

# ARA CONFERENCE & EXPO | 2024

DECEMBER 3-5 | HOUSTON

**2024  
EXHIBITOR  
PROSPECTUS**



AGRICULTURAL RETAILERS ASSOCIATION | #AGRETAILERS24

# OVERVIEW

Build new connections & strengthen existing partnerships as a 2024 exhibitor at the premier ag retail industry event. From C-suite executive decision-makers to agronomists with boots in the field, 600+ ag retail industry attendees are expected.

**Reserve a booth as soon as possible to select your preferred location!**

## Reserve Your Booth

- [CLICK HERE](#) to view the live, interactive Expo floorplan
- Select your preferred booth on the floorplan & click "Rent Booth Now"
- Complete the application, entering company information & booth contact
- Submit payment at the end of the booth application
- Log in to the Exhibitor Portal using the link and login information from the confirmation email to view deadlines, enter required details, view or print invoices, and to update information
- Visit [aradc.org/conference](https://aradc.org/conference) to register all attendees

[CLICK HERE >](#)

## Contact

**Kirstin Sciartelli**  
ARA Exhibit Sales Manager  
301-979-9471  
[exhibits@aradc.org](mailto:exhibits@aradc.org)

**Jocelyn Moon**  
ARA Exhibit Operations Manager  
301-979-9483  
[exhibits@aradc.org](mailto:exhibits@aradc.org)

## Marriott Marquis Houston

1777 Walker St.  
Houston, TX 77010

ARA's room block is available on a first-come, first-served basis starting at \$245 plus applicable taxes per night, depending on accommodations.

Reservations made after Nov. 11 will be accepted on a space-available basis. Rate is not guaranteed after Nov. 11.

Note: ARA is using Convention Housing Management (CHM) to reserve rooms. Only use the link at [aradc.org/conference](https://aradc.org/conference) to book ARA's rate.

# NEW SCHEDULE

ARA rejuvenated its schedule by starting the Opening Session earlier on Tuesday and ending with an astronaut keynote speaker in the Expo Thursday!

## Expo Hours (subject to change)

### Tuesday, Dec. 3

6:00AM – 2:45PM: Exhibitor Setup

5:30PM – 7:30PM: Opening Reception in Expo

### Wednesday, Dec. 4

7:00AM – 8:00AM: Breakfast in Expo

11:45AM – 1:00PM: Lunch in Expo

1:00PM – 4:30PM: Extended Expo Hours

4:30PM – 6:30PM: Networking Reception in Expo

### Thursday, Dec. 5

7:00AM – 8:00AM: Networking Breakfast in Expo

8:00AM – 10:00AM: Keynote Speaker in Expo

10:30AM: Exhibitor tear down

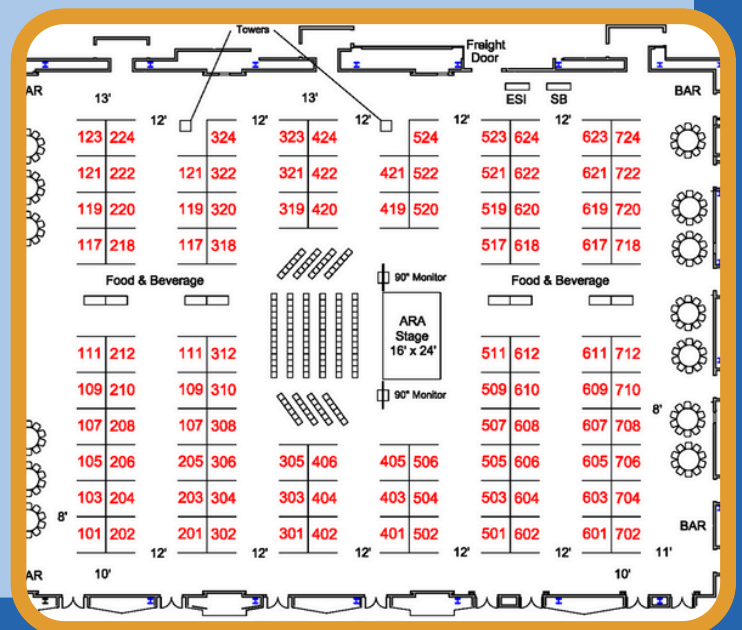
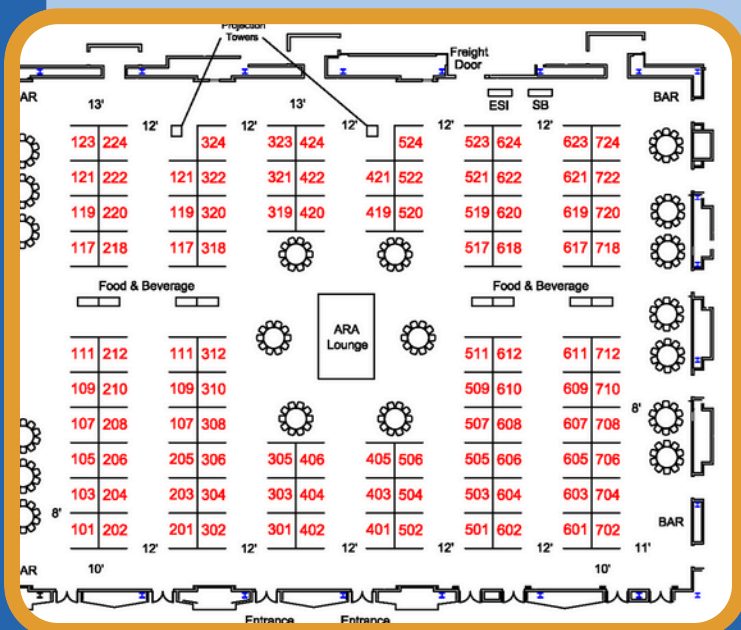
## Expo Floorplan Transition

The Expo Hall will shift after the Wednesday Networking Reception to make room for Thursday morning's speaker. See photos of the Wednesday (left) to Thursday (right) transition:



## Expo Keynote Speaker

Former astronaut Mike Mullane will share motivating teamwork & leadership stories learned from his 356 logged hours in space aboard the Shuttles Atlantis and Discovery before retiring from NASA and the Air Force.





# BENEFITS & PRICING

Foster customer relations and generate quality leads among attendees seeking to explore the latest innovations in products, technology, and services in ag retail.

## Premium Booth\*

Member: \$2,250

Non-Member: \$3,000

## Standard Booth

Member: \$2,000

Non-Member: \$2,750

## Exhibitor Benefits & Features

- Each booth is 8' deep x 10' wide with standard booth equipment (aluminum construction with draped 8' high back wall & two draped 3' high side dividers)
- One identification sign
- Company listed in The Scoop Conference Guide if contract & payment received Aug. 23
- Company listed in onsite printed program and mobile event app
- \*Premium Booth receives placement in premium locations in the Expo Hall

## Conference Registration

- Each member exhibitor will receive **two** complimentary conference registration comp codes per booth space; each non-member exhibitor will receive **one**.
- Exhibitors must register for conference at [aradc.org/conference](http://aradc.org/conference) separately from reserving a booth by Nov. 15 using the comp code provided by the Exhibit Manager.
- Additional attendees may register at the appropriate rate. Exhibitors must wear ARA's official badge to enter the Expo & all conference events.



# EXPO ENHANCEMENTS

Leverage one or more expo enhancements to share your message with ARA's audience of members, non-members, and conference registrants and drive traffic to your booth.

Enhancement Opportunities	ARA Members	Non-Members
Banner ad in one pre-conference email	\$1,000	\$2,000
Social media posts with logo & booth number	\$1,000	\$2,500
Floor cling	\$5,000	\$7,000

Send a promotional email to conference registrants leading up to the event.

Note: HTML code must be provided by the exhibitor 5 business days in advance of the date agreed upon by ARA, and availability is limited.

Email Rates	ARA Members	Non-Members
3 weeks out from event	\$1,300	\$4,500
2 weeks out from event	\$1,550	\$4,750
1 week out from event	\$1,800	\$5,000

## Contact

For Expo enhancements, sponsorship, membership and other related inquiries, contact ARA Senior VP of Membership & Corporate Relations Donnie Taylor at [dtaylor@aradc.org](mailto:dtaylor@aradc.org) or 202-595-1725.

# LOGISTICS

- Booth selection is first-come, first-served determined by time/date of booth selection, completed contract & payment in full
- Expo will be in the hotel's Texas Ballroom of the Marriott Marquis Houston
- Exhibitor Service Kit from Exhibit Services Inc. with rental order forms will be sent in August to the primary contact for exhibitor coordination listed on the contract.
- Exhibitors must provide a Certificate of Insurance naming the Agricultural Retailers Association & Marriott Marquis Houston as additional insured with policy date through Dec. 6, 2024 (see rules & regulations for more information).
- **CANCELLATION POLICY:** Cancellation requests must be received in writing to the ARA Exhibit Sales contact at [exhibits@aradc.org](mailto:exhibits@aradc.org) by Oct. 1, 2024, to be issued a 50 percent refund. If space is canceled after this date, all payments will be forfeited.

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**View 2023  
ARA Conference  
& Expo Photos!**

**CLICK HERE >**



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# KEY DATES

## May 28

- Expo booth reservations open to 2023 exhibitors who committed on site

## June 3

- Expo booths open to all 2023 exhibitors
- Conference registration launches at [aradc.org/conference](https://aradc.org/conference)
- Hotel room block opens at the Marriott Marquis Houston

## July 1

- Expo booths & sponsorships open to everyone

## Mid-August

- Exhibitor Service Kit emailed from Exhibit Services Inc.

## August 23

- **Deadline** for exhibitors to sign up and be featured in the ARA Conference & Expo Guide in The Scoop's October issue

## October 1

- **Due:** Certificate of Insurance uploaded to the Exhibitor Portal
- **Deadline** for cancellations to receive a 50% refund

## October 16

- **Deadline** for sponsors & exhibitors to be featured in the conference printed program & mobile event app

## November 11

- **Deadline** to book guaranteed hotel room rate; reservations after to be accepted on a space-available basis, potentially at hotel's prevailing rate

## November 15

- **Deadline** to register for conference, which is separate from exhibitor portal

# ABOUT THE EVENT

The annual **ARA Conference & Expo** is the premier event to connect with our industry's decision-makers and discover the latest advances in ag retail.

## Schedule Overview

DEC  
3

- ARA Invitational Golf Tournament\*
- Opening General Session
- Networking Reception in the Expo

DEC  
4

- Networking Breakfast in the Expo
- General Session
- Lunch in the Expo
- Concurrent Breakout Sessions
- General Session
- Networking Reception in the Expo
- Dinner & Auction to benefit ARAPAC\*

DEC  
5

- Networking Breakfast in the Expo
- Astronaut Keynote Speaker in the Expo
- Port Tour (off-site)\*

\* ticketed events with additional fees



## Event Highlights

600+ ag retail industry professionals

C-Suite executives, agronomists, & some of the leading decision-makers in ag retail

Top-notch networking receptions & events

## ARA Mission



The Agricultural Retailers Association (ARA) unites its members and their interests to advocate and educate on their behalf, provide services to improve their businesses, and preserve their freedom to operate and innovate, ensuring a safe and plentiful food supply for all.

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# 2023 EXHIBITORS

- AG Container Recycling Council
- AGCO Corporation
- AGI
- Agra Liners, LLC.
- AGROCETE US
- AgVend
- AgWorks, LLC / FieldReveal by McGregor Technologies
- Agworld
- Allied Seed
- American Society of Agronomy/CCA
- Asmark Institute
- Atticus LLC
- Belchim USA
- Bushel
- Calhoun Super Structure
- Case IH
- ChrysaLabs
- Container International
- Corteva Agriscience
- DAKK Liners
- Deveron
- DOYLE EQUIPMENT MANUFACTURING COMPANY
- Drexel Chemical Company
- DTN
- Easy Automation, Inc.
- EGE Products
- Ever.Ag Agribusiness
- Farm Journal The Scoop
- FarmChem Corp
- Fish Head Farms
- FMC
- Green Markets, A Bloomberg Company
- GreenLeaf/TerreMax
- Greystone Construction Company
- Growers
- Growers Edge
- Heartland Tank Companies
- HGS BioScience
- Huma Inc
- John Deere
- Kahler Automation
- KeyBank
- Kop-Coat Protection Products
- Krilltech NanoAgtech
- Lac-Mac
- Linco-Precision
- LucentBio
- MacroSource, LLC
- Marcus Construction
- Meister Media Worldwide, Inc.
- Murray Equipment Inc.
- NAQ GLOBAL CORPORATION
- New Leader Manufacturing
- NuVue LLC
- Ostara
- People Spark Consulting
- Planting Profits LLC
- Plasma
- Precision Tank LLC
- Purdue University Center for Food & Agricultural Business
- Ranco Fertiliservice, Inc.
- Raven Industries
- Razor Tracking, Inc.
- Redox Bio-Nutrients
- ResponsibleAg
- Sackett Waconia
- Skinner Tank Company (STC)
- Smartwyre
- Software Solutions Integrated, LLC
- Soiltech Wireless
- SoilView LLC
- Sound Agriculture
- Stueve Construction
- SWAN Systems & LI-COR
- Taranis
- TELUS Agriculture
- Trace Genomics

# RULES & REGULATIONS

## ELIGIBILITY TO EXHIBIT

All manufacturers and/or suppliers of products or services related to, or used by, agricultural retailers.

## PAYMENT AND CANCELLATION

Payment must be received in full with a signed contract to the listed ARA Exhibits Manager before space is assigned. We accept credit card payments only. Cancellation requests must be received in writing to [exhibits@aradc.org](mailto:exhibits@aradc.org) by October 1, 2024, to be issued a 50% refund. No refunds will be issued after this date. All member dues must be paid in full prior to the conference to set up your booth.

## CONTRACT

Applicants for space are required to complete the contract and submit with payment via the online booth reservation system.

## ASSIGNMENT

Confirmation of booth assignment will be emailed to primary contact listed on the exhibitor contract. ARA reserves the right to rearrange floor plan and relocate any exhibit upon consultation with said exhibitor. Spaces cannot be assigned, sublet, or otherwise disposed of without consent of ARA. Any space not claimed and occupied may be reassigned by ARA without refund of fees paid. ARA reserves the right of final booth assignments.

## DISPLAY GUIDELINES

ARA reserves the right to approve all exhibitors and activities related thereto. Exhibits which detract from the character of show, including persons, conduct or printed matter, may be evicted by ARA without refund of rental fees or expenses. Exhibits must be arranged so as not to obstruct traffic or hide the exhibits of others. The aisles, passageways and overhead spaces remain strictly under control of ARA. Items will only be permitted in these areas by special permission of ARA. Except for special permission, the following booth construction regulations apply:

Exhibitors must allow a minimum of 2' in front of presentation and demonstration components inside the booth to accommodate attendees to enter the booth to participate in an activity or watch a demonstration. Attendees should not be forced to stand in the aisle to view exhibitor presentations. No part of an exhibit shall extend outside of the exhibit space boundary. All promotional materials, items, etc. must be contained within the space assigned to the Exhibitors as per the completed agreement and in accordance with the booth construction guidelines of the International Association of Exhibitions and Events (IAEE). If there is a discrepancy between IAEE and ARA guidelines, the ARA guidelines will be used. Inline/Linear Booths: 8' deep x 10' wide consisting of drape assembled on aluminum stanchions and crossbars; 8' high back drape, 3' high side drape. All other equipment, furnishings or services other than those provided as indicated must be arranged through the decorator and/or the hotel at the exhibitor's expense.

# RULES & REGULATIONS

**Use of Space:** Regardless of the number of Inline Booths utilized, e.g. 8' x 20', 8' x 30', 8' x 40', etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. All displays, booth elements, signage, and other exhibit materials including floor covering, must be contained within the confines and plane of the booth dimensions. No exhibit may span or extend into an aisle. Boxes and equipment cannot be stored behind booth space.

## **FIRE SAFETY & WORK AGREEMENTS**

Any additions or improvements to space other than included equipment shall be at exhibitor's expense and must comply with fire department and underwriter rules. No smoking, helium balloons or flammable materials are allowed. Compliance with local fire and state tax ordinances is required. The exhibitor agrees to abide by all agreements made between the unions, show management, the facilities and their agents.

## **SOUND, VIDEO, LIGHTING, COPYRIGHTED MATERIALS**

Audio and video devices operated in an objectionable manner in the opinion of the show management may be prohibited. Booth noise may not interfere with conference programming or the conversation of other exhibitors. Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted materials with proof of such being available upon request. All lighting within the exhibit must be operated so as not to distract from adjacent exhibits.

## **SET-UP & DISMANTLING RESTRICTIONS**

Installation of exhibits may begin at the time indicated on the schedule. No exhibitor shall have the right to pack and/or remove materials prior to the closing of the show unless approved by ARA. All items left in the hall after dismantling hours will be disposed of or handled at the contractor's discretion at exhibitor's expense. The exhibitor must surrender display space in the same condition as it was when first occupied.

## **REGISTRATION, STAFFING & EXHIBITOR SERVICE KIT**

An exhibitor service kit will be sent by the official decorator in August. Exhibit personnel must wear an ARA official name badge to enter the hall and for admission to all ARA Conference & Expo events. Only employees of the exhibiting company may receive complimentary exhibitor registration; a business card may be requested for onsite registration. The lending or transfer of a badge or registration of non-employee attendees will bar involvement from this and future meetings. Exhibitors must keep the exhibit open and staffed at all times during the posted Expo open hours, and are encouraged to participate in the other conference activities when the Expo is closed.

# RULES & REGULATIONS

## **SOLICITATIONS, SOCIAL FUNCTIONS & MEETINGS**

Functions sponsored by other organizations must have prior approval from ARA and cannot conflict with Expo hours or any program meeting/activity conducted during this event. The distribution of materials by exhibitors or their agents is limited to the area rented by the exhibitor in the exhibit hall. Materials may not be delivered to hotel rooms of ARA attendees without advance permission from ARA at ([exhibits@aradc.org](mailto:exhibits@aradc.org)). Any costs of such distribution shall be the sole responsibility of the exhibitor. Persons whose firms have not rented exhibit space are prohibited from soliciting business from ARA attendees or members in any form at the convention hotel, without prior ARA authorization. The only solicitation/presentations allowed without prior ARA approval will be by registered exhibitor personnel in the contracted exhibit space or as speakers on the ARA program.

## **LIABILITY & SECURITY**

The ARA, the hotel, other sponsors, and their respective directors, officers, employees, agents, representatives and successors shall not be liable for, and are hereby released from, all claims, liabilities, losses, damages, costs or expenses relating to or arising out of an injury to any personnel of exhibitor or to any other person or any loss of or damage to any property of exhibitor or to any other property such injury, loss or damage is incident to, arises out of, or is any way connected with exhibitor's participation in the ARA Annual Conference & Expo. The exhibitor shall be responsible for any such injury, loss or damage and any expenses related thereto, and the exhibitor hereby agrees to protect, indemnify, hold harmless and defend the ARA, the hotel, other sponsors, and their respective directors, officers, employees, agents, representatives and successors against all claims, liabilities, losses, damages, costs and expenses, including all attorney's fees and cost of litigation, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the sole negligence of the ARA, the hotel, other sponsors, and their respective directors, officers, employees, agents, representatives and successors.

## **CERTIFICATE OF INSURANCE**

A certificate of insurance must be received by October 1, 2024, to be included in the program and by move-in to be admitted. Certificates are to name the Agricultural Retailers Association as additional insured with policy date through December 6, 2024. Coverage should include comprehensive general liability of at least \$1,000,000 per personal injury for each occurrence and \$500,000 for property damage for each occurrence. Workmen's Compensation should be for full compliance employees for any work done on the exhibitor's behalf. Your certificate must be current through the show date and name as additional insured: Marriott Marquis Houston; Agricultural Retailers Association, 4201 Wilson Boulevard, Suite 700, Arlington, VA 22203.

# RULES & REGULATIONS

## **CANCELLATION OF ARA CONFERENCE & EXPO**

If ARA should be prevented from conducting the ARA Annual Conference & Expo, ARA cannot permit the exhibitor to occupy this exhibit space due to circumstances beyond its control or determines not to offer the ARA Conference & Expo at its sole discretion, ARA will refund the exhibitor the amount of the rental fee paid with no further obligation or liability to the exhibitor. ARA reserves the right to change the location of the exhibition without compensation or payment of damages to exhibitors. In all circumstances, ARA shall notify the exhibitor at the earliest date possible of the change or cancellation.

## **FAILURE TO OCCUPY SPACE**

Space not occupied by December 3rd at 4pm Central Time will be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

## **SHOW MANAGEMENT**

The exhibition is organized and managed by ARA. Any matters not covered in these Rules and Regulations are subject to the interpretation of ARA and all exhibitors must abide by their decisions. Exhibitors must comply with Marriott Marquis Houston protocols & procedures. The Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.

## **CONDUCT & PURPOSE OF EXHIBITS**

The purpose of the exhibition is to further the education of meeting attendees through product and service displays and demonstrations. Products or services exhibited must be pertinent to the attendees' professional interest. ARA reserves the right to restrict sales activities that it deems inappropriate or unprofessional. All exhibits will be to serve the interest of the ARA members and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. Show management reserves the right to request the immediate withdrawal of any exhibit that ARA believes to be injurious to the purpose of ARA. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by ARA to be objectionable are expressly prohibited in the exhibition area and in any meeting room.

## **STORAGE**

Exhibitors should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. ARA assumes no responsibility for damage or loss of packing boxes or crates.



# RULES & REGULATIONS

## LIST PUBLICATION

The list of ARA exhibitors, in whole or in part, shall not be published other than in ARA official publications.

## ENFORCEMENT

Violations of any of these Rules and Regulations on the part of the exhibitor, its employees or agents shall, at the option of ARA, constitute cause for ARA to terminate this Agreement, expel the exhibitor from the expo with no reimbursement of fees paid and bar involvement from this and future ARA.



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