



# FARM PROGRESS SHOW 2024<sup>®</sup>

---

AUGUST 27–29, 2024

BOONE, IOWA

EXHIBITOR MANUAL



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# IMPORTANT DATES & DEADLINES

## MARCH 2024

03/01 50% exhibit space deposit due

## MAY 2024

05/30 Full exhibit space payment due

## AUGUST 2024

08/02 Final day to request advance shipment of exhibitor materials and tickets  
Certificates of Insurance uploaded into Exhibitor Resource Center

08/13 **Exhibit gates and loading dock open, weather permitted**  
Final mowing of exhibit field to be completed this week  
Show supplies may be shipped to show office  
Food and drink giveaways sent to show management for approval  
Temporary buildings may be erected

08/21 **Media Day** *\*to schedule a press conferece or request a media list, please contact [Dena Morgan](#)*  
All steel tracked equipment in place

08/23 Final day for after-hours events to be submitted for approval  
Varied Industries Tent exhibitors may begin to set-up

08/30 All exhibits in Varied Industries Tent must be removed

## SEPTEMBER 2024

09/14 All signage must be removed from display areas and/or seed plots  
Any holes must be filled with black dirt and reseeded  
Exhibit materials and equipment should be removed  
All ground cover completely removed

# APPROVED VENDORS

## VENDOR DIRECTORY

A full list of the Farm Progress Show approved vendors and their services can be found on the show website [www.FarmProgressShow.com](http://www.FarmProgressShow.com) under “Exhibitor Resources” as well as the Exhibitor Resource Center (ERC).

All services must be provided by an approved vendor OR express permission must be given in advance of the work being completed. For vendor-related questions, contact Rick Wild at [rick.wild@farmprogress.com](mailto:rick.wild@farmprogress.com)



# GENERAL SHOW INFORMATION



**FARM  
PROGRESS  
SHOW® 2024**

**AUGUST 27–29, 2024**  
**BOONE, IOWA**

**\*NEW SHOW  
HOURS\*  
8 AM TO 4 PM  
DAILY**

## DAILY ADMISSION

Advance Tickets	\$15 + fees
Gate Admission	\$25
Students (ages 13-17)	\$10
Children under 12	FREE

FREE PARKING AVAILABLE ON SITE

Advance Tickets available online at [www.FarmProgressShow.com](http://www.FarmProgressShow.com)

## HOTELS & CAMPING

There are several nearby hotels and campgrounds in the Central Iowa area. For more information about lodging opportunities for the Farm Progress Show, please visit [www.visitcentraliowa.com](http://www.visitcentraliowa.com). Onsite camping is available with no provided facilities. Onsite camping is first-come, first-served. The grounds open to RV and camper parking after 12:00 PM on **Monday August 26, 2024**.

## PETS & SERVICE ANIMALS

Pets are not permitted on the show grounds. Service animals are permitted, but must be leashed and properly designated at all times.

## TRAFFIC & PARKING \*UPDATE FOR 2024\*

Due to local changes in the Boone area, traffic will flow into the show grounds per the attached map. Please pay attention to all signage and plan your route accordingly.

## INTERNATIONAL REQUESTS

If you are an international exhibitor and need a letter of invitation to attend, please contact Katie Kramer with the Ames CVB at [katiek@discoverames.com](mailto:katiek@discoverames.com)



# EXHIBITOR RESOURCE CENTER

## NEW FOR 2024

The Exhibitor Resource Center (ERC) is your one-stop resource for all exhibitor needs, checklist items, and your digital presence at the show. Primary contacts for each exhibiting company will receive instructions to log-in to the ERC for the first time. A training video will be provided for additional help with the ERC.

[Click here to access the Exhibitor Resource Center](#)

## ADDITIONAL USERS

You may add authorized users to the Exhibitor Resource Center after initial setup by clicking on the “Users” tab on the left side of the screen and selecting “Add New User”.

The screenshot shows the 'Farm Progress Show Hospitality Tent' interface. On the left is a sidebar with the 'FARM PROGRESS SHOW 2024' logo, dates 'August 27 - 29, 2024', location 'Boone, IOWA', a search bar, and a menu with 'Home', 'Checklist', 'Resources', and 'Users' (selected). The main content area is titled 'Manage Users' with an 'Add New User' button. Below this is a table of users. The table has columns: Actions, First Name, Last Name, Email, Active, Manage Users, and Job Title. One user is listed: Emily Mauermann, email emily.mauermann@farmprogress.com, with an 'Active' status of 'Yes'. At the bottom right of the table area, it says 'Records per page: 10' and '1-1 of 1'.

Actions	First Name	Last Name	Email	Active	Manage Users	Job Title
...	Emily	Mauermann	emily.mauermann@farmprogress.com	Yes	Yes	-

## EXHIBITOR LISTING

The information and profile you set up in the ERC will serve as your digital exhibitor listing on the website and the show app. Please update your digital presence as soon as possible to make the most of this feature

## EVENTS AT THE SHOW \*NEW\*

As an exhibitor, drive traffic to your exhibit by uploading the special events, celebrity/influencer appearances, speakers, etc. you will have in the ERC. This feature can be found in the exhibitor checklist.

## NEED HELP?

For assistance with the new Exhibitor Resource Center, contact Peyton Fair at [peyton.fair@farmprogress.com](mailto:peyton.fair@farmprogress.com) or 212-600-3905



# GENERAL EXHIBITOR INFORMATION

## EXHIBIT SET-UP & TEAR DOWN

Exhibitors in outdoor exhibit lots may begin to set up on August 13, 2024. Exhibit area gates will be open daily between 8:00 AM and 5:00 PM until August 23, 2024 when the hours shift to 7:00 AM to 7:00 PM. Exhibitors in the Varied Industries Tent (VIT) may set up beginning August 23, 2024. Equipment on steel tracks must be in place by August 21, 2024.

Exhibitors may not dismantle or remove any exhibits prior to the show closure at 4:00 PM on Thursday August 29. Vehicles in the boundaries of the exhibit area may leave the grounds only after the conclusion of the show each day. Trucks or other vehicles for exhibit tear-down are permitted on the grounds AFTER 4:30 PM on Thursday August 29, or when it is deemed to be safe, but not before.

Exhibitors are responsible for the set-up and tear-down of their exhibit. If additional time is needed, contact Rick Wild at 314.288.6770.

## \* NEW SHOW HOURS 8 AM - 4 PM DAILY \*

## AFTER-HOURS EVENTS

Any events occurring outside the normal show hours must be approved in advance by Farm Progress Show Management. Details must be provided including the expected number of attendees and the type and hours of the event.

After-hours event requests must be submitted through the Exhibitor Resource Center no later than **Friday August 23** to ensure that our staff and security are aware of the event and direct those in attendance to the appropriate gate.

The hosting exhibitor is responsible for the safety and behavior of visitors at the event. All events on the show grounds must conclude by 7:00 PM and have the visitors returned to their vehicles by dusk. All food and beverage must be contracted through the approved catering vendor for the Farm Progress Show.

## EXHIBITOR PARKING

A limited amount of special parking for exhibitors is provided in a separate exhibitor lot on the south side of the exhibit field. Parking permits for exhibitor parking will be included in exhibitor packets. ***Parking permits must hang from the mirror of your vehicle***, so they are easily seen by security and law enforcement. Additional parking is available in the visitor lots surrounding the exhibit area.

## EXHIBITOR CORRESPONDENCE

All show correspondence is generated via email through our online registration system and sent to the primary email address provided during the registration process. Information can also be found in the Exhibitor Resource Center and under the “Exhibitor Resources” tab at [www.FarmProgressShow.com](http://www.FarmProgressShow.com).

## EXHIBITOR FOOD BUILDING

The exhibitor food building is located outside the fence at Gate 6. This is on the south side of the show site at the end of 6th Street. Breakfast and lunch will be served each day of the event via the Hy-Vee food truck.



# GENERAL EXHIBITOR INFORMATION

## SHOW OFFICE

The Farm Progress Show Office is located in the Central Iowa Expo Administration Building located **outside Gate 6**, at the south end of 6th Street.

## INBOUND SHIPPING INSTRUCTIONS

Supplies for the Farm Progress Show can be shipped (prepaid) to the show site beginning **AUGUST 13, 2024**. Shipments will be delivered to the shipping & receiving area near the show office.

FPS Staff will deliver incoming packages to exhibitors pre-show and during the show as time allows.

Shipping tags must carry the name of the exhibitor and the lot number or “VIT” if your space is in the Varied Industries Tent. Unlabeled shipments will **not** be accepted.

### SHIP TO:

Your Company Name & Lot #  
Farm Progress Show 2024  
1827 217th Street  
Boone, IA 50036

## LOADING DOCK & FORKLIFT POLICY

The loading dock is located at the southeast corner of the show site near **GATE 4**. Hours of operation during show setup, beginning August 15, are 7:00 AM until 7:00 PM. All forklift services are provided through Twin Forks Lift Service and will be billed separately. To **schedule forklift service or for inbound shipping questions**, please call the Farm Progress Show Events Line at **212-600-3668** and select Option 3.

The Farm Progress Show has a new safety policy in place regarding forklifts/telehandlers/lulls. Any exhibitor who rents a forklift or brings in a forklift of their own (or from any other source) must take a forklift driving class **at their expense** or be able to show proof of a forklift training certificate for all operators.

## OUTGOING SHIPPING

Exhibitors are responsible for shipping out all exhibit materials following the show. Items scheduled for pick-up through UPS & FedEx must be brought to the shipping & receiving area near the show office. All items in the Varied Industries Tent must be removed by Friday August 29, 2024. Equipment and materials used in outdoor exhibit lots must be removed from the grounds by Saturday September 14, 2024.

## EXHIBIT AREA RESTORATION

**It is the exhibitor's responsibility to restore their exhibit area to its original condition.** This includes removing any exhibit materials, ground cover, signs, trash/debris, equipment, etc. by the deadline set by Show Management (September 14, 2024). In addition, outdoor exhibit areas with ground disturbance such as holes or pits must be backfilled with black dirt and reseeded prior to departure. Exhibitors who do not adhere to the restoration protocol as detailed in the “Exhibit Space Policies” portion of this manual will be assessed minimum of \$500 fee for any work done by the Farm Progress Show or its contractors to clean up an exhibitor's display.



# GENERAL EXHIBITOR INFORMATION

## EXHIBITOR PACKETS

Exhibitor pins, passes, and information will be assembled into a physical packet. Exhibitors may have their packet shipped to a designated contact by requesting advance delivery through the Exhibitor Resource Center (ERC). **Advance packet shipping requests must be submitted through the ERC by Friday August 2, 2024.** Packets may also be picked up onsite in the show office beginning Thursday August 22, 2024. Any company who does not complete the advance packet shipping request must pick up their packet onsite.

## EXHIBITOR CREDENTIALS

Exhibiting companies will receive an allotment of complimentary souvenir exhibitor pins and parking passes based on the amount of space they have reserved at the show. Exhibitor pins provide admission for exhibit staff all three days of the show and allow access to the exhibit field outside of the show hours. Pre-registration of exhibit staff is not required for the Farm Progress Show. Allotments are as follows:

### Varied Industries Tent booths - 5 exhibitor pins & parking passes

#### Outdoor Exhibitors (40x70 Outdoor Lots or 25x35 Jr. Lot)

- |                              |                                    |
|------------------------------|------------------------------------|
| • 1 Outdoor Lot or 1 Jr. Lot | 6 exhibitor pins & parking passes  |
| • 2 - 5 Outdoor Lots         | 9 exhibitor pins & parking passes  |
| • 6 - 7 Outdoor Lots         | 12 exhibitor pins & parking passes |
| • 8 - 19 Outdoor Lots        | 25 exhibitor pins & parking passes |
| • 20+ Outdoor Lots           | 50 exhibitor pins & parking passes |

Exhibiting companies may purchase additional exhibitor pins, parking passes, and exhibitor 1-day passes using the link provided in the Exhibitor Resource Center (ERC).

## ADVANCE VISITOR ADMISSION TICKETS

Exhibitors can purchase discounted advance visitor tickets for clients, employees, and friends through the Farm Progress Show website [www.farmprogressshow.com](http://www.farmprogressshow.com) beginning June 1, 2024. Advance tickets are \$15 (+ fees) which reflects a \$10 discount to those purchased at the gate. Please note that exhibitor pins and passes are only to be used for those working the exhibit. Our rules strictly prohibit providing exhibitor tickets to clients, non-booth staff employees, and friends attending the event.

For additional questions about visitor tickets, please contact:

**Farm Progress Customer Service 800-441-1410**

## MEDIA

Media Day will be held the Wednesday prior to the show - August 21, 2024. During the show, the Media Tent will be available for press conferences and news releases and is located in the SW Quadrant of the show site on lot 742. To schedule a press conference, request an updated media list, or for other media-related inquiries, contact Dena Morgan at [dena.morgan@farmprogress.com](mailto:dena.morgan@farmprogress.com)





# EXHIBIT SPACE POLICIES

## EXHIBIT SET-UP

Exhibitors are responsible for the set-up and tear-down of their exhibit. **Exhibit area gates will open, weather permitting, August 13, 2024** (15 days prior to opening day). If more time is needed, contact Rick Wild at 314.288.6770. Hours of set-up are 8:00 AM to 5:00 PM until August 23. After this date, the hours for set-up will be 7:00 AM to 7:00 PM.

## EXHIBIT RESTRICTIONS - DISPLAY LOTS

- i. Maximum height on exhibits is 60 feet
- ii. Any underground construction (signage, post holes, tent staking, etc.) deeper than one foot, requires the exhibitor to contact the Farm Progress Show office to have utilities located. Some locations will require the exhibitor to contact Iowa 8-1-1 for further clarification of utility location. Any utility disruption will be the responsibility of the exhibitor should they proceed without following proper procedure.
- iii. No helium-filled balloons will be allowed to fly within 80' of overhead power lines. Any use of helium balloons on any part of the Farm Progress Show site must be approved in writing by Show Management in advance of the Farm Progress Show.
- iv. No hot air balloons will be allowed on the Exhibit Field.
- v. No aircraft or other flying machines of any kind are allowed directly over the show site below 500' without the permission of Show Management.
- vi. All items on display, including tents and tent stakes, must lie within the four boundaries of the assigned exhibit space. These boundaries will be clearly designated by **green flags** placed on each corner of the exhibit space. The name of the exhibiting company and the lot number will be indicated by a **white flag**. No equipment, display material, or signs shall protrude into or over another exhibitor's display or into the street frontage. Exhibitors who do not comply with the boundaries will be required to adjust their exhibit as determined by Show Management. Failure to abide by this policy will result in immediate removal of the display from the Exhibit Field.
- vii. NO SMOKING signs should be posted inside your tent and a fire extinguisher must be available.
- viii. No burning candles and/or open flames allowed.
- ix. At its option, Farm Progress reserves the right to exclude display and exhibit material which may be found to be offensive, livelous, or not benefitting the spirit of the event.
- x. No firearms will be allowed in the facility.
- xi. Two-story exhibits are not allowed without Show Management's written approval.

## SET UP & HEIGHTS - VARIED INDUSTRIES TENT (VIT)

Exhibitors located in the VIT may set-up **beginning Friday August 23**. All exhibits in the VIT must be removed the day after the show closes, Friday August 30.

Exhibits, especially endcaps, may not obstruct the general view of or hide others' exhibits. Exhibitors may not erect a back wall higher than 8' or a side wall higher than 3'. No signs, decoration, banners, advertising matter, or special exhibits will be permitted in the aisles. No burning candles and/or open flames allowed. No welding, popcorn poppers, stoves, or heaters may be operated within the VIT.

The VIT has a soybean-based asphalt floor surface. Wood chips are not permitted in the VIT.



# EXHIBIT SPACE POLICIES

## DISMANTLING & REMOVAL OF EXHIBITS

Exhibitors may not dismantle exhibits before 4:00 PM on Thursday August 29. Vehicles will be permitted to leave the grounds at 4:00 PM and not before. No trucks or other vehicles will be permitted to enter the show grounds before 4:30 PM. *Exhibitors must return their exhibit area to its pre-show condition, including reseeding of the exhibit lot.*

- a. All exhibit materials and equipment, including foundations, must be removed from the show site no later than **September 14, 2024**. Should an extension be required, please contact Rick Wild before September 9.
- b. Exhibit materials and equipment left on the show site are at the exhibitor's risk.
- c. Farm Progress Show Management reserves the right to take ownership over any equipment and/or materials left on the grounds as of September 15, 2024 unless prior approval has been received from Show Management.
- d. All areas must be cleaned and all debris, including foundations, ground cover, and other building materials, must be removed by the exhibitor.
- e. Black dirt must be hauled in to fill any holes that were dug prior to and during the show. Any disturbed areas must be reseeded, or exhibitor will be assessed a minimum of \$500 fee for any work done by the Farm Progress Show or its contractors to clean up an exhibitor's display.
- f. Any exhibitor who has an area larger than 200 square feet which is disturbed (grass cover destroyed) will be required to submit a restoration plan to Show Management before September 9, 2024.
- g. Customers who buy equipment or buildings from exhibitors should be informed that they must remove such equipment by September 14, 2024. Farm Progress reserves the right to take ownership over any equipment and/or materials left on the grounds as of September 15, 2024 unless prior approval has been received from Show Management. The buyer and/or exhibitor must bear risk of loss or damage while the equipment and/or material remains on the show site.
- h. Any ground cover such as sawdust, wood chips, corncobs, etc. must be completely removed from the display area by the exhibitor no later than September 14, 2024.
- i. Any material not removed by the exhibitor will be removed by a contractor designated by Farm Progress Show Management and the exhibitor will be assessed a fee for any work done by the Farm Progress Show or its contractors to clean up an exhibitor's display.
- j. Exhibitors should have their exhibit lots checked by Show Management before departure to ensure that there will be no fees assessed for display cleanup.

## REMOVAL OF SIGNS

All signs in display areas or seed plots must be claimed by September 9, 2024 or they will be discarded.

## REMOVAL OF LITTER FROM EXHIBIT LOTS

- a. Exhibitors are responsible for keeping their exhibit areas clean during the show.
- b. The dumpsters on the exhibit field are for use by visitors during the show and light exhibitor use during set-up. Exhibitors with a large amount of trash should arrange for their own dumpster.
- c. At the conclusion of the show, exhibitors should clean their exhibit site of all litter. Anything left on the site will subject the exhibitor to fees for cleaning up the display area.
- d. There is no curbside trash pickup. **DO NOT** leave piles of trash at the edge of exhibit lots and expect pickup. Dumpsters will be available to deposit daily trash.



# EXHIBIT SPACE POLICIES

## GUIDELINES FOR TENTS, CANOPIES, AND OTHER MEMBRANE STRUCTURES

- a. Occupant loads of 10-199 people shall require 2 exits.
- b. Occupant loads of 200-499 people shall require 3 exits.
- c. Exit width shall be a minimum of 72 inches.
- d. Aisle width between tables shall be a minimum of 44 inches.
- e. Exits shall be clearly marked and exit signs shall be illuminated.
- f. Combustible trash shall be removed at least once a day.
- g. Fireworks shall not be used within 100 ft. of any tent.
- h. Maintain 3 feet clearance between the fabric envelope and all contents.

## ERECTION OF DISPLAY BUILDINGS

- a. Temporary buildings may be erected for display purposes at the Farm Progress Show. Buildings may begin to be erected on August 13, 2024. If additional time is needed, contact Rick Wild.
- b. Any groundwork or leveling necessary should be cleared first with Show Management. Temporary concrete foundations may be poured, but they must be removed after the show and no later than September 14, 2024 or exhibitor will be assessed a fee of no less than \$500 for any and all work done by Farm Progress or its contractors to clean up an exhibitor's display.
- c. Any underground construction (signage, post holes, tent staking, etc.) deeper than one foot requires the exhibitor to contact Show Management to have utilities located. Some locales will require the exhibitor to contact Iowa 8-1-1 for further clarification of utility location. Any utility disruption will be the responsibility of said exhibitor should they proceed without following proper procedure.
- d. All material used must be cleaned up and hauled away after the show. All exhibit space must be returned to its original state, which includes reseeding. Exhibitors who fail to adhere to this policy will be assessed a fee of no less than \$500 for any work done by the Farm Progress Show or its contractors to clean up an exhibitor's display.
- e. No permanent structure, landscaping or buildings (including sign foundations, gravel, lot corner decorations, irrigation systems, grain handling systems, concrete pads, or fencing), may be left after the show without approval from Farm Progress Show Management and Central Iowa Expo.

## GROUND COVER MATERIAL FOR EXHIBIT AREA

- a. Sawdust shavings, crushed corncobs, agricultural limteston (30-60 mesh), woods chips, and pecan or peanut hulls may be used for ground cover in the display area. All wood-based products must be virgin material - no shredded pallets or any other material which may contain metal.
- b. The use of gravel or crushed rock is not permitted without prior permission from Farm Progress Show Management and Central Iowa Expo. If you are interested in having your lot graveled, please complete the form found in the Exhibitor Resource Center.
- c. As Central Iowa Expo hosts other shows and events throughout the year, exhibitors should exercise due care to cause as little disruption to the show grounds as possible. The grass and ground cover on the site should be left in the same condition found upon arrival.
- d. **No Roundup or other herbicides will be allowed.** Growth regulators may be used only if necessary.



# EXHIBIT SPACE POLICIES

## ADDITIONAL SET-UP INFORMATION

- a. Any holes, pits, postholes, or other ground disturbances must be backfilled with dirt (not wood chips or rock), compacted, and sodded or seeded.
- b. Any concrete pads or sign bases must be removed and the ground brought back to grade and sodded or seeded. Concrete pads may only be left after the show with prior approval from Farm Progress Show Management and Central Iowa Expo.
- c. Trees and shrubs may not be disturbed without prior approval from Farm Progress Show Management and Central Iowa Expo.
- d. Utility fixtures may not be disturbed without prior approval from Farm Progress Show Management and Central Iowa Expo.
- e. Any exhibitors using air conditioning in their exhibit must have a plan for disposal/storage of water condensation that the unit produces. Exhibitors may not discharge the water at the edge of the street during show hours. Air conditioning systems and their associated generators must be fenced in for safety and noise containment.
- f. Electronic marketing messages must be audio/visual. All technologies such as transponders to intercept phones, pager, and/or computers are prohibited.

## NOISE & MUSIC IN EXHIBIT SPACE

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisle or toward neighboring exhibitors.

*Rule of thumb: Sound and noise should not exceed 94 decibels when measured from the street immediately in front of an exhibit lot.* Exhibitors should be aware that music played in their exhibit space, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of their music.

## USE OF LIVESTOCK/RATITE IN EXHIBITS

- a. Livestock/ratite may be used to enhance exhibits, but they cannot be identified with any purebred breeder or livestock/ratite sales agency unless that breeder or seller is a qualified exhibitor.
- b. A current health certificate is required for any livestock/ratite to enter the show grounds. For swine, a PRV check should be included in the health report. Only negative tested animals/birds will be allowed in exhibits.

## AVAILABILITY OF WATER

- a. Water will be provided for human consumption and food tent use only.
- b. Independent power wash companies will be available for hire to aid in clearing of equipment.
- c. Access to bulk water can be found near the loading dock.

## SECURITY

Guards will be on 12-hour duty during the show. Despite these precautions, Farm Progress Show management is not responsible for losses due to theft, vandalism, and other causes. Each exhibitor is responsible for his/her own products before, during, and after the show dates. Exhibitors with valuable equipment may wish to have their own security. Please contact show management for appropriate passes.





# EXHIBIT SPACE POLICIES

## ELECTRICITY

Electrical service is available at the Farm Progress Show for both indoor and outdoor exhibitors. Outdoor exhibitors may opt-in to the electrical service which ensures a 120v access point within 80' of the exhibit space at an additional charge as outlined in the Exhibit Space Application. If you need to confirm/edit your electrical access, please contact your sales representative or Peyton Fair at [peyton.fair@farmprogress.com](mailto:peyton.fair@farmprogress.com). Varied Industries Tent (VIT) exhibitors will have electrical access points throughout the tent at no additional charge. A limited supply of extension cords are available for checkout in the show office, however, exhibitors are encouraged to bring their own extension cords.

Any exhibitor with additional electrical needs will need to contract directly with England Electric prior to the show. Exhibitors must follow the electrical access policies as described below:

- a. Heavy use of electrical power may require additional work and/or charges from the on-site electrician.
- b. Only those exhibitors requesting electricity on their show application or those in the VIT will have access to standard-use electrical service.
- c. If an exhibitor orders, and later decides not to use electrical service, it is the exhibitor's responsibility to communicate cancellation of electrical service in writing prior to August 2, 2024. If Farm Progress does not receive notice, the exhibitor will be billed at the rate specified in the exhibit contract. No refund will be made to the exhibitor.
- d. Only single-phase power is available.
- e. Exhibitors needing 120-volt power will find their electrical outlet within 80 feet of the back corner of their lot.
- f. Exhibitors should bring their own extension cords. However, a limited supply of extension cords will be available on a first-come, first-served basis at the show office.
- g. There will be 240-volt power available, however, some additional wiring may be required from the on-site electrician and charges may be incurred.
- h. Romex is not to be used as a flexible cord, nor used in contact with the ground.
- i. Any hookups more extensive than plugging in an extension cord require the use of a licensed electrician. The order form for electrical services and contact information for England Electric can be found under the Exhibitor Resources tab at [www.farmprogressshow.com](http://www.farmprogressshow.com)

## USE OF FARM PROGRESS SHOW TRADEMARKS

No caps, buttons, jackets, or any other souvenirs at the Farm Progress Show shall contain the words "Farm Progress" or "Farm Progress Show" which are registered trademarks. Farm Progress Show management must approve the use of the "Farm Progress Show" name on giveaway items.

If you would like your show team to sport the 2024 Farm Progress Show logo on your apparel, you must email your request to Dena Morgan at [dena.morgan@farmprogress.com](mailto:dena.morgan@farmprogress.com)

## USE OF OTHER COMPANY PRODUCTS

Exhibitors may use equipment from other companies to enhance their displays provided the company manufacturing that equipment is a qualified exhibitor at the show. Use of equipment from a company that is not qualified to participate in the show will result in a charge to qualify or exclusion of that equipment or product from the show. For questions on this policy, contact Matt Jungmann at [matt.jungmann@farmprogress.com](mailto:matt.jungmann@farmprogress.com)



# GOLF CARTS & ATVs

## GOLF CART POLICY

Show management strongly discourages the use of golf carts and ATV's during show hours. Should an exhibitor require the use of a golf cart or ATV/UTV, the following rules apply and ***must be adhered to at all times***:

- a. Pedestrians always have the right of way!
- b. A GC/ATV pass will be prominently posted on the vehicle. This pass may be picked up at the show office onsite. One golf cart or ATV is allowed per outdoor lot. Additional GC/ATV passes in excess of your allotment cost \$100/each and must be purchased in the show office. No golf carts or ATVs are allowed for those in the Varied Industries Tent (VIT).
- c. The Farm Progress Show is a pedestrian event. The vehicle displaying a GC/ATV tag will have limited use during show hours on show days. Acceptable use includes restocking exhibit materials and travel to/from field demo and Ride n Drive areas only.
- d. You accept full responsibility for any accident or injury caused by the use of this vehicle on the grounds - before, during, and after the event.
- e. You will maintain a speed limit not to exceed 5 miles per hour at all times when the vehicle is in use on the exhibit field and surrounding areas.
- f. Only licensed drivers 25 years and older will operate the vehicle.
- g. You will not exceed carrying the number of individuals for which the vehicle provides seating.
- h. You will park this vehicle in your exhibit lot when it is not in use - not on the perimeter or street.
- i. The golf cart/ATV will not be used as a moving billboard displaying excessive signage.
  - i. Exhibitors may display no more than 100 square inches of marketing/branding/logo facing the front and rear of their ATV/UTV/Golf Cart. OEM Labeling on the machine is excluded from this 200 square inch total limit. No banners, flags, or other marketing attachments.
  - ii. Approved marketing sponsors will be allowed approval through sponsorship purchases to display marketing messages on ATVs, UTVs, and/or Golf Carts.
  - iii. This policy shall apply to all Farm Progress Show controlled property including exhibit field, parking areas, and field demonstration areas. Static exhibits will be excluded.
  - iv. Farm Progress Show management will have a Safety Management Team onsite enforcing these policies. Refusing to adhere to the policies being enforced may lead to removal from the show site without refund for admittance.
- j. The operator will remove the key from the vehicle at such time that the vehicle is vacated.
- k. Farm Progress is not responsible for accidents or incident involving any vehicle on the show site. Exhibitor is responsible for all damage caused by vehicles in their control.
- l. No golf carts or ATVs will be allowed to have a trailer attached.
- m. Farm Progress Show management, at its discretion, reserves the right to fine, impound, or eject any vehicle found to be in violation of any of these rules.



# EXHIBITOR INSURANCE

## INSURANCE REQUIREMENTS

- a. A certificate of insurance is required for your exhibit and must be uploaded through the Exhibitor Resource Center (ERC) no later than **August 2, 2024**.

The terms of the certificate of insurance are:

- i. Exhibitor shall, at its own expense, secure and maintain insurance for the entire duration of the Event (move-in through move-out). All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

1. Workers' compensation and employer's liability insurance complying with the laws of Illinois; and
2. Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual and operation of mobile equipment, products and liquor liability (if applicable); and
3. Automobile Liability insurance (required if bringing automobiles into the show venue) with limits not less than \$500,000 each occurrence combined single limit for bodily injury and Exhibitor shall obtain a waiver of subrogation from the carrier of each policy described above and the carrier of each other policy that provides fire, explosion or any other risk coverage insuring the Exhibitor's property, in each case releasing in full such carrier's subrogation rights.

- ii. The Exhibitor's Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insureds (i) Farm Progress Limited (FP) and (ii) Progress City USA. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, satisfactory to FP, shall be promptly furnished to FP. Certified copies of the Certificates of Insurance or policies shall provide that they may not be cancelled without 30 days' advance written notice to FP. The Exhibitor shall obtain a waiver of subrogation from the carrier of each policy described above and the carrier of each other policy that provides fire, explosion or any other risk coverage insuring the Exhibitor's property, in each case releasing in full such carrier's subrogation rights.

- b. Certificate of Insurance (COI) forms must be submitted to Farm Progress by all international exhibitors, exhibitors with complex booth structures (defined as multi-story or displays with a canopy/ceiling) and exhibitors hosting attendee interactive demonstrations. Exhibitors who do not upload their COI into the ERC may be subject to fees associated with the optional exhibitor insurance coverage.

- c. Since many international policies are not valid in the United States, all international exhibitors are required to purchase insurance through the application process which is supplied through ExhibitorInsurance.com, our designated insurance provider. The cost of the policy will be automatically added to all international exhibitor contracts. Coverage is subject to underwriting review, review the ineligible risks to ensure coverage. International exhibitors can opt-out of this coverage by uploading a valid Certificate of Insurance satisfactory to Farm Progress and with written approval from Show Management.

- d. If your insurance company requests an address to be used for the show, please use Farm Progress Limited, 255 38th Avenue, Suite P, St. Charles, IL 60174.

- e. Please note: Proof of insurance is required from any subcontractor used by an exhibitor who is not listed as an approved vendor for the Farm Progress Show.



## CONTACT INFORMATION

### GENERAL INQUIRIES

212.600.3668

[WWW.FARMPROGRESSSHOW.COM](http://WWW.FARMPROGRESSSHOW.COM)

### EXHIBITOR INFORMATION

Peyton Fair

E: [peyton.fair@farmprogress.com](mailto:peyton.fair@farmprogress.com)

P: 212.600.3905

C: 901.568.3168

### SPONSORSHIPS & MEDIA

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### ON-SITE OPERATIONS

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### SHOW MANAGEMENT

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Don Tourte

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P: 212.600.3604

### INTERNATIONAL VISITORS NEEDING A LETTER OF INVITATION

Katie Kramer, Ames CVB

E: [katiek@discoverames.com](mailto:katiek@discoverames.com)

