will receive: inclusion in all print advertising in more than 20 targeted and ag-related publications, mention in all radio spots, a full page ad in the show's new and expanded show program that's distributed at the show and direct mailed to more than 8,500 people, a full on-air segment (about 5 min.) in the show's live radio remote broadcast, press coverage in all of the NW Ag Show's press releases and public relations efforts, home page presence on the Ag Show's website that received in excess of 10,000 unique visitors a month just before and during the show, Title Sponsor acknowledgment on all discount coupons. Promotional package valued at \$55,000.

[Download Title Sponsor Information Package](#)