

For Farmers and Ranchers

And Those Who Aspire To Be



Exhibitor Information and Prospectus

American Royal Complex
Kansas City, MO

February 23-25, 2018

Friday, Saturday, Sunday

The Show is Produced and Managed by Western Equipment Dealers Association.

www.westerneda.com

Show Location and Information

American Royal Complex, 1701 American Royal Court, Kansas City, MO. Prior to the show, information can be obtained from the Western Farm Show by calling 816-561-5323 or on the website at www.westernfarmshow.com. During the show, information can be obtained on site at the Show Office.

Show Dates and Hours

Open to General Public

Friday, February 23, 2018 - 9 am to 5 pm
Saturday, February 24, 2018 - 9 am to 5 pm
Sunday, February 25, 2018 - 9 am to 4 pm

Set-Up and Installation Dates

Tuesday, February 20, 2018 - 8 am to 5 pm
Wednesday, February 21, 2018 - 8 am to 5 pm
Thursday, February 22, 2018 - 8 am to 5 pm

Move Out and Tear Down

Tear down and move out MUST NOT BEGIN until after the show closes at 4PM on Sunday. All exhibits must be removed from the building by 3:30 pm Monday.

Soliciting Business

The WESTERN FARM SHOW IS A NON-DIRECT SELLING SHOW! Every effort will be made by the Association to encourage exhibitors to refer attendees to retailers stocking the exhibited products. **DIRECT SELLING IS NOT ALLOWED!**

Family Living Center

The Family Living Center is a special area of the Show reserved for products or services with only an ancillary connection to agriculture. This is the only area of the Show where cash-and-carry sales may legally take place. Exhibitors must observe all applicable laws, including collection of sales tax. **If food is sampled, exhibitor must obtain a city health permit.**

Exhibitor Service Kit

The Exhibitor Service Kit will be issued by the show decorator to all exhibitors. The kit will cover the official electrician services of the building, labor, decorating, sign making, furniture rental, etc. Exhibitors will be billed directly by the show decorator for these and any additional services.

Official Contractors

Order forms are available in the Exhibitor Service Kit.

Decorating Services: Fern Exposition and Event Services, 816-221-0525

Electrical Services: Greenwave Technologies, 816-513-5200

An identification sign, 7" x 44", will be provided for each exhibitor at no cost.

Additional signs may be purchased.

Official Show Publication

The official show publication, published by High Plains/Midwest Ag Journal, is mailed to 20,000+ producers in early February and is available online at www.westernfarmshow.com and on-site. Exhibitors may obtain ad space at a discounted rate in the Official Show Program. This option is also extended to registered sub-exhibitors. Call High Plains/Midwest Ag Journal at 800-452-7171.

Shipping Exhibits

In Advance:

Shipments arriving on or before February 14, 2018, should be consigned to the Official Trucking Company as follows:

Company Name

Booth No. _____

Western Farm Show

c/o Fern Expo/YRC

3500 Booth St.

Kansas City, MO 64129

Services of Official Trucking Company

- Receiving and storing shipments (30-day free storage allowed).
- Handling shipment to your booth at the American Royal Complex.
- Handling out of the American Royal Complex at conclusion of show.
- Charges for these services are listed in the Fern Expo Exhibitor Service Kit.

Shipping Direct to Your Booth

Shipments will be received at the American Royal Complex starting on February 20, 2018. The proper address follows:

Company Name

Booth No. _____

Western Farm Show

c/o Fern Expo/AR Complex

1701 American Royal Court

Kansas City, MO 64102

Equipment Available

Forklifts will be available to assist in moving exhibit material from your truck to your booth. Please contact Fern Expo for rental information.

Exhibiting/Facility Clearances

Governors Building: One door - 16' wide and 14' high
Six doors - 12' wide and 14' high
Two doors - 14' wide and 14' high

Hale Arena: Two doors - 16' wide and 14' high

Lower Level Exhibit Hall: Two doors - 8' wide and 10' high (truck loading dock)*
One door - 12' wide and 14' high
One door - 16' wide and 14' high

***Please note there is only one loading dock.**

Ramp to Upper Level Exhibit Hall: 25' wide and 11' 6" high

Exhibiting Information

Exhibitor Parking

During show hours, exhibitors must have a parking pass to park in Lot A on the south end of the building. Pre-order online or purchase at the gate.

Sub-Exhibitors

If you choose to share your exhibit space with affiliated companies or lines you represent, they must be registered with Show Management. Register sub-exhibitors online so they can be recognized and listed in the Official Show Program.

Exhibitor Badges

A limited number of badges will be provided for personnel working a booth. Exhibitor badges must be worn at all times, and exhibitors must display their badges for admission. Exhibitors are responsible for distribution of badges for their booth shift changes. Additional badges may be purchased online prior to the show.

Certificate of Insurance

Exhibitors must provide a Certificate of Insurance demonstrating proof of policy for comprehensive general liability insurance with coverage to insure against liability for personal injury or death, property damage or other loss arising out of or resulting from exhibitor's actions or use of exhibition space. Minimum limit for the insurance must be \$1,000,000 per occurrence. The WEDA Trade Association must be shown as "Certificate Holder" under the general liability policy.

Online Floor Plan and Exhibitor List

This point-and-click floor plan system is a great online marketing tool. Attendees can locate exhibitors on the floor plan using a Search Engine and view information about your services or products prior to the show. Each exhibitor is provided a password to input additional information including: welcome message, exhibitor profile, product categories and a hyperlink to your website. This option also is extended to registered sub-exhibitors.

Exhibit Appearance

No signs, pennants or other devices in any booth may extend more than 10' above the floor and must not extend into the aisles. **Helium balloons are strictly prohibited.** Self-adhesive advertising stickers or labels may not be distributed.

Height of Exhibits

To maintain an attractive exhibition, height of the exhibit sides and backs shall be uniform, with the height of booth sides at 3' 6" and booth backs not exceeding 8'. For those booths located on the outer perimeter, the backs may be 10' high.

Character of Exhibits and Restrictions

Show Management reserves the right to reject or prohibit any exhibit, part of exhibit, or proposed exhibit, which, in its opinion, is not suitable to the exhibition. Management has the right to restrict any exhibit that, because of noise or other reasons, may become objectionable. Aisle space shall not be used for exhibits or demonstration purposes.

Removal of Exhibit

Show Management is authorized to remove from the Exhibition Space, at the expense of the exhibitor, all property occupying the Exhibition Space after Exhibitor's term has expired. Show Management shall not be liable for any damage or loss to such property and the Association is hereby expressly released from any and all claims for damages.

Booth Equipment

Booth backs will be provided without charge to booths on the outer perimeter of the building and elsewhere, as needed. A 10'x10' booth will include: 8' high back drape, 3' high side drape and one company identification sign with booth number.

Hotel Information

Visit the website, www.westernfarmshow.com, for area hotels offering special exhibitor rates.

Safety and Vehicle Displays

Batteries must be disconnected. Fuel tanks must not contain more than one-quarter tank or five gallons of fuel (whichever is least). Fuel tanks and fill openings must be closed and sealed to prevent tampering. **No refueling or defueling in the building.**

No Smoking

The City of Kansas City, Missouri has an ordinance that prohibits smoking in the American Royal Complex and other such buildings.

No Obstructions

Exhibitor shall not obstruct sidewalks, entries, passageways, vestibules, halls and elevators of the Exhibition Building or use those areas for any purpose other than for ingress and egress to and from the Exhibition Space.

Food and Beverage

Exhibitors cannot distribute coffee, food, peanuts, popcorn and/or soft drinks from their booths without the approval of Show Management and must obtain a temporary health permit from the Kansas City, Missouri Health Department (816) 513-6315.

Security

Guard service will be provided by Show Management beginning Tuesday at 4pm, through Monday at 8am. All exhibitors are expected to provide their own storage for all materials and small equipment requiring extra security.

Storage of Equipment

A locked storage room is available to all exhibitors to store equipment such as TVs, VCRs, cameras, etc. More details are at the Show Office. The American Royal and the Western Farm Show do not assume responsibility for lost, stolen or damaged items at any time.

Cleaning Machinery

Washing of equipment must be done outdoors at the south end of the Lower Level Exhibition Hall. There will be a washing service available. This service is provided at no cost.

Exhibitor Lounge

An Exhibitor Lounge in Room 173 in the Lower Level Exhibition Hall will be open Friday, Saturday and Sunday. **Access will be restricted to exhibitor personnel only!**

Electrical and Internet

The Show does provide free Wi-Fi; however, service levels are not guaranteed. If your booth requires electrical hook-up, you must order this through Greenwave Technologies. They maintain an office at the Show in the hallway between Hale Arena and Lower Level Exhibition Halls.

Show Decorator

The official show decorator is Fern Exposition who can assist exhibitors with everything from booth furnishings to forklift and bobcat rental. They maintain an office at the Show in the hallway between Hale Arena and Lower Level Exhibition Halls.

Control of Exhibition Space

Show Management reserves the right to control the management of the exhibition space and enforce all rules and regulations. Show Management and the manager of the Building may enter the Exhibition Space at any time and on any occasion.

Service Animals/Guide Dogs

Service animals are allowed in the facility. A guest whose service animal poses a threat to the safety of other guests and/or employees may be asked to escort the animal off the premises. All service animals must remain on a leash or harness at all times. Guests who need to escort a service animal to the animal relief area are allowed to re-enter the facility. All guests are to notify the Show Management prior to exiting the facility to ensure re-entry. All other animals are prohibited.

IMPORTANT DATES AND DEADLINES

SEPTEMBER 25, 2017—Signed Contract & Deposit Due

- **Deadline for returning exhibitors**
Space will NOT be assigned without a signed contract and deposit.

NOVEMBER 2017

- **Exhibitor Service Kit** available online at www.westernfarmshow.com

DECEMBER 1, 2017—Last day to cancel for full refund

Show Management must receive cancellation in writing for a refund.

DECEMBER 1, 2017—Printing Deadline

- **Exhibitor listing in Show Program**
Signed contract and deposit must be received to be included.
- **Sub-Exhibitor Form due**
- **New Product/Category Form due**
- **Certificate of Insurance due**

JANUARY 15, 2018 – BALANCE DUE for booth space

- **A late fee of \$25 will be added if balance is not paid by this date.**
- **Last day to cancel booth for 50% refund.**
Show Management must receive cancellation in writing for a refund. No Refunds after this Date.

FEBRUARY 5, 2018

Last day for early shipment to warehouse to avoid late charge.
Shipments will not be received at the American Royal Complex prior to February 20, 2018.

FEBRUARY 9, 2018

- **Exhibitor Badge & Parking Pass Forms due**
Forms online at www.westernfarmshow.com

TUESDAY-THURSDAY, FEBRUARY 20-22, 2018

- **8 am - 5 pm - Exhibitor move in and set-up**
Check in at the Show Office in the Central Hall upon arrival to receive the Exhibitor Information Packet.
- **4 pm - Guard service begins**
Provided through Monday, February 26, 2018, at 8 am.

EXHIBIT HOURS - OPEN TO GENERAL PUBLIC:

Friday, February 23, 2018 - 9 am to 5 pm
Saturday, February 24, 2018 - 9 am to 5 pm
Sunday, February 25, 2018 - 9 am to 4 pm

SUNDAY, FEBRUARY 25, 2018

- **4 pm - TEAR DOWN AND MOVE OUT OF EXHIBIT**
TEAR DOWN MUST NOT BEGIN UNTIL AFTER THE SHOW CLOSSES AT 4PM DUE TO THE SAFETY OF ATTENDEES!

MONDAY, FEBRUARY 26, 2018

- **8 am - Tear down and move out of exhibits**
- **3:30 pm - All exhibits removed from facilities**



P.O. Box 419264 • Kansas City, MO • 64141-6264
1-800-762-5616 • 816-561-5323 • Fax: 816-561-1249

If you have any questions or concerns, please contact:
Lisa Stock at lstock@westerneda.com
www.westernfarmshow.com

