

June 7-10, 2011

Alabama FFA Career & Trade Show



February 10, 2011

Dear Exhibitor:

You are cordially invited to participate in the 82nd State FFA Convention of the Alabama FFA Association to be held in Montgomery, Alabama from **June 7-10, 2011**. We are anticipating another exciting and jam-packed convention as we celebrate a year of excellence in the Alabama FFA, celebrating the theme *Infinite Potential*.

This conference should be of special interest to **fundraisers, career and trade-oriented groups, college and post-secondary recruiters, and instructional material suppliers.**

There will be **more than 1,100 middle and high school students, agriscience education teachers, parents, career/technical education directors, principals, superintendents and industry representatives in attendance.** Students attending this conference will include some of Alabama's finest youth. Teachers will carefully select those students who will attend based on local chapter initiatives, leadership, accomplishments, official delegates, and program participants. Agriscience education instruction areas taught in the public school system include: agriscience, forestry, agritechnology, wildlife management, metal fabrication, agricultural structures, plant/soil science, leadership development, poultry science, animal science, agricultural power machinery, floral design, turfgrass management, horticulture, and home improvement.

Enclosed you will find all the information you need to be a part of this fun-filled and educational event. Held again at the beautiful **Montgomery Renaissance Convention Center**, the career and trade show will be in Exhibit Hall C, with the actual trade show days being Wednesday, June 8 and Thursday, June 9.

Sponsorships are vital to our success now more than ever. We have many new interactive and engaging events planned for the show that will draw in your audience. As you register, please consider a small sponsorship donation to achieve those goals.

Please use the enclosed form to reserve your booth space. Send the completed form and your check to the address noted, made payable to the Alabama FFA Association. Hotel accommodations are listed, we recommend reserving your room early. For additional information on the convention, please visit our website at <http://www.alabamaffa.org/> and click on "State Convention."

To insure a booth space, **please complete and return by Friday, May 13, 2011.** We look forward to seeing you there!

Sincerely,

Erin Freel Best
erin@tmpstyle.com, 352-821-0774
FFA Trade Show Coordinator

Alabama FFA Career & Trade Show

Important Information - Please Print and Keep For Further Reference

Trade Show Dates and Times:

AL FFA Career & Trade Show - Exhibit Hall C

Move In:

June 7 (Tues): 1 p.m. - 6:30 p.m.

Move Out:

June 9 (Thur): after 7:00 p.m. - 9:00 p.m.

Show Hours:

June 8 (Wed) 8am-1:45pm / 3:45pm-7:00pm

June 9 (Thur) 7am-8am / 11am-7:00pm

Mail Payment:

Make checks payable to:

Alabama FFA Association

Mail payment to:

Erin Freel Best c/o Alabama FFA

P.O. Box 1073

Weirsdale, FL 32195

Trade Show Coordinator

The Market Place

Erin Freel Best

erin@tmpstyle.com

Office: 352-821-0774

Fax: 352-821-0776

Cell: 813-478-1735

Trade Show Contractor:

(Carpet, electric, shipping materials, etc.)

George Fern Company

Chuck Adams

cadams@fernexpo.com

Office: 205-458-8741

Cell: 205-210-6617

www.fernexpo.com

Convention and Hotel Information

Renaissance Montgomery Hotel & Convention Center

201 Tallapoosa Street

Montgomery, AL 36104

Telephone (877) 545-0311

Please make reservations early and ask for the Alabama FFA Association group room block rate.

Other Area Hotels

Embassy Suites:

334-269-5055

Hampton Inn:

334-265-1010

TENTATIVE FLOORPLAN

Curtain to span distance and separate food court and career show

| | | | | | |
|----|----|----|----|----|---|
| 46 | 45 | 28 | 27 | 10 | 9 |
| 47 | 44 | 29 | 26 | 11 | 8 |
| 48 | 43 | 30 | 25 | 12 | 7 |
| 49 | 42 | 31 | 24 | 13 | 6 |
| 50 | 41 | 32 | 23 | 14 | 5 |
| 51 | 40 | 33 | 22 | 15 | 4 |
| 52 | 39 | 34 | 21 | 16 | 3 |
| 53 | 38 | 35 | 20 | 17 | 2 |
| 54 | 37 | 36 | 19 | 18 | 1 |

Entrance

EXHIBITOR CONTRACT AND REGISTRATION FORM

2011 Alabama FFA Convention Career & Trade Show -

PLEASE PRINT A COMPLETED COPY OF THIS FORM FOR YOUR RECORDS

Company Name: _____

Exactly as you would like it to appear on the sign and on your badge.

Primary Contact Name: _____

All future correspondence and confirmation will be via email to primary contact.

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Booth Preference: 1st Choice _____ 2nd Choice _____ 3rd Choice _____

Exhibitor Names: Needed for name badges, please list everyone including primary contact if attending the show. If additional attendees, please submit those names as well on a separate sheet.

Name: _____ Email: _____

Name: _____ Email: _____

Standard Booth: _____ (Quantity) @ \$350/booth =Total: \$ _____

Includes 10 X 10 pipe and drape space, 1 6ft. skirted table, two chairs, ID sign, wastebasket

2 booths (\$600), 3 booths (\$800), 4 booths (\$1,000)

Corner Booth Request: _____

Exhibitors requesting a corner booth, add \$50.00 =Total: \$ _____

Exhibit Sales: _____ Yes _____ No

All exhibitors wishing to engage in sales that involve payment of goods received during the show must complete a transient vendor business license from the City of Montgomery. (Included in this registration packet)

Electricity: please select one Yes _____ No _____

George Fern will provide and bill for electric but please note whether electric will be needed so we can provide them a complete list.

Sponsorships

_____ Exhibitor and Teacher Break - Wednesday \$500.00 =Total \$ _____

_____ Exhibitor and Teacher Break - Thursday, \$500.00 =Total \$ _____

_____ Teacher/Student Trade Show Prize Giveaway - \$150.00, *suggested* =Total \$ _____

(any donation amount accepted, prize based on donation collected)

Payment: _____ check included _____ mailing under separate cover **Grand Total \$** _____

_____ We agree to abide by the "exhibit specification" outlined by Alabama FFA Association and to all conditions under which the exhibit area is leased to the Association. Said exhibit specifications and conditions become a part of this contract. Included in this registration packet.

EXHIBIT SPECIFICATIONS

Booth Setup Management: George Fern Company has been contracted to assist exhibitors with setup at the career/trade show. The George Fern Company will operate an exhibitor's service desk manned with competent personnel during move-in and move-out for services provided as the Official Exclusive Contractor. George Fern shall provide each exhibitor with an Electronic Exhibitor Service Kit which will include order forms for any services exhibitors may need.

Relocation of Exhibits: The Exhibit Management reserves the right to alter locations of exhibits as shown on the official floor plan, if deemed advisable and in the best interest of the convention.

Booth Reassignment: No exhibit will assign, sublet, or share the assigned without the knowledge or consent of the Exhibit Manager.

Exhibit Sales: All exhibitors wishing to engage in over-the counter sales of any kind that involve the payment for goods received during the exhibition must complete a transient vendor business license from the City of Montgomery (see enclosed form).

Liability: The exhibitor agrees to make no claim for any reason whatsoever against the Alabama FFA Foundation, Alabama FFA Association, designated exhibit decorator and other contractors for loss, theft, damage, or destruction of goods: nor for any damage of any nature or character, including any damage to his business by reason of failure to provide space for the exhibit, or the removal of exhibit: nor for any action of any nature of the Alabama FFA Foundation, Alabama FFA Association or its members, officers, committees, agents, or employees.

Damage to property: Exhibitors are liable for any damages caused to buildings, floors, walls, columns, or to standard booth equipment, or to other exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive or any other coating to building, columns and floors, or to standard booth equipment.

Fire, Safety, and Health: The exhibitor agrees to accept full responsibility for compliance with local, city, and state Fire, Safety, and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators.

Decorations: In order to conform to local fire ordinances, as well as the National Board of Fire Underwriter, all decorative materials must be fire resistant and meet with standards established by the Fire Marshall's Office.

Fellow Exhibitor Courtesy: No walls, partitions, signs, or decorations may be erected which will interfere with the general view "down the aisle," or with other exhibits. The operation of whistles or any objectionable devices will not be allowed. If microphones are used in a booth, volume must be kept to a minimum. After the show opens, noisy and unsightly work will not be permitted.



BUSINESS LICENSE APPLICATION
CITY OF MONTGOMERY, ALABAMA
 (334) 241-2036 (334) 241-2994 fax
www.montgomeryal.gov

RECEIPT NO. _____

RETURN TO:

CITY OF MONTGOMERY
 REVENUE /LICENSE DIVISION
 P O BOX 1111
 MONTGOMERY AL 36101-1111

PLEASE PRINT OR TYPE

Application Type: ___ New ___ Add-on

FEIN _____

Mailing Name and Address

ST of AL TAX# _____

DL# _____

Forms of Ownership (Check One)
 Sole Prop _____ Partnership _____
 Corp _____ LLC _____

Trade Name: (If different from above) _____

Physical Location (Street Name and Number) Leave Blank if operating from a Residence
 _____ Business (_____) _____
 _____ Home (_____) _____

List Following for Owner(s), Partners, or Officers (Attach separate sheet if necessary)

| Name | Residence Address | SSN | DOB |
|-------|-------------------|-------|-------|
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |

Date Business Activity Initiated or Proposed in Montgomery: _____

Give a brief detail the nature of your business: _____

This application has been examined by me and is, to the best of my knowledge, a true and complete representation of the above named entity, and person(s) listed.

Signature _____ Title _____ Date _____

ACCOUNT NO. _____ FOR MUNICIPAL USE ONLY

| CODE | DESCRIPTION OF LICENSE | GROSS RECEIPTS | SCH | AMT OF LICENSE | FEE | TOTAL |
|------|------------------------|----------------|-----|----------------|-----|-------|
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ZONING (27 MADISON AVE, 2ND FL.) _____
 FIRE (19 MADSION AVE) _____
 INSPECTION (25 WASHINGTON AVE) _____

AREA NUMBER _____
 CITY SALES TAX NUMBER _____