

2009 ARA Conference & Exposition

Champions of Retail: Managing Your Game



*Empower Yourself to
Move Up the Leader Board*

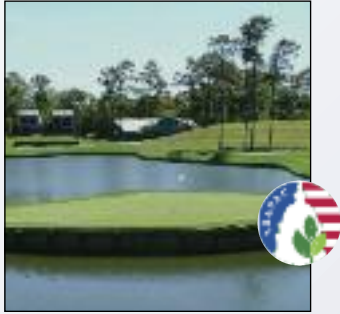
Sawgrass Golf Resort & Spa • Ponte Vedra Beach • Florida • December 1-3, 2009



www.aradc.org

Tuesday, December 1, 2009

8:30 AM – 1:30 PM **ARAPAC Golf Tournament**



12:30- 4:30 PM **Exhibitors Set-up**

4:30 – 5:30 PM **New Members & First-Time Attendees Reception**
*By Invitation Only

5:00 – 7:00 PM **Opening Reception (Exhibit Hall)**

7:00 PM **Customer Appreciation Night**
*Dinner on Your Own

About the ARA Conference & Expo

The 2009 ARA Conference & Expo, *Champions of Retail: Managing Your Game*, provides innovative and practical ideas and management solutions for your retail business, along with the opportunity to discover new products in the trade show. In addition, registrants for this year's conference also have the chance to play golf at THE PLAYERS Stadium Course at the Sawgrass Resort, the course for the 2009 Players Championship. This year's meeting devotes nearly eight hours to the trade show between the general session and other conference events.

General Information

This year the conference will be held at the **Marriott Sawgrass Resort & Spa in Ponte Vedra Beach, Florida**. Housing will open mid-June on a first-come, first-served basis for rooms at the discounted ARA rate of \$169. Each exhibitor will receive one complimentary conference registration. The conference registration form is available online at www.aradc.org. A registration brochure will be sent to exhibitors in July.

Wednesday, December 2, 2009

7:30 – 8:45 AM **Breakfast (Exhibit Hall)**

TBD **Spouse Program**

9:00 – 9:05 AM **Welcome**
Leroy Startz, ARA Conference Planning Committee Chairman

9:05 – 9:15 AM **Opening Remarks**

9:15 – 10:00 AM **Bill Buckner, Head of Crop Protection, North America, Bayer Crop Science**

10:00 – 10:45 AM **Mike Wilson, President and Chief Executive Officer, Agrium**

10:45 – 11:15 AM **Break**

11:15 AM – 12:00 PM **Alan Barkema, Senior Vice President, Federal Reserve Bank of Kansas City**

12:00 – 12:30 PM **Presentation of Awards**
Retailer of the Year, Distinguished Service and Lifetime Achievement

12:30 – 2:15 PM **Lunch (Exhibit Hall)**

2:30 – 4:00 PM **Selling with Contracts**
Panel discussion with industry leaders

4:00 – 4:30 PM **State of ARA**
Jack Eberspacher, ARA President & CEO

4:30 – 4:40 PM **AGCO Operator of the Year Award**

4:40 – 5:00 PM **Break**

5:00 – 6:30 PM **ARAPAC Reception (Exhibit Hall)**



6:30 PM **Load Buses/Depart for ARA Annual Dinner**

7:00 – 10:00 PM **ARA Annual Dinner and Auction**
Proceeds to benefit ARA's Political Action Committee
*Buses will begin departing at 9:30 for those who need to leave early.

Complete exhibitor contract and mail back to Kristi Burmeister of Burmeister & Associates, Inc.!

Thursday, December 3, 2009

7:30- 8:45 AM **Breakfast (Exhibit Hall)**

9:00 AM **Exhibitor Tear Down**

9:00- 9:05 AM **Opening Remarks**

9:05- 9:20 AM **Environmental Respect Award**

9:20- 10:40 AM **Managing Today's Employees: Workshop on Managing a Multigenerational Workforce**
Shira Harrington, Management Consultant
Panel discussion with three top retailers

10:40 – 10:50 AM **ARA Educational Programs**

10:50 – 11:00 AM **Changing of the Guard**
Introduction of the New ARA Chairman

11:00 AM – 12:25 PM **Inspiring Employees to Reach Their Potential**
Dennis Snow, former Disney trainer, author and motivational speaker

12:25 – 12:30 PM **Closing Remarks**
Jack Eberspacher, ARA President & CEO

12:30 – 1:30 PM **Lunch in Hotel**

Show Management

For additional information, or to reserve exhibit space, complete the enclosed exhibitor contract and return with payment in full by credit card or check (make payable in U.S. funds to the Agricultural Retailers Association) to:

ARA Exhibit Management
c/o Kristi Burmeister
Burmeister & Associates, Inc.
3260 Upper Bottom Road
St. Charles, MO 63303
Phone (636) 922-5551
Fax (636) 244-1650
E-mail: agretailers@charter.net

Decorator

c/o Joe Conn
Exhibit Services
5426 Boran Place
Tampa, FL 33610
Phone (813) 623-1163
Fax (813) 623-5913

For membership information, please contact:

Kelly Jones
Agricultural Retailers Association
Phone (202) 457-0825, ext. 10
E-mail: kelly@aradc.org

Standard Booth

ARA Member:..... \$1,000
 Nonmember:..... \$1,500

Premium Booth

ARA Member: \$1,200
 Nonmember:\$1,750

Check (make payable in U.S. funds to the Agricultural Retailers Association) or credit card payment should be sent with exhibitor contract to:

ARA Exhibit Management

c/o Kristi Burmeister

Burmeister & Associates, Inc.

3260 Upper Bottom Road

St. Charles, MO 63303

Fax: (636) 922-5551

Booth Rental includes:

- One identification sign.
- Standard booth (8'x10') equipment of aluminum construction (draped 8' high back wall and two draped 3' high side dividers).
- Carpet (hotel ballroom is carpeted so extra carpet rental is not necessary).
- Company listing in program booklet.
- One set of pre-registered attendee labels if requested directly from the ARA office by **November 6, 2009**.
- One complimentary registration per booth.

Floor Plan



Space:

Exhibit hall is located in the **Champions Ballroom**.

Space is limited and will be assigned on a first-come, first-served basis.

2008 exhibitors have first preference in order of contract/ payment received until June 25, 2009 for priority placement.

Assignments for all other exhibitors will be made on a first-come, first-served basis as contracts and payment in full are received. If several contracts/payments are received on the same date, priority will be given to ARA members.

- A confirmation will be sent to exhibitors with their booth numbers and additional details after **June 25, 2009**.
- The decorator kit with additional details and rental order forms will be sent to all exhibitors in September.
- A certificate of insurance naming Agricultural Retailers Association as additional insured with policy date through **December 3, 2009**, is due to the ARA exhibit management office by **October 30, 2009**. All exhibitors and display houses must provide this for hall admittance.

Last year's trade show featured 63 booths. The 2009 Conference & Expo features 71 booths. Book your exhibit space early to avoid waitlists or sell-out.

For more exhibitor information, contact Kristi Burmeister at (636) 922-5551, or via e-mail at agretailers@charter.net.

ELIGIBILITY TO EXHIBIT:

All manufacturers or suppliers of products or services that are related to or used by agricultural retailers.

PAYMENT AND CANCELLATION:

Refer to front of contract.

CONTRACT:

Applicants for space are required to complete the contract on reverse side and submit with payment.

ASSIGNMENT:

2008 ARA exhibitors have first preference in order of contract/payment receipt until **June 25, 2009**. Non-2008 exhibitors will be assigned any remaining space after **June 25, 2009** based on the order of contract/payment receipt date. Confirmation of booth assignment will be sent by the ARA Expo office after **June 25, 2009**. 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 rental paid. ARA reserves the right of final booth assignments.

DISPLAY, FIRE SAFETY & WORK AGREEMENTS:

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, exhibitors may not erect a back wall higher than 8' or side higher than 3'. 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 its 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 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 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 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 & DECORATOR KIT:

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

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 Sponsorship Coordinator Jim Thrift at (202) 457-0825. 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 thereby 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 exhibit or to any other property such injury, loss or damage is incident to, arises out of, or is in 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:

Refer to front of contract for details of coverage limits. A certificate of insurance must be received for admittance. Each exhibitor must maintain general public liability insurance with coverage that must contain and express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against the ARA, the hotel, other sponsors, and their respective directors, officers, employees, agents, representatives and successors. It is the sole responsibility of exhibitor to obtain the proper insurance and be able to provide proof of insurance when needed.

CANCELLATION OF ARA CONFERENCE & EXPO:

If ARA should be prevented from conducting the ARA Annual Conference & Expo, 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.

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 events.



Investment Per 8' Deep x 10' Wide Booth:

Standard Booth (*non-premium*)

ARA Member.....\$1,000.00
 Nonmember.....\$1,500.00

Premium Booth (*corners/entrance as marked on map*)

ARA Member.....\$1,200.00
 Nonmember.....\$1,750.00

Booth Rental Includes:

- One identification sign.
- Standard booth equipment of aluminum construction (*draped 8' high back wall and two draped 3' high side dividers*).
- HOTEL BALLROOM IS ALREADY CARPETED.
- Company listing in program if received by **October 30, 2009**.
- One complimentary registration per booth. Additional personnel may register at the appropriate conference rate.
- One set of pre-registered attendee labels if requested directly from the ARA office by **November 6, 2009**.

Certificate of Insurance:

A certificate of insurance must be received by **October 30, 2009** 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 3, 2009**. 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.

Registration, Housing & Decorator Forms:

Materials will be mailed or e-mailed to the primary contact as noted on this contract in the fall.

Payment & Cancellation:

Payment must be received in full with signed contract to the listed ARA Expo office before space is assigned. Faxes must have credit card payment to be accepted. No phone or money orders accepted. Cancellation requests must be received in writing to the ARA Expo office by **September 3, 2009** to be issued a 50 percent refund. If space is cancelled after this date, said payment will be forfeited.

Check Enclosed with Contract

Checks should be payable in U.S. funds to the Agricultural Retailers Association (EIN#43-1448690) and mailed with contract to: ARA Expo, 3260 Upper Bottom Rd., St. Charles, MO 63303.

Charges can be faxed with contract to ARA Exhibit Management, c/o Kristi Burmeister Burmeister & Associates, Inc.

3260 Upper Bottom Road, St. Charles, MO 63303
 Phone (636) 922-5551 Fax (636) 244-1650
 E-mail: agretailers@charter.net

Visa MasterCard AMEX Amount \$ _____

Card Number _____ Exp. Date _____

Security Code (Note on back for VC/MC. On front for AMEX.) _____

Signature _____

Office Use: Date Received _____ Assigned _____

Return this contract with payment to:

ARA Exhibit Management, c/o Kristi Burmeister Burmeister & Associates, Inc.
 3260 Upper Bottom Road, St. Charles, MO 63303
 Phone (636) 922-5551 Fax (636) 244-1650 E-mail: agretailers@charter.net

Exhibit Space Request:

2008 ARA exhibitors will have first preference in order of contract/payment receipt until **June 25, 2009**. Confirmation of booth assignments will be sent after this date.

of 8' x 10' booth spaces requested _____

Prefer premium corner premium aisle standard

Configuration request (*if more than 1*) in line end-cap

1st choice _____ 2nd _____ 3rd _____ 4th _____

Special requests/exhibitors do NOT want next to if possible: _____

Information for Web site, program, exhibit sign:

Company Sign Name _____

Description of products/services (10 words or less) _____

General phone # for customers to call _____

Web site _____

Primary contact information for exhibit coordination:

Contact Name _____

Title _____

Co. _____

Address _____

City _____ State _____ Zip _____

Direct Phone _____ Fax _____

*E-mail _____

**Will be utilized for distribution of information and decorator kit.*

Rules and Regulations:

This contract is made and entered into by the Agricultural Retailers Association hereinafter referred to as "ARA." ARA has released unto the party listed above (the "Exhibitor") certain space for exhibition during the 2009 ARA Conference & Expo. All rules and regulations as outlined on the back of this contract are accepted upon signature of the Exhibitor and made part of this contract. ARA reserves the right to unilaterally terminate the exhibitor's space contract at any time before our during the conference for any violation of their Exhibitor's Rule and Regulations. In case of termination, the exhibitor surrenders possession of booth space immediately upon notice without refund. ARA reserves the right of booth assignments.

Exhibitor Authorized Signature:

_____ Date _____





AGRICULTURAL
RETAILERS
ASSOCIATION

1156 15th Street, NW, Suite 302 · Washington, DC 20005

www.aradc.org

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Champions of Retail: Managing Your Game

Empower Yourself to
Move Up the Leader Board

HOLE	1	2
PAR	4	3
	1	1
	1	1

DECEMBER 1-3, 2009

Ponte Vedra Beach · Florida

EXHIBITOR PROSPECTUS

*Reserve your booth early!
Space is limited!*

The ARA conference provides one-on-one networking opportunities with company owners and managers that are leaders in the agriculture industry. This annual gathering is the place to get to know the industry's decision makers on a personal, individual basis.

▶▶ The ARA Conference & Exposition is the premiere retail distribution show in the United States. Last year, more than 600 industry leaders attended.

- ▶▶ This conference has steadily grown each year since 2001, and it's expected to grow further this year.
- ▶▶ Order your space now while premium exhibit spaces are still available.