



"Growing Montana"

MABA-MGEA 2012 Convention

January 25-26, 2012



TO: Allied Industry, 2011 Trade Show Exhibitors and Convention Sponsors

FROM: Montana Agricultural Business Assn. and Montana Grain Elevator Assn.

We invite you and look forward to your participation in our 25th Annual Joint Convention and Trade Show Jan. 25-26, 2012 at the Heritage Inn in Great Falls.

If you've been looking for a way to reach the maximum number in the Montana retail pesticide, fertilizer, seed and grain business, this Trade Show is the event of the year for YOU--no other event comes even close in reaching this audience! And, as you know, traveling around the state to meet these folks is a lengthy and expensive task.

Our convention schedule caters to the Trade Show Exhibitor and to Convention Sponsors. The pesticide workshop will be Wednesday morning with a break in the Trade Show area, followed by lunch and the convention keynote. Then we'll again have the afternoon after 3 p.m. set aside for the Trade Show with eight \$50 bills given away before 6 p.m. This seems to be effective to keep everyone in the Trade Show area so you have the opportunity to visit with them. All the breaks and the lunches will be in the Trade Show to provide participants time to visit your booth. The final event in the Trade Show is the no-host cocktail party on Thursday evening.

Each 10'w x 6'd pipe & drape booth includes a table with cloth, two chairs and a 500w/110v electrical outlet. For any other services, including display & materials shipping, additional tables, furnishings or table skirting, you may contact K&J Convention Services directly at 406-442-3238 and their email is kjd@bresnan.net. The Exhibit Service Kit will be published on their website and available for download in December at www.kjconventions.com/maba.

Trade Show space is on a first-come, first served basis, with 2011 exhibitors having your same space back **if we hear from you by NOVEMBER 15.** With the layout of the Trade Show, there really is no booth that doesn't get good traffic--we've worked over the years to assure that! Set-up may begin on Tuesday, Jan. 24 at 1 p.m. and tear-down may begin at **9:00 p.m.** on Thursday, Jan. 26. We will have security in the Trade Show Tuesday and Wednesday evenings from 10 p.m. to 6 a.m. Please call us if you need to put this trade show or sponsorship expense in next year's budget.

If Trade Show participation does not fit your plans or if you want even more exposure, sponsorships also are available to spotlight your company. We highlight sponsors in the program, at sessions and with signs. Silver Sponsorships are \$350, Gold Sponsorships are \$500 and Platinum Sponsorships are \$1,000. Silver and Gold Sponsorships include one convention registration; Platinum Sponsorship includes two convention registrations.

The Heritage Inn phone number for sleeping room reservations is 800-548-0361--the convention rate is \$78 for a single or double plus tax at the Heritage or \$54 single and \$58 double plus tax at the adjacent Motel 6. Please also let us know of any special needs you may have.

We look forward to hearing from you soon! Please contact Krista Lee Evans at 406-227-3523 or by email at mabamgea@Gmail.com if you have any questions.

2012 MABA-MGEA Convention Contract

Company _____

Name for Badge _____ Phone _____

Address _____ Fax _____

City, State, Zip _____ Email: _____

MABA and MGEA will provide night security on Tuesday and Wednesday evenings from 10 p.m. to 6 a.m., but assume no liability for damage to or loss of exhibitors' property nor for any losses in case of inability to provide exhibit space due to fire, earthquake, storm, riot, strike, civil insurrection or war.

Trade Show \$ _____

Booths are **\$350 if paid by Nov. 15; \$385 if paid after Nov 15.**

_____ Please reserve our same booth(s)

_____ We want a different booth. The booth numbers that I would prefer (written in order of priority are:

_____ We're a new exhibitor. With this layout, all booths get excellent traffic. We try to place space between competitors. The booth numbers that I would prefer (written in order of priority) are:

**** We must hear from you by November 15 or booth(s) will be released for resale****

Sponsorship \$ _____

Silver Sponsor \$350; Gold Sponsor \$500; Platinum Sponsor \$1,000

Additional Registrations \$ _____

Registration is included for one person with each booth or sponsorship except the Platinum sponsorship which includes two registrations. For additional individuals, please enclose \$105/person if they are attending the convention only or \$135 if they are attending both the convention and the pesticide workshop and list their names below.

<u>Name</u>	<u>City</u>
_____	_____
_____	_____

_____ Please check if additional are attending and write the names on the back of this form or attach a list.

Contribution to Silent Auction \$ _____

TOTAL \$ _____

Company Representative's Signature: _____

_____ Check enclosed

_____ Check will be sent from my company headquarters.

_____ Other: _____

_____ Charge to VISA _____, Mastercard _____ or American Express _____ credit card:

Number: _____ Expiration Date _____

Three or four digit code on the credit card: _____

Name (as it appears on the credit card) _____

Mailing Address for credit card: _____

Mailing Zip Code _____ Signature: _____