

NORTHWEST AGRICULTURAL SHOW

2024 **JANUARY** 17-19

EO Media Events, LLC

P.O. Box 2048

Salem, Oregon, 97308

800.882.6789

Email us at:

events@eomediagroup.com

NorthwestAgShow.com



Presented By



EXHIBITOR MANUAL

OREGON STATE FAIR & EXPOSITION CENTER



Northwest Ag Show
Presented by Harvest Capital Company
January 17-19, 2024
Oregon State Fair & Exposition Center - Salem

WELCOME TO THE 2024 NORTHWEST AG SHOW

We are excited to welcome you to the 54th edition of one of the longest-running ag shows in the Pacific Northwest.

We are even more excited to be holding the show in Salem, located in the No. 1 county in the state for agricultural output.

On behalf of our presenting sponsor Coastal Farm & Ranch, the major and presenting sponsors, and our other partners who have come together to put on this edition of the show, we hope you have a great week and enjoy your time in Oregon's capital city.

Please note that Friday, January 5 is the deadline for ordering name tags, ordering décor, reserving forklifts or power washers and for indicating if you would like signs/banners hung above your booth. Details are outlined in the manual.

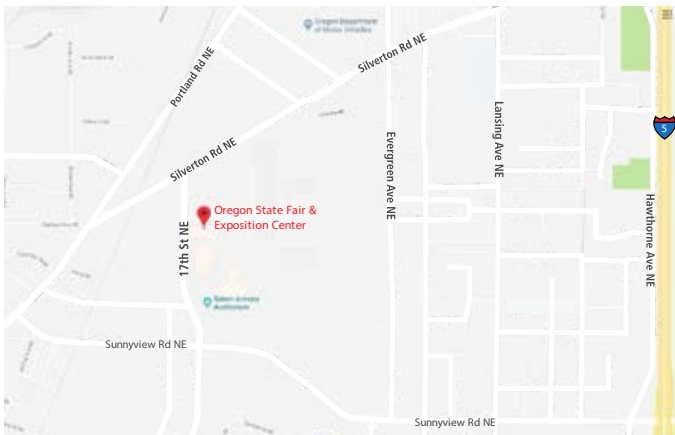
CONTACT INFORMATION

Show Manager: EO Media Events, LLC/Joe Beach
Mailing Address: P.O. Box 2048; Salem, OR 97308
Phone: 800-882-6789
Fax: 503-506-0215
Email: events@eomediagroup.com

SHOW LOCATION

Oregon State Fair & Exposition Center (Jackman-Long Building, Columbia Hall & Cascade Hall)
2330 17th St. NE
Salem, OR 97301
971-701-6573

For directions, visit OregonStateExpo.org/visitor-info



For a site map of the fairgrounds & expo center, visit OregonStateExpo.org/fairgrounds-map

Exhibitors will be in the Jackman-Long Building & Columbia Hall. Seminars and workshops will be held in Cascade & Columbia Hall. The Show Office is located at the main entrance to the Jackman-Long Building.



SHOW DATES & TIMES

Wednesday, Jan. 17:	9:00 a.m. until 5:00 p.m.
Thursday, Jan. 18:	9:00 a.m. until 6:00 p.m. <i>*after hours ticketed benefit event: 6:00 pm - 9:00 pm</i>
Friday, Jan. 19:	9:00 a.m. until 2:00 p.m.

ADMISSION

Thanks to our sponsors, we will have free admission and free parking for exhibitors all three days of the show.

SHOW WEBSITE

OFFICIAL SHOW WEBSITE: Visit NorthwestAgShow.com for the latest show information and to download exhibitor forms.

SPECIAL HOTEL RATES

Take advantage of the special hotel rates for exhibitors on the following page.

2024 EXHIBITOR



HOTEL RATES*

*Rates do not include applicable state and local taxes, currently at 10.8%.

ASK FOR THE NORTHWEST AGRICULTURAL SHOW RATE WHEN BOOKING

SHILO INN

3304 Market St. NE
Salem, OR 97301
Shiloinns.com/shilo-inns-salem

\$102 DOUBLE QUEEN OR KING

Call 503-581-4001 to reserve, mention the NW Ag Show
Group Rate.

The Shilo Inns Salem is conveniently located off Interstate 5, near the Oregon State's Fairgrounds. Kids under 18 stay free with an adult at Shilo Inns. Dogs welcome with nominal fee. Free breakfast and Wifi.

HOLIDAY INN

3301 Market St NE
Salem, OR 97301

\$129 SINGLE KING / \$139 DOUBLE QUEEN

Call 503-362-1300 to reserve, mention the NW Ag Show
Group Rate

With a perfect location in the heart of the Willamette Valley, guests of The Holiday Inn Salem has access to an array of local attractions and activities. Only a 1/2 mile from the Oregon State Fair Grounds. The Capitol City Grill is their full service restaurant and lounge. Currently serving breakfast, dinner, and the Bar is open for take out or Room Service.

BEST WESTERN PLUS MILL CREEK INN

3125 Ryan Dr. SE
Salem, OR 97301
BestWestern.com

\$139 DOUBLE QUEEN OR KING

Call 503-585-3332 to reserve, mention the NW Ag Show
Group Rate.

Indoor pool, hot tub, saunas and exercise room. Located 3.9 miles from the Oregon State Fairgrounds & Exposition Center.

THE GRAND HOTEL IN SALEM

201 Liberty St. SE
Salem, OR 97301
GrandHotelSalem.com

\$149 DELUXE KING

Call 503-540-7800 to reserve, mention the NW Ag Show
Group Rate.

The Grand Hotel in Salem, Oregon features luxurious, beautifully appointed guest rooms and premier suites. Chef prepared, Hot Breakfast Buffet served each morning and complimentary for every guest. Indoor pool, jetted spa, and fitness center located on the second floor of hotel. Microwaves, refrigerators, and coffee makers in all rooms. Complimentary cutting edge high-speed Wi-Fi access throughout the hotel.

PLEASE NOTE: The Northwest Ag Show worked with Travel Salem to secure these hotels and rates for the 2024 show. **Be aware of any phone solicitations or emails regarding lodging for the show. They are NOT sanctioned by the Northwest Ag Show or Travel Salem and could be a scam.**

EXHIBITOR PARKING

Parking is FREE for all exhibitors in the exhibitor lot located on the South end of the Jackman-Long Building and behind Columbia Hall. The parking lot in front of the Jackman-Long Building and on 17th Street are reserved for show attendees. Please do not leave valuables in your vehicles.

CERTIFICATE OF INSURANCE

Exhibitors will not be allowed to move-in without providing a certificate of insurance. The certificate of insurance should be for \$1 million and list the Northwest Agricultural Show, EO Media Events, LLC, the State of Oregon, the Oregon State Fair Council and the Oregon State Fair and Exposition Center as additional insured.

Certificates can be uploaded to your Exhibitor Dashboard or emailed to events@eomediagroup.com

MOVE-IN INFORMATION

ALL EXHIBITORS MUST CHECK IN TO THE SHOW OFFICE UPON ARRIVAL TO THE SITE. YOU WILL RECEIVE YOUR EXHIBITOR PACKET AND INSTRUCTIONS FOR YOUR MOVE AT THAT TIME. PERSONNEL WILL BE ON SITE TO ASSIST.

FOR EXHIBITORS IN COLUMBIA HALL: You will have access to the building from noon until 7:00 p.m. on Monday, Jan. 15. Otherwise, move-in will take place from 9:00 a.m. until 8:00 p.m. on Tuesday, Jan. 16 in phases. Exhibitors on the West End of Columbia Hall should plan on moving in before 1:00 p.m. All other booths should plan on moving in after 1:00 p.m. Your sales consultant will contact you to get an estimated move-in time.

FOR EXHIBITORS IN THE JACKMAN-LONG BUILDING: Move-in will take place from 9:00 a.m. until 7:00 p.m. on Tuesday, Jan. 16 only. Exhibitors in 10x10 booths without larger equipment may move in at any time on Tuesday. Exhibitors in Booths 615, 815, 1002, 1006, 700, 701, 702, 703, 707, 815, 1014, 1115 are asked to move-in before noon. Exhibitors in Booths 101-503 are asked to move-in after noon. Your sales consultant will contact you to get an estimated move-in time.

FOR OUTDOOR EXHIBITORS: You will be able to set up any time between 9:00 a.m. and 8:00 p.m. on Tuesday, Jan. 16. Remember that you are responsible for ordering any electrical items you may need as well as any covering, heating, etc. for your exhibit. Please check in with the Show Office before setting up.

WE ARE UNABLE TO ACCEPT ANY EQUIPMENT BEFORE THE DESIGNATED TIMES BECAUSE ANOTHER SHOW IS TAKING PLACE THE WEEKEND BEFORE.

ALSO NOTE THAT BOTH THE JACKMAN-LONG BUILDING AND CASCADE HALL ARE GROUND LOAD-IN ONLY. THERE IS NO LOADING DOCK. Door dimensions are 17'x19' for Columbia Hall and 16'x16' for the Jackman-Long Building.

There will be limited, carry-in only move-in on Wednesday, Jan. 19 between 8:00 a.m. and 9:00 a.m.

FORK-LIFTS & WASHERS

The show will provide fork-lifts and power washers at no charge for move-in/move-out. Should you need a fork-lift for your exhibit, let your sales consultant know before Friday, Dec. 31 so that we may reserve a fork-lift for you. You must sign a waiver before using any forklift.

Fork-lifts for move-out will also need to be reserved and staged to ensure a smooth process for everyone.

Power washers will also be available to clean your equipment. Your sales consultant will contact you to see if you need to use this service.

MOVE-OUT INFORMATION

Move-out is Friday, Jan. 19 after the show closes at 2:00 p.m. until 8:00 p.m. and Saturday, Jan. 20 from 8:00 a.m. until noon. Show staff will coordinate with larger equipment exhibitors to ensure a smooth move-out process.

- NO ONE IS PERMITTED TO BREAK DOWN BOOTH SPACES PRIOR TO THE CLOSE OF THE SHOW AT 2:00 P.M.
- ALL EXHIBITS AND/OR EQUIPMENT MUST BE OUT OF THE EXHIBIT HALLS BY NOON ON SATURDAY.

ELECTRICAL NEEDS

Standard 120 volt electrical service is provided with every booth. If you require additional service, please contact your sales consultant by Friday, Jan. 5.

DECORATOR/DRAYAGE

Booths are provided with pipe and drape dividers and backdrops only. Drape and carpeting for the show will be black.

Our show decorator, Fern, will be inviting you to their online ordering system called OneView. Exhibitor services are available through Fern via www.fernoneview.com. Registered exhibitors will have a login under their email address; if you are new to OneView you may need to create a password. For help accessing the site email DBlxt@fernexpo.com.

All billing for booth décor will come from Fern. All décor must be ordered by Jan. 5th. Fern staff will be onsite to assist you during move-in and at move-out.

SIGNAGE

Signs and/or banners for adjoining booths must face inward if they extend beyond the back or side dividers of the booth.

The show has arranged with the Oregon State Fairgrounds and Exposition Center to allow signs from ceiling rafters for those booths underneath them. There will be a \$50 fee payable during move-in to hang and remove these signs. They must be delivered to show management before noon on Monday, Jan. 15 for exhibits in ANY building. Any sign or banner delivered after noon on January 15 will be installed at the discretion of the show.

VEHICLES USED AS DISPLAYS

Oregon State Fire Marshal rules state that any vehicles used as displays within the show must have the battery disconnected and the fuel tank cap must either lock or be covered with tape during the show.

SECURITY

The show will provide 24-hour security from noon on Monday, Jan. 15 through noon on Saturday, Jan. 20. However, the show is NOT responsible for any injury, loss or damage that may occur to exhibitor, exhibitor employees or staff or exhibitor property from any cause whatsoever as outlined in your show contract.

WIRELESS INTERNET

The Oregon State Fair & Exposition Center provides complimentary wireless Internet connections throughout the three buildings used for the show. Contact a show manager if you have questions.

WIFI Network: OSF-Vendors
Password: OsfVendors

EXHIBITOR LOUNGE

We will provide exhibitors with light snacks and beverages during move-in and during the show. The lounge is intended only for representatives who are involved in set-up of your exhibits or who are staffing the exhibits during the show. THE LOUNGE IS NOT INTENDED FOR SHOW ATTENDEES OR EXHIBITOR GUESTS.

FOOD SERVICE

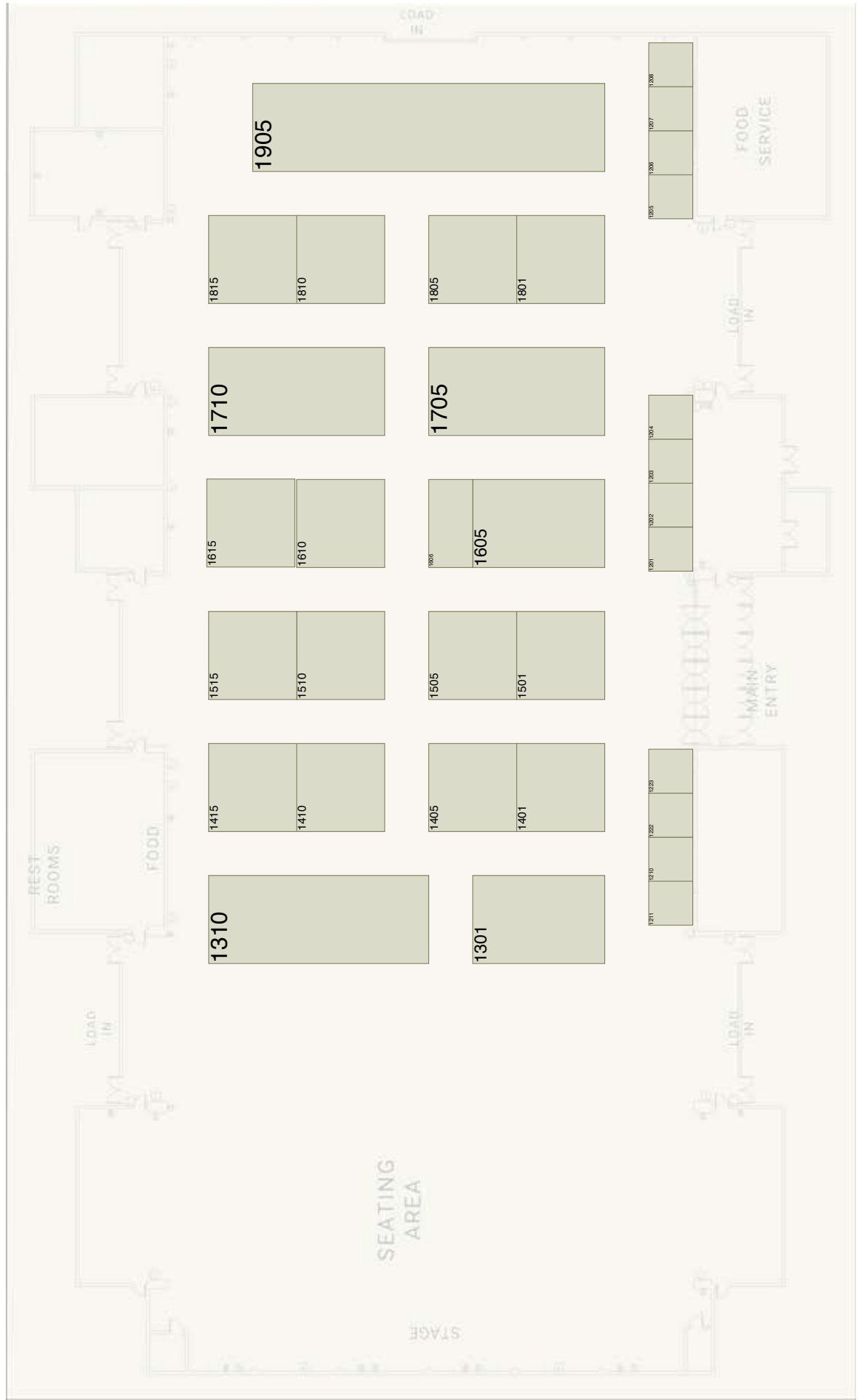
Pacific Rim Catering is the official concessionaire for Oregon State Fair & Exposition Center events. They will operate concessions during the show. Adult beverages will be available on Wednesday and Thursday.

SHOW LAYOUT

On the following pages are the most current exhibit layouts for both the Jackman-Long Building and Columbia Hall, including the location of the Exhibitor Lounge. See NorthwestAgShow.com for a list of exhibitors.



Columbia Hall



2025 SHOW SIGN-UP INFORMATION

Forms to reserve your space for the 55th edition of the Northwest Ag Show will be included in your exhibitor packet. First right-of-refusal deadline is May 1, 2025.

OREGON ST. FAIR & EXPO CENTER REGULATIONS

By signing your 2024 Northwest Ag Show contract, you agreed to abide by all regulations set forth by the Oregon State Fair & Exposition Center. A copy of those regulations are included as a reference.



2024 NORTHWEST AGRICULTURAL SHOW

NAME BADGES

Please complete the online form or complete and return the enclosed form by Friday, Jan. 5.

Online form:

<https://tinyurl.com/AgShowNameBadge>

or scan the code >



Name badges are for employees/representatives of your organization only.

SHOW NAME BADGE FORM

Exhibitor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Number of Badges Needed: _____

Email to events@eomediagroup.com.

Mail to NW Ag Show: P.O. Box 2048; Salem, OR 97308

DEADLINE FOR NAME TAGS IS *FRIDAY, JANUARY 5.*



2024 NORTHWEST AGRICULTURAL SHOW

FORKLIFT/MATERIAL HANDLING WAIVER

The show is providing fork-lifts and drivers as well as self-serve power washers at no charge for move-in/move-out. By signing below, you acknowledge that you are waiving liability for damage to your property even when it is in the care, custody and control of the Northwest Agricultural Show or its designated contractors.

As outlined in your contract, the show is NOT responsible for any injury, loss or damage that may occur to exhibitor; exhibitor employees or staff; or exhibitor property from any cause.

Signed: _____ Date: _____

Print Name: _____ Title: _____

Exhibitor Name: _____

OREGON STATE FAIR & EXPOSITION CENTER STANDARD TERMS AND CONDITIONS

1. **SECURITY:** CLIENT may be required to hire security guards. Security must be hired through an OSFEC-approved company, with valid certification from Oregon Department of Public Safety Standards and Training. (A list of approved security companies is available from OSFEC events staff.)
2. **ELECTRICITY:** Electrical services must be arranged with OSFEC at the established rates. Additional temporary services can be arranged with OSFEC at the established rates at time of event.
3. **FLOOR PLANS:** CLIENT must submit floor plans, equipment orders, electrical orders and any other instructions to OSFEC in writing no later than ten (10) working days prior to event move-in, and any changes to above instructions must be provided in writing no later than five (5) days prior to event move-in. Failure to do so may result in additional labor charges.
4. **MOVE-IN/MOVE-OUT (Electricity and Restroom Usage):** CLIENT must schedule move-in and move-out days and times when booking an event. Generally, half of the building lights and one to two restrooms will be available for CLIENT's use. When a large number of exhibitors are moving in, additional restroom access may be provided upon CLIENT's request to OSFEC.
5. **HELIUM BALLOONS:** Helium balloons are allowed only in fixed decorations due to safety issues involving ceiling fans and heating ducts. (This restriction does not apply to Cascade Hall.)
6. **DOGS:** Dogs are allowed in livestock areas, on leash only. Exhibitors/participants **MUST** clean up after their dogs. Dogs are not allowed in the buildings or on lawn areas unless they are providing assistance to persons with disabilities or are an integral part of the event.
7. **PARKING/CAMPING:** Parking is available for all events taking place on the Fairgrounds. Specific parking areas and entry/exit gates to be used for each event will be determined by OSFEC. A per-car parking charge may apply. CLIENT should contact OSFEC with any questions about parking policies. No overnight camping is allowed on the Fairgrounds, except in designated RV parking areas, or with documented approval from OSFEC.
8. **SPEED LIMIT:** Speed limit on the fairgrounds is 10 mph. Bicycles, scooters, mini-bikes are allowed for show-related purposes only.
9. **NO SMOKING:** All OSFEC buildings are designated as "No Smoking." Smoking is allowed outside the buildings at a distance of 10 feet away from any doorway.
10. **TRASH DISPOSAL/RECYCLING:** Disposal of moderate amounts of trash is built into rental fees; however, OSFEC will pass on to CLIENT the cost of disposing of large amounts of refuse. Various recycling programs are in effect at the Fairgrounds that may reduce trash disposal fees. CLIENT may be assessed a fee if its exhibitors contaminate recycling containers with other refuse.
11. **DAMAGES:** CLIENT will be billed for labor and materials to repair damages that occur as a result of CLIENT's use of the facilities including, but not limited to: oil spills; structural damage to buildings or electrical panels; damage to lawns, concrete, or asphalt surfaces; and damages caused by attachments of any kind (tape, pins, staples, etc.) to walls, woodwork, doors, or any other surfaces.
12. **FOOD SERVICE CONCESSIONS:** All food and beverage needs to be sold at public attended events shall be provided by OSFEC's licensed food concessions provider. Contact your Event Representative regarding specific exceptions.
13. **FORKLIFT SERVICE:** OSFEC will provide forklift service to CLIENT for set-up needs upon request, subject to availability. A fee will apply. Only OSFEC's staff will be allowed to operate OSFEC's equipment. Exhibitor forklift needs should be contracted through CLIENT's decorator. CLIENT may also consider renting a forklift from an outside rental company for the benefit of its exhibitors. Contact your Event Representative for more detail.

14. **ADDITIONAL PROVISIONS:** CLIENT will be required to adhere to any additional requirements outlined in OSFEC's "Client Service Guide," as posted on OSFEC's website at oregonstateexpo.org/plan_an_event/service_guide.

15. **CONTROL OF PREMISES:** OSFEC reserves the right to: enter all areas at any time; eject from or refuse entry to any objectionable person or persons; schedule multiple events during the term of this Agreement; and schedule other similar events both before and after dates of this Agreement without notice to CLIENT.

LAW OBSERVANCE/BUILDING OCCUPANCY: CLIENT and its exhibitors shall comply with all laws and ordinances, Salem Fire Marshal Policies and Guidelines, and regulations of OSFEC. CLIENT shall not dispense a number of tickets, or admit a number of persons to the premises, that exceed the maximum occupancy level determined by the Salem Fire Marshal. Agreement may need to be obtained, please call Salem Fire Marshal.

INDEMNITY/INSURANCE: CLIENT shall defend, save, hold harmless, and indemnify OSFEC, the Oregon State Fair Council and its officers, employees and agents (the "indemnified Parties") from and against all claims, suits, actions, proceedings, losses, damages, liabilities, awards and costs of every kind and description (including reasonable attorney's fees and expenses at trial, and in connection with any petition for review) (collectively, "Claim") which may be brought or made against the Indemnified Parties arising out of or related to (i) any personal injury, death or property damage caused by the negligent acts, omissions, or misconduct of the congregation, its volunteers, or its attendees during the term of this contract. OSFEC may require CLIENT to provide proof of liability insurance. When an insurance certificate is requested by OSFEC, CLIENT will not be allowed to begin event move-in until a valid certificate is delivered to OSFEC. CLIENT shall secure at its expense and keep in effect during the term of this Agreement: Comprehensive or Commercial General Liability insurance covering bodily injury and property damage. This insurance shall include personal injury coverage, contractual liability coverage for the indemnity provided under this Agreement, and products/completed operations liability. Combined single limit per occurrence shall not be less than \$1,000,000 or the equivalent. Each annual aggregate limit shall not be less than \$1,000,000 when applicable. Client's insurance company must be authorized to do business in the State of Oregon.

The insurance policy shall name THE STATE OF OREGON, THE OREGON STATE FAIR & EXPOSITION CENTER, their officers, agents, and employees as additional insureds, but only with respect to the Client's activities to be performed under this agreement.

CLIENT shall furnish, not less than fourteen (14) days before the first day of use and occupancy, a certificate of insurance as evidence of the insurance coverage required by this Agreement. Certification or a copy of the endorsement adding the OREGON STATE FAIR & EXPOSITION CENTER as additional insured shall also be provided.

18. **RESPONSIBILITY FOR PROPERTY:** OSFEC assumes no responsibility for any property placed on the premises by CLIENT or its exhibitors, or any loss, injury, or damage that occurs by reason of the occupancy of the premises under this Agreement. Any property of CLIENT or its exhibitors remaining on the premises, after the end of the term prescribed by this Agreement, shall become the sole property of the OSF, and OSFEC shall have the right to dispose of such property in whatever manner is deemed by OSFEC to be in its best interest.

19. **DEFAULT BY CLIENT:** If CLIENT fails to make any payments required under this Agreement, OSFEC reserves the right to deny CLIENT access to the premises until all required payments are made. If CLIENT cancels this Agreement, all payments/deposits made toward this Agreement by CLIENT will be forfeited.

20. **FORCE MAJEURE:** Neither OSFEC, nor CLIENT shall be held responsible for delay or default caused by fire, riot, acts of God, terrorist acts, or other acts of political sabotage, or war where such cause was beyond the reasonable control of OSFEC or CLIENT, respectively. CLIENT shall, however, make all reasonable efforts to remove or eliminate such a cause of delay or default and shall, upon the cessation of the cause, diligently pursue performance of its obligations under this Agreement.

21. **MULTIPLE EVENTS:** OSFEC reserves the right to book, stage or present multiple events in its facilities on the State Fairgrounds if it is deemed to be in the best interest of OSFEC. Exceptions must be pre-arranged for exclusive use of Fairgrounds. OSFEC will make best effort to contact CLIENT about a new booking of event on the Fairgrounds if the event/activity is considered by OSFEC to affect the CLIENT's event.



2024 NORTHWEST AGRICULTURAL SHOW

SHOW SPONSORS

Please Join Us in Thanking our 2024 Northwest Ag Show Sponsors

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