

The Eleventh Annual Indiana Small Farm Conference

From: Phil Cox, Purdue Extension Educator, ANR, Vermillion County

To: Potential Commercial, Non-Profit, and Purdue U. Exhibitors at the 2023 Indiana Small Farm Conference

Re: An invitation to be a part of the 2023 Indiana Small Farm Conference Trade Show

I am excited to be able to extend this invitation to be a part of what we feel will be a very successful in-person 2023 Indiana Small Farm Conference (March 2-3, 2023) as an exhibitor in the conference trade show.

The trade show is an important facet of the overall conference. It is an opportunity for participants to learn about the latest goods and services that are available to enhance the success of and their satisfaction with their farm operation.

My goal is to provide you as an exhibitor with the very best opportunity to engage the participants of the show in a safe and convenient manner that enhances your opportunity to make that connection. This will be a great opportunity to meet with small-scale farmers from across the state and perhaps to gain more exposure to potential clients.

We will again offer the reception in the Expo Hall on Thursday evening to give you an extended opportunity to engage farmers and other participants and all coffee breaks and refreshments will be served in the Exhibit Hall. We are taking additional measures to foster exhibitor/participant interactions again this year.

In the enclosed document should be everything you need to register and take advantage of this great opportunity. To get more exposure for your business, we have added sponsorships at different levels for you to consider. Without you, this event is not possible. Please visit the sponsorship page at: https://extension.purdue.edu/anr/purdue_on_the_farm/media/sfc-2023-sponsorship-flyer.pdf

PLEASE NOTE: in 2023, a certificate of insurance (COI) WILL NOT be required to be on file prior to the event but the organizers will expect that exhibitors will be responsible for providing their own insurance needs during the event to protect their business or organization from risk. Neither Purdue University nor the Hendricks County Fairgrounds will be responsible for liability associated with exhibitor participation or that of their designees before during or after the event.

Exhibitors are **HIGHLY** encouraged to have a comprehensive general liability policy, which will provide protection and coverage for the duration of the show, including move-in and move-out. Coverage and limits should be sufficient to insure against liability for personal injury or death, property damage, or other losses. If Exhibitors give samples of food, perfume, soap, paint or paint products, or other products requiring product liability coverage. We recommend that exhibitor insurance include product liability coverage with the same liability limits as the basic liability coverage.

As an exhibitor, we encourage you to advertise the Indiana Small Farm Conference in your upcoming marketing materials. A free marketing tool kit is available to exhibitors at:

https://extension.purdue.edu/anr/teams/dffs/small_farm_conference/sfc-2023.html

Please let me know if you have any questions. Call (765) 492-5330 or email at cox119@purdue.edu.

Eleventh Annual Indiana Small Farm Conference
March 2 - 3, 2023
Hendricks County 4-H Fairgrounds and Conference Complex
Danville, Indiana

2023 Exhibitor Information

Thank you for considering being an exhibitor at the 2023 Indiana Small Farm Conference!

Our goal is to provide you as an exhibitor the very best opportunity to reach out to the conference participants and share with them information about the goods or services that you provide that will increase the success of their farm operation.

Your exhibits are an important part of the total conference experience.

Location

The Indiana Small Farm Conference Trade Show will be held in the Hendricks Power Expo Hall at the Hendricks County 4-H Fairgrounds & Conference Complex, 1900 E. Main St., Danville, IN 46122. The Expo Hall is heated and secured.

Exhibiting & Show Hours

Day	Time	Activity
Wednesday 1 March	3:00 - 5:00 pm	Exhibitor check in and set up available
Thursday 2 March	8:00 - 10:30 am	Trade Show Set-up. Vehicles used to transport supplies must be moved to a designated parking area after unloading.
Thursday 2 March	11:00 am - 7:30 pm	Trade Show OPEN
Friday 3 March	8:30 am - 12:00 pm	Trade Show OPEN
Friday 3 March	12:00 pm	Trade Show CLOSES
Friday 3 March	12:00 - 4:00 pm	Trade Show exhibit removal. No vehicles or closing activities allowed before 12:00 pm.

Direct access to conference educational sessions, keynote speakers, general registration, sponsorship etc. can be readily accessed at:
https://extension.purdue.edu/anr/_teams/dffs/small_farm_conference/sfc-2023.html .

Direct access to reserve a space in the Exhibit Hall as a commercial, non-profit, Purdue University, or Tabletop display exhibitor is available at <https://event.me/bRayoE>

Booth Fees

Commercial Exhibitor - \$300

Non-profit Exhibitor - \$175

Table Top display fee - \$100

Exhibitor booth fee provides for 1- 10 ft. X 10 ft. booth space (with 1 table & 2 chairs) if *paid in full by February 24, 2023*. We cannot guarantee that your organization will be listed in conference materials if registration is received after February 8th. Your booth fee includes *one* registration for Thursday and Friday with access to conference sessions and meals. For additional booth staff members, you must register them for trade show **ONLY** (meaning they will *not* participate in the conference sessions or meals) upon checking in at the Trade Show. However, if you have booth staff that would like to attend the conference, they should register and pay for the conference separately, and will have the option to enter your business name on their registration as a representative of your business.

Unable to attend the Conference?

The **TABLE TOP DISPLAY** option gives your business/organization the ability to have materials and advertisements (e.g., brochures, flyers) available to conference attendees on a highly visible **SHARED** table in the exhibit hall. Materials delivered to the trade show ahead of the conference will be made available until supply is exhausted. If registering for this option, please contact Jeff Pell at 317-745-9260 or jpell@purdue.edu to arrange for delivery of materials.

Sponsorship

If you would like additional exposure for your business or organization, consider a *sponsorship level* above the exhibitor options. See the sponsorship flyer at:

https://extension.purdue.edu/anr/purdue_on_the_farm/media/sfc-2023-sponsorship-flyer.pdf.

You can respond with your interest by completing this survey

https://purdue.ca1.qualtrics.com/jfe/form/SV_o6AHqN7xQ4jPQEu. If you have questions about the sponsorship options, contact Amy Thompson at afthompson@purdue.edu or 765-496-1930.

Payment is to be made online when registering. Space will be reserved in the order of receipt of payment. Conference management will determine location in the trade show. *Please indicate on exhibitor registration form if you need electricity for your exhibit.* The exhibit space will be assigned on a first-come, first-serve basis by the Trade Show Team. **Space is limited and the trade show fills up so please register early!**

Care of Building and Booths

Exhibitors or their agents shall not injure or deface the walls or floors of the building or booths. No signs or any other materials or articles shall be attached in any way to the walls or floors without written permission. Furthermore, no booths shall extend vertically to interfere with sight lines of neighboring booths without written permission. (*Please see Rules and Regulations*)

Electricity

Electricity must be requested in booth applications. Exhibitors must provide their own extension cord that fits the requirements on Indiana Electrical Code (IEC 17). All electrical connections, installations, assemblies, motors or electrical operating gear must meet electrical and fire codes. Electricity will be assigned on a first-come, first-served basis. (*Please see Rules and Regulations*)

Additional Needs

Power cords, specialty tables, table covers, and etc. are the responsibility of the exhibitor. If there are questions, or you need additional booth space than the standard 10 ft. X10 ft. space, please contact Phil Cox in the Vermillion County Extension Office at 765-492-5330 or cox119@purdue.edu

Booth Cancellations

All cancellations are subject to a 12% registration fee plus \$5 processing fee. NO REFUNDS will be processed after February 24, 2023.

Restrictions

Purdue University, Purdue Extension, Hendricks County 4-H Fairgrounds and Conference Complex and the Indiana Small Farm Conference Committee reserves the right to restrict exhibits which because of the noise, method of operation, or any other reason, become objectionable, and also to prohibit or evict any exhibit which may detract from the general character of the Indiana Small Farm Conference and the trade show. This restriction includes contacts, printed matter, or anything of a character which may be objectionable to the exhibit as a whole. In the event of such restrictions or evictions Purdue University, Purdue Extension, Hendricks County 4-H Fairgrounds and Conference Complex and the Indiana Small Farm Conference Committee are not liable for any refunds of rentals or other exhibit expenses. Any persons who fail to reserve an exhibit space and who persist in soliciting in any manner at any time during the length of the time of the trade show and/or related activities may be ejected from the premises.

The Conference Committee reserves the right to make changes as necessary to the best interests of the trade show.

No animal exhibits or animals are allowed on the grounds unless they are service animals.

Security

You will need to cover or otherwise secure your booth display when it is not staffed. If you have special circumstances, let us know. Call Phil Cox at 765-492-5330. For security purposes as well as the overall quality of the exhibit hall experience...we would ask that the booth be staffed (to the extent possible) during exhibit hall hours.

Insurance

PLEASE NOTE: A certificate of insurance (COI) WILL NOT be required to be on file prior to the event in 2023. The organizers will expect that exhibitors will be responsible for providing their own insurance needs during the event to protect their business or organization from risk. *Neither Purdue University nor the Hendricks County Fairgrounds will be responsible for liability associated with exhibitor participation or that of their designees before during or after the event.*

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Marketing

We will make every effort to promote the 2023 Indiana Small Farm Conference and would welcome you to do the same in your marketing materials.

A toolkit has been created for exhibitors to use to promote the conference with graphics, sample Facebook, twitter, and Instagram posts, along with promotional graphics and poster, etc. Access to those resources is available to you on the website https://extension.purdue.edu/anr/teams/dffs/small_farm_conference/sfc-2023.html. We hope that you will encourage your customers/ members to ***“see you at the 2023 Indiana Small Farm Conference!”***

Exhibit Inquiries

Phil Cox, Extension Educator
Purdue Extension-Vermillion County
703 W Park Street
Cayuga, IN 47928
Phone 765-492-5330
E-mail: cox119@purdue.edu

Rules and Regulations

1. Vendor shall be solely responsible for any and all injuries to persons or damages of property or any other injury, claim, damage or loss of whatever nature, arising directly or indirectly from the project. Vendor agrees to indemnify and hold harmless Purdue University, its Trustees, officers, employees, or representatives from and against any losses, costs, damages, and expenses resulting from claims for bodily injury, property damage, or personal injury arising out of Vendor's negligent actions or omissions in performing work under this agreement.
2. Vendor agrees to keep premises and all equipment in good condition, and to reimburse Purdue University for any damages to the premises, excepting repairs necessitated by ordinary wear and tear. Vendor's liability shall include damages caused by Vendor, its agents, employees, and business invitees.
3. Neither the Vendor, nor anyone under contract to them, shall be permitted upon the roof. In breach thereof, liquidated damages of \$500.00 per occurrence shall be paid by the Vendor.
4. No alterations may be made to buildings without the express written approval of an authorized representative of Purdue University.
5. It is mutually understood and agreed that no trucks of more than 2 ½ ton rating will be permitted inside any building. It is further understood and agreed that no metal track-type or metal wheel equipment will be allowed inside any building. It is understood that no loading equipment such as front-end loader or backhoe will be allowed to have teeth in loading buckets. Vehicles may park near doors only while loading or unloading. All vehicles must be moved to a parking spot during the event to comply with Fire Marshall and facility guidelines. **ANY DAMAGES INCURRED BY NOT FOLLOWING PREVIOUS STATED REGULATION WILL BE CHARGED TO VENDOR.**
6. Vendor will ensure removal of all its trash from facility.
7. Vendor agrees that it will at all times during the term of this Agreement comply with all ordinances, orders, laws, and requirements of all governmental authorities, respecting licenses, sanitary and health requirements, police regulations, fire prevention and nuisances. (Vendor shall comply with SIGN REGULATIONS OF THE TOWN OF DANVILLE, INDIANA – 71-AO-4 #13: No advertising or business sign, sign structure, or device shall be affixed to, displayed, or located upon any utility pole, fence, light standard, tree, public transportation or school bus passenger shelter or bench, traffic control device, or similar structure, equipment, or appurtenance located upon any public right-of-way, utility easement, or other public or private property.)
8. Vendor agrees that no qualified individuals with a disability will be excluded from participating in or be denied the benefits of services, programs or activities performed under this Agreement. The Americans with Disabilities Act Accessibility Guidelines are to be used as the access design

standard for all space(s) in this lease, including any facility alterations and construction within the leased space(s).

9. Vendor is expected to deal honestly and fairly with the public. Any attempted fraud or misrepresentation will be considered sufficient cause for eviction. Vendor, in that event, will be liable for all rents and expenses owed by the terms of the Agreement.
10. Vendor shall be responsible for all damages resulting from intentional torts or criminal acts under its liability during the time Vendor occupies said premises.
11. Vendor agrees that the Vendor will pay and all royalties due and payable as a result of performances of copyrighted music and agrees to hold Purdue University, the State of Indiana, the Hendricks County Government, and the Hendricks County 4-H & Agricultural Fair Association harmless for such obligations if they arise.
12. Vendor may employ security personnel for inside the space to which it is assigned. It is made clear herein that their authority does not extend beyond the interior of its leased premises.
13. Vendor hereto recognizes that the premise leased herein is Hendricks County 4-H Fairgrounds & Conference Complex property. Vendor agrees to notify Purdue University (Small Farms Conference Committee) or its Lessor of persons who shall become a nuisance or who, shall by their conduct, contribute to a disruption of the orderly conduct of the event. Vendor will, when appropriate, cooperate with Purdue University or its Lessor in the orderly and necessary removal of persons as defined herein.
14. Purdue University or its Lessor has the right to require the Vendor to remove from the Hendricks County 4-H Fairgrounds and Conference Complex any exhibit, display, demonstration, entertainment, or other event, which Purdue University or its Lessor considers in "poor taste," or is considered objectionable by Purdue University or its Lessor.
15. Purdue University will inspect Vendor provided signs/banners and determine appearance, suitability, location where signs/banners may be displayed and for what time period. Vendor understands that no signs/banners will be displayed outside of its rented space allotted to it. If Vendor fails to comply with this provision, Vendor will be billed for any resulting costs.
16. Purdue University's Lessor has an exclusive electrical contract for all non-Fair events and the Vendor must employ this electrical contractor who is licensed, bonded and insured. Under no circumstances are exhibitors allowed to install their own wiring. Purdue University and its Lessor have the right to reject the selection of decorators, security or any other contractor whom the Vendor may employ within the leased facilities.
17. Tape, stickers, nails, tacks, staples, hooks, screws, permanent markings (such as paint and ink), and other objects, shall not be inserted or placed on facility walls, doors, floors, ceilings, trees or posts. Littering is not allowed at the Hendricks County 4-H Fairgrounds & Conference Complex.

18. Demonstrations of digging, trenching, and excavation or tenting must be approved by the Lessor's Facilities Supervisor through Purdue University. Vendor shall pay all costs, expenses, and damages if any loss or damage occurs as a result of said acts.
19. This Agreement is subject to the laws of Indiana and the Indiana Court System has jurisdiction.
20. Notwithstanding Purdue University's terms and conditions in its agreement with its Lessor, Vendor acknowledges that this Agreement constitutes the entire agreement of the parties, superseding all negotiations and all previous agreements whether written or oral.
21. Civil Rights Agreement: To require of Vendor, yourself, your agents, employees, subcontractors, their agents and employees strict compliance with IC 22-9-1-10 (Section 10 of the Indiana Civil Rights Act) and further agrees that failure to comply with said law will constitute a material breach of this contract, and that any liability for violation by Vendor, you, your agents, employees, subcontractors, their agents and/or employees, shall be a material breach of this agreement. Further, in compliance with IC 22-9-1-2, all goods, services and/or facilities, are to be provided without regard to race, religion, color, sex, national origin or ancestry, and failure to comply with the requirement constitutes an assumption of any and all liabilities for failure to comply by Vendor, yourself, your agents, employees, subcontractors, their agents and/or employees.