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Exhibitor Handbook 2011

Willamette Valley Ag Expo
November 15, 16 & 17, 2011
Albany Oregon 97322
www.wvaexpo.com

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Notes:

Willamette Valley Ag Association Board of Directors

Bill Lusk, Chair Ag West Supply	Bill Francis NW 94 Sales
Eric Fery, Vice-Chair Ag Chains Plus	Bill Schendel Superior Tire
Tom Wells, Secretary/Treasurer Fisher Implement	Stacy Bostrom Citizens Bank
Don Kropf Linn-Benton Tractor	Greg Loe, Corvallis New Holland
Mike Brown DeJong Products	

Notes:

**Welcome to the 11th annual
Willamette Valley Ag Expo**

Thank you for joining us at the 11th annual Willamette Valley Ag Expo! We are excited about the programs and opportunities we are able to provide to the agriculture industry through this event.

This handbook is full of tools to help us all have a great show.

Please be sure that the person who is exhibiting in this event receives this material.

General Expo Information

Expo Dates and Times

Tuesday, November 15 – 9 a.m. to 6 p.m.

Wednesday, November 16 – 10 a.m. to 9 p.m.

Thursday, November 17 - 10 a.m. to 5 p.m.

Expo Physical Location:

Linn County Fair & Expo Center

3700 Knox Butte Road, Albany OR 97322

I-5 exit 234 to Fair/Expo

Expo Decorator: (Pipe and Drape only)

DWA Trade Show and Exposition Services

Expo Carpet and Furnishings:

Order online or download order forms at www.wvaexpo.com

Telephone: Contact the Fair/ Expo office at 1-800-858-2005
(Wireless Internet Provided by the Fair / Expo)

Expo office on-site:

Willamette Events Center, main lobby Event Manager Office

There is no drayage available on site prior to the event. If you have special needs contact the office for arrangements.

Food Service on-site:

The Linn County Fair & Expo Center provides concessions during the event, with limited service available during set up. Exhibitors will receive \$2.00 off the special catered luncheon in the Calapooia Arena only with exhibitor name badge only.

Lodging:

There are two hotels immediately adjacent to the Fair / Expo Center and offer special rates - mention the Ag Expo.

Holiday Inn Express: 541-928-8820

Comfort Suites Inn: 541-928-2053

- An additional 2A10BC portable fire extinguisher is required if cooking is involved. *Reference IFC 906*
- Fire extinguisher must have current servicing tag or receipt of purchase within the last year.
- **COOKING OUTSIDE OF BUILDINGS:**
- All food prep which produces grease-laden vapors (frying, deep fat frying, etc.) shall require a Class K fire extinguisher.
- A 4A20BC portable fire extinguisher is required if cooking outside is involved. *Reference IFC 906*
- Commercial cooking equipment will only be allowed in approved locations using approved equipment and with prior approval from the Albany Fire Department.
- Fire extinguisher must have current servicing tag.

LIQUID PETROLEUM GAS (PROPANE) INSIDE BUILDINGS:

- The use of portable propane - gas containers shall not be allowed in buildings. *Reference IFC 306.*
- Combustible materials shall be at least ten feet from propane containers. *Reference IFC 3807.*

PROPANE OUTSIDE BUILDINGS:

- Propane cylinders less than 125 water gallons in size must be at least five feet from the structure. *Reference IFC 3804*
- Propane cylinders 125 to 250 water gallons in size must be at least ten feet from the structure. (Not allowed under building eaves.) *Reference IFC 3804*
- Propane cylinders must be set on a firm foundation or be adequately secured. Cylinders shall be protected from vehicular damage. *Reference IFC 3807 and Standard 82-1*

ELECTRICAL WIRING / EQUIPMENT:

All electrical wiring and equipment shall comply with the electrical code. Wiring connections to any circuit panel can only be performed by qualified, licensed electricians. Contact the City of Albany Building Department for needed permits.

Extension Cords:

- Shall be 16 gauge or larger in size.
- Shall be grounded and plugged directly into an approved receptacle, power tap or multi plug adapter and, except for approved multi plug extension cords, shall serve only one portable appliance. *Reference IFC 605*

FOLLOWING REQUIREMENTS APPLY TO ALL EXPO, PUBLIC ASSEMBLY, SHOW, FAIR, CARNIVAL, LIVESTOCK, AND MOTORIZED VEHICLE EVENTS. VIOLATIONS OF ONE OR MORE OF THE FOLLOWING MAY BE GROUNDS TO REQUIRE THE VENDOR TO SHUTDOWN UNTIL SUCH TIME THE VIOLATION IS CORRECTED AS DETERMINED BY THE ALBANY FIRE DEPARTMENT.

EXITS:

- Obstructions shall not be placed in the required width of an exit path. Exits shall not be obstructed in any manner and shall remain free of any material. *Reference IFC 1027*
- Exit doors shall be openable from the inside without the use of a key or any special knowledge or effort.
- Exit doors shall not be locked, chained, bolted, barred, latched, or otherwise rendered unusable. All locking devices shall be of an approved type. *Reference IFC 1008*
- Exit signs shall be readily visible from any direction. *Reference IFC 1011*

OBSTRUCTION OF FIRE SAFETY EQUIPMENT:

- Materials or things shall not be placed or kept near fire safety equipment in a manner that would prevent such equipment from being immediately visible.
- The Fire Department shall not be deterred or hindered from gaining immediate access to fire protection equipment. *Reference IFC 901 & 906*

FIRE LANES:

- Shall not be obstructed in any manner, including parking of vehicles. Widths shall be maintained at all times. *Ref IFC 503*

DECORATIONS:

- Decorative material used inside of buildings shall be flame resistant. Drapes and curtains shall be treated and maintained flame resistant. *Reference IFC 805*
- If you would like to use hay bales and/or any loose combustible materials, you will need prior approval from the Albany Fire Department.

OPEN FLAMES AND COOKING:

- Open flame devices shall not be used in places of assembly. *Reference IFC 308*
- All food preparation equipment, which produces grease-laden vapors (frying, deep fat frying, etc.), shall be located under an exhaust hood equipped with a fire extinguishing system. *Reference IFC 906*

Move in and Move out Information

Building Superintendents:

We specialize in "managed move-in". Each building will have a supervisor in charge of move-in needs, communications and problem solving. They will do EVERYTHING possible for a safe and efficient move-in (and, they are good at it)

MOVE IN

Sunday, November 13th

Calapooia Arena – Noon to 6:00 Large units only. Staging in South lot all day.

Cascade, Santiam, Willamette: 4:00 – 7:00 Must pre arrange 800-208-2168.

(Staging starts Friday November 12 in outside lots only)

Monday, November 14th –

All buildings 7:00 a.m. to 9:00 p.m.

FREIGHT DOORS WILL CLOSE AT 5:00 p.m. to accommodate those with booths in front of non essential access doors to set up. Exhibitors with booths in front of these doors note that these will not be ready for move in until 5:30.

Tuesday, November 15th –

All buildings – 7 a.m. to 9 a.m. CARRY IN ONLY. Freight Doors not open!

Forklift – Sign up with the building superintendant on arrival. Available all hours of move in Sunday and Monday. Waiver form required.

MOVE OUT

***Thursday, November 18th**, 5:00 p.m. to 10:00 p.m.

WE MUST BE OUT OF ALL BUILDINGS BY 10:00 p.m.

All parking lots must be **cleared by 10:00 a.m. on FRIDAY.**

NO EXCEPTIONS! *Call for outgoing staging if needed,*

Violators will be towed.

Move-out OR Break down is not allowed before the event is closed to the public.

Move out continued:

MOVE OUT - continued:

Only exhibitors in front of freight doors are permitted to break down their booths at 4:30 p.m. on Thursday. Exhibitors who break down early will lose their priority status and may **not be welcome in the future. If you need assistance please notify your building superintendent at move-in. Another event moves in right behind us.**

FORKLIFT MOVE-OUT

Booths in front of doors and traffic areas will be moved first. Forklift service will be available on an as needed basis, inward from the traffic areas.

Name Badges and Parking Passes Move-in –

Parking permits and name tags are not required during move-in. To reduce congestion and make move in easier we require that all small vehicles are moved once unloaded. If vehicles are not used for cargo and materials please park in the public lot to the East of the facility. Park in this lot ONLY during set up and not during public hours PLEASE.

Parking passes – two passes are provided to you at no cost with every 10 x 10 area. These will be in your packet at check in. Multiple passes are issued for larger spaces. You are able to order additional passes at \$2.00 each in advance or \$5.00 per day at the event. All exhibitors are required to park in the exhibitor parking area to the West of the buildings. The public lot is strictly reserved for your customers convenience.

Name badges – Exhibitor badges are provided for your company representatives free of charge. Please see the order forms at www.wvaexpo.com. Passes are to be picked up during set up time and prior to opening. All exhibitors will be required to show their name badges at admission. Badges are also used for identification for exhibitor access one hour prior to public opening. **NO ONE WILL BE ALLOWED ACCESS WITHOUT A BADGE.** Please do not leave them in your booth for the next shift to claim – but take them to **Will Call** at the event managers office. Leave all unclaimed badges with

Board Nominations

IF a board vacancy occurs there will be a call for nominations to serve on the board of directors. Board members are elected by the members of the Willamette Valley Ag Association. Members are exhibitors and at large that have been participating with the Willamette Valley Ag Expo for at least one year.

Nominations for board positions are accepted in advance and from the floor at the annual meeting on Thursday of the expo. If you are interested and would like to learn more - please contact Jill Ingalls at 800-208-2168.

Sponsorship Opportunities

The Willamette Valley Ag Expo offers sponsorship opportunities to any member or provider in good standing. If you would like to sponsor a class or workshop, any of the programs or annual projects please contact Scott Ingalls for more information at 800-208-2168

INSURANCE

You will also need to send in a copy or certificate of insurance. According to the Willamette Valley Ag Association policy #9b – “All exhibitors are required to provide proof of liability insurance prior to exhibiting at the Willamette Valley Ag Expo”. Please be sure your company name matches that of the insured or provide a notice of this with the certificate.

during the meeting or at the Event Managers office before closing at 5:00 p.m. Someone will walk through the buildings to collect them during the day, but if you are missed please do NOT leave the form in your booth but deliver to the office.

The forms are dated and time stamped by staff so that any requested changes may be filled on a first come basis.

You may take the form with you and return to us either by fax or mail by the cut-off date of Wednesday, December 14th at 5:00 p.m. (Information is found on form)

If you wish to relocate you will be given first option on any unclaimed space after all priority status applications are processed.

The Willamette Valley Ag Association Board of Directors reserves the right to locate or change location of exhibitors for the best interest of the entire expo.

If you have any questions please feel free to contact the WVAE office at 1-800-208-2168 or email info@wvaexpo.com.

SCHOLARSHIP PROGRAM

The Willamette Valley Ag Association grants annual scholarships to students pursuing a career in Ag Production or Agriculture Education. The Association works with the Oregon Student Assistance Commission to solicit applicants from across the state. Started in 2002, each year averages 7 students with scholarships of \$1,000 each. Funds for this project are derived from proceeds of this expo. Each year recipients are invited to meet the exhibitors and members at the Exhibitor breakfast meeting on Thursday. Please be sure to meet one of our Scholarship Stars! If you would like additional information on this program contact the office.

the event manager. WILL CALL PICK UP AT SOUTH GATE.

Guests and Other Company representatives

Name badges will display only the company that has contracted to be an exhibitor in this event. No other company name will be displayed on the badge. Please make necessary arrangements to accommodate your suppliers or guests by purchasing day tickets, or including them as part of your corporate ID. Guests are allowed to display their own company name badges, logo's and likeness in addition to the required badges. Please be sure to order your parking passes and name badges on time. Late orders are subject to late fees and costs. Order forms are available at www.wvaexpo.com

Utilities and furnishings

Each booth is provided with pipe and drape dividers and backdrops only. You may order the following items in addition:

Tables Chairs Carpeting Electrical

You can order online through your account shopping cart or download the order forms and fax them in. Please order prior to deadline to avoid service charges.

How to use the www Website

Yes – it's the new website – and to our delight you are able to login and post information about your company, and even upload photos or logos!

In addition our customers can view information about what booth you will be located in, use the interactive floor plan to find you and even link to your own website. Customers can come back to the website after attending the expo and track you down!

This site adds more time and life to your sales efforts during the Willamette Valley Ag Expo.

To use the site – simply login using your email and password. If you are not sure what those are – please send an email to us and we will contact you with your login information. **ONLY REGISTER AS A NEW USER IF YOU HAVE NOT PREVIOUSLY BEEN SET UP.** Contact us for assistance info@wvaexpo.com or call 1-800-208-2168.

Once logged in you are able to order booths, furnishings, name tags and parking passes, change your contact information, company profile and upload photos and logos too.

Under **MY INFO**: You can edit your information and reset your password, and upload photos or a logo for your display. This is where you **order your name badges** as well!

Under **Order Accessories**: You can order any of the furnishings, parking passes and electrical and pay by credit card.

Under **EXHIBITOR Forms** you can download the order forms to print and fax or email to us if you don't want to pay by credit card.

CLASSES

If your company is interested in producing a class or hosting a training please contact us at info@wvaexpo.com We provide the meeting space and include your program in our publicity. Space is very limited and classes should be non commercial.

For a complete list of classes and training see the website.

Exhibitor Meeting and Breakfast

Thursday, November 18th, 2010

Breakfast is on us, exhibitor identification is required!

AGENDA

Willamette Building – Conference Center

8:30 a.m. **Breakfast buffet** – Open to Exhibitors ONLY

9:00 a.m. Board Introductions

Scholarship STARS Introductions

9:15 **GENERAL MEMBERSHIP MEETING**

1. Introduction of Board, no vacancies

9:25 **Event Critique**

1. Review of 2010 Critique and actions taken

2. The Good – Ain't Broke, don't fix it!

3. The Bad – Is Broke, Fix it or lose it!

4. The Opportunities – Good Ideas for Next time

9:45 **Housekeeping**

Distribution of Priority Applications 2012

10:00 a.m. **EVENT OPENS**

Access to the exhibitor meeting is available ONLY through the south lobby doors on the East side of the Willamette building. All other buildings will be secured until one hour before opening.

If you are not joining us for breakfast – you may only enter the exhibitor areas one hour prior to opening AND ONLY THROUGH THE VENDOR ENTRY DOORS.

PRIORIY SIGN UP FOR 2012

Priority sign up will be held during the exhibitor and general membership meeting on Thursday, November 18th at the conclusion of the agenda. (Approximately 9:45 a.m.)

Please turn in your applications (first right of refusal forms)