

EXHIBITOR INFORMATION – List company name EXACTLY as you wish it to appear on all lists, mailings, promotional materials, etc. **(PLEASE TYPE)**

Company Name: _____ Indicate Country location of Corporate Headquarters: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Street Address (If PO Box is used above): _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____ Website Address: _____

PRIMARY CONTACT PERSON REGARDING SHOW INFORMATION

Mr. Ms. _____ First Name: _____ Last Name: _____ Title: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Street Address (If PO Box is used above): _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____ Direct Email: _____

MEMBERSHIP AFFILIATION

Are you a member of the Association of Equipment Manufacturers (AEM)?
 Yes No

EXHIBIT SPACE RATES

The exhibit space rates are determined by association membership and/or total square footage.

AFFILIATION	RATE	RATE
AEM	\$17.00 (200 s.f. or less)	\$15.00 (201 s.f. or more)
Industry Rate*	\$19.00 (500 to 1,999 s.f.)	\$17.00 (2,000+)
Non-Member	\$25.00 (499 s.f. or less)	

*Available to exhibitors not eligible for AEM membership taking more than 500 s.f. of space.

EXHIBIT SPACE REQUEST – Parent companies with multiple divisions/brands may apply for up to two (2) spaces of a maximum size of 15,000 net square feet each, for a maximum of 30,000 net square feet per parent company, and these spaces cannot be joined into a single space.

EXHIBIT STAND 1

_____ X _____ = _____ SF @ \$ _____ per SF = \$ _____

EXHIBIT STAND 2

_____ X _____ = _____ SF @ \$ _____ per SF = \$ _____

PAYMENT SCHEDULE & INFORMATION

Exhibit Space Payment Information

A non-refundable **deposit of 50%** of the total cost of the exhibit space requested is required by **March 31st, 2010** and will apply to the cost of the space assigned. The **final 50%** of the total cost of the exhibit space is **due August 31st, 2010**. Applications received on or after August 31st, 2010 must be accompanied by 100% payment of the exhibit space cost. See Rules and Regulations for cancellation policy.

Payment Calculations

\$ _____ Exhibit Space Deposit
 \$ _____ Online Exhibitor Directory Listing (\$99) - OPTIONAL
 \$ _____ Equipment Data Associates (\$295) - OPTIONAL
 \$ _____ **Grand Total Enclosed**

Online Exhibitor Directory Listing (\$99) - OPTIONAL

Includes complete company contact information, company logo, product category listing(s), and document sharing. For more information and listing upgrade options, contact the Exhibit Sales Department at 800-867-6060.

Equipment Data Associates (EDA) (\$295) - OPTIONAL

Obtain the financed buying history by company for the sales leads your company collects at the show through this exclusive service provided by EDA.

Make all checks payable to AG CONNECT Expo 2011. Payments must be made in U.S. dollars with a check or bank draft payable through a U.S. bank. **Credit cards are not accepted.** Application and deposit should be sent to: **AG CONNECT Expo 2011, Box 681117, Milwaukee, WI 53268-1117**

Preview Day on Friday, January 7, 2011 - An exclusive day to showcase your company's products and interact one-on-one with your dealers, top producers, industry executives and the media. Please select if you would like to learn more about getting your dealers and top customers involved:

Yes No

PRODUCT CATEGORIES – List the top three product categories that represent your company's primary business interests.

- | | | |
|--|---|---|
| <input type="checkbox"/> Components, Parts, and Accessories | <input type="checkbox"/> Equipment – Materials Handling and Earthmoving | <input type="checkbox"/> Dairy/Livestock Management |
| <input type="checkbox"/> Electronics – Precision Agriculture | <input type="checkbox"/> Equipment – Off-Highway Vehicles | <input type="checkbox"/> Inputs |
| <input type="checkbox"/> Electronics – GPS | <input type="checkbox"/> Equipment – On-Highway Vehicles and Trailers | <input type="checkbox"/> Irrigation and Drainage |
| <input type="checkbox"/> Equipment – Planting, Fertilizing, Seeding | <input type="checkbox"/> Equipment – Seed Processing | <input type="checkbox"/> Landscaping |
| <input type="checkbox"/> Equipment – Fruit, Vegetables, Other Specialty Crops | <input type="checkbox"/> Equipment – Tillage and Soil Preparation | <input type="checkbox"/> Miscellaneous |
| <input type="checkbox"/> Equipment – Conditioning, Conveying, Preservation and Storage | <input type="checkbox"/> Equipment – Tractors | <input type="checkbox"/> Renewable Energy |
| <input type="checkbox"/> Equipment – Dairy and Livestock | <input type="checkbox"/> Equipment – Harvesting | <input type="checkbox"/> Agribusiness/Services |
| | <input type="checkbox"/> Feed and Silage | |

ACCEPTANCE – We the undersigned, hereby apply for a license to use AG CONNECT Expo 2011 exhibit space. We understand that upon acceptance, this application becomes a contract upon terms and condition mutually agreed to by the parties. In making this application, we agree to exhibit under and comply with the AG CONNECT Expo 2011 Rules and Regulations and any amendments thereto, and the terms in all space assignment letters sent to us, all of which are made a part of this agreement. This agreement shall bind the parties hereto, and their respective permitted successors and assigns. For Rules and Regulations visit www.agconnect.com.

Exhibitor Signature: _____ Title: _____ Date: _____

Accepted by Show Management: _____ Date: _____