



THE GRASSFED EXCHANGE

# 2019 Grassfed Exchange Sponsor/Exhibitor Registration Form

April 3-5, 2019

Sonoma County Fairgrounds  
1350 Bennett Valley Road  
Santa Rosa, CA 95404  
[www.GrassfedExchange.com](http://www.GrassfedExchange.com)  
[info@grassfedexchange.com](mailto:info@grassfedexchange.com)  
(256) 996-3142

The cost for all sponsorship levels should be paid by February 15, 2019. After February 15, the cost increases by 20%. To reserve your space, forward this application (pages 1 & 3) with full payment to: The Grassfed Exchange, 1908 Spring Drive NW, Fort Payne, AL 35968. Our sponsorship levels are described on page 2. If you cannot attend, but would like us to distribute some literature for you, please send us literature for 600 attendees. The cost is \$100.

## Sponsor/Exhibitor Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_

Email: \_\_\_\_\_

Principal Product or Service To Be Displayed: \_\_\_\_\_

\_\_\_\_\_

Please check the following sponsorship/exhibitor level:

- \_\_\_\_\_ \$20,000 Green Sponsor
- \_\_\_\_\_ \$10,000 Platinum Sponsor
- \_\_\_\_\_ \$5,000 Gold Sponsor
- \_\_\_\_\_ \$2,500 Silver Sponsor
- \_\_\_\_\_ \$1,850 Full Ride Scholar Sponsor
- \_\_\_\_\_ \$1,000 Bronze Sponsor
- \_\_\_\_\_ \$750 Inside Exhibitor
- \_\_\_\_\_ \$750 Outside Equipment Exhibitor
- \_\_\_\_\_ \$600 Livestock Exhibitor (Please complete Livestock Exhibitor Application)
- \_\_\_\_\_ \$500 Tuition Only Scholar Sponsor
- \_\_\_\_\_ \$100 No Exhibitor/Sponsor - Display Literature Only
- \_\_\_\_\_ \$ \_\_\_\_\_ Cost of Advertising in Conference Booklet. Ad Size \_\_\_\_\_

\$100 Producer Tour Ticket **MUST** be purchased online (included with in Green & Platinum Sponsorship Packages)  
There is limited space on each tour.

Please mark quantity needed for the following:

- \_\_\_\_\_ \$345 Early Bird Registration - Includes 1 Banquet Ticket (\$395 after February 1)
- \_\_\_\_\_ \$295 Spouse or Child Registration with Purchase of One Conference Registration
- \_\_\_\_\_ \$50 Extra Banquet Ticket
- \_\_\_\_\_ \$210 One Day Pass Thursday - Includes 1 Banquet Ticket (\$235 each after February 1)
- \_\_\_\_\_ \$165 One Day Pass Friday (\$190 each after February 1)
- \_\_\_\_\_ \$145 Student Ticket - Includes Tour and Both Conference Days (\$165 each after February 1)

Total Due to GFE \$ \_\_\_\_\_

Make Check Payable to: The Grassfed Exchange  
1908 Spring Drive NW  
Fort Payne, AL 35968

\_\_\_\_\_  
(Authorized Signature)

\_\_\_\_\_  
(Company Name)

This application becomes valid when it is approved and accepted by The Grassfed Exchange. You will receive confirmation via by email or phone.

For additional information, please contact: Kathy Richburg (256) 996-3142 email: [info@grassfedexchange.com](mailto:info@grassfedexchange.com)



**THE GRASSFED  
EXCHANGE**

## *2019 Grassfed Exchange Sponsor & Exhibitor Packages*

### ***Green \$20,000 or more***

Intro Ad & Logo on Each Video  
Verbal Recognition from Podium  
Logo on GFE Website Home Page Twelve Months  
Full Page Color Ad in Front of Conference Book  
Logo on Powerpoint Slide Show During Each Break & Meal  
Logo on Conference Bag\*\*  
Sponsors Announced Multiple Times During Each Day  
Logo on Each GFE Newsletter (Reaches 3,000+ Targeted Readers)  
8 Conference Registrations  
8 Banquet Tickets  
8 Tour Tickets

### ***Platinum \$10,000 or more***

Logo on GFE Website Home Page Twelve Months  
Full Page Color Ad in Front of Conference Book  
Logo on Powerpoint Slide Show During Each Break & Meal  
Logo on Conference Bag\*\*  
Sponsors Announced Multiple Times During Each Day  
Logo on Each GFE Newsletter (Reaches 3,000+ Targeted Readers)  
6 Conference Registrations  
6 Banquet Tickets  
6 Tour Tickets

### ***Gold \$5,000 or more***

Logo on GFE Website Home Page Six Months  
Half Page Color Ad in Conference Book  
Logo on Conference Bag\*\*  
Logo on Powerpoint Slide Show During Each Break & Meal  
Sponsors Announced Multiple Times During Each Day  
Logo on Each GFE Newsletter (Reaches 3,000+ Targeted Readers)  
4 Conference Registrations  
4 Banquet Tickets

### ***Silver \$2,500 or more***

Logo on GFE Website Three Months  
Quarter Page Color Ad in Conference Book  
Logo on Powerpoint Slide Show During Each Break & Meal  
Logo on Each GFE Newsletter (Reaches 3,000+ Targeted Readers)  
3 Conference Registrations  
3 Banquet Tickets

### ***Bronze \$1,000 or more***

Logo on GFE Website One Month  
Eighth Page Color Ad in Conference Book  
Logo on Powerpoint Slide Show During Each Break & Meal  
Logo on Each GFE Newsletter (Reaches 3,000+ Targeted Readers)  
1 Conference Registration  
1 Banquet Ticket

### ***Scholarship Sponsorships***

Logo on Scholarship Page in Conference Book  
Logo on Powerpoint Slide Show During Each Break & Meal

#### ***Full Ride Scholar \$1,850***

All Costs for Travel, Hotel, Meals, and Conference  
Registration, and Tour Registration

#### ***Tuition Only Scholar \$500***

Conference Registration, Banquet, and Tour Costs Only

### ***Inside Exhibitor \$750 – 50 Available***

Logo on GFE Website One Month  
Inside 8' Booth  
1 Conference Registration  
1 Banquet Ticket

### ***Equipment Exhibitor (outside) \$750***

Logo on GFE Website One Month  
Outside Equipment Space  
1 Conference Registration  
1 Banquet Ticket

### ***Livestock Exhibitor \$600***

Logo on GFE Website One Month  
Livestock Space  
1 Conference Registration  
1 Banquet Ticket

**Deadline for Sponsor Logos on Conference Bag is January 15, 2019**

**To reserve your space, please contact:**

The Grassfed Exchange

Kathy Richburg

256-996-3142

info@grassfedexchange.com

# EXHIBITOR NAME BADGE FORM

Please complete the form and send to:  
info@grassfedexchange.com  
Fax: 256-251-6250  
1908 Spring Drive NW, Fort Payne, AL 35968

COMPANY NAME: \_\_\_\_\_

REPRESENTATIVE #1 \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

REPRESENTATIVE #2 \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

REPRESENTATIVE #3 \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

REPRESENTATIVE #4 \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

REPRESENTATIVE #5 \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

REPRESENTATIVE #6 \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

REPRESENTATIVE #7 \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

REPRESENTATIVE #8 \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

# **RULES AND REGULATIONS**

## **THE 2019 GRASSFED EXCHANGE**

**April 3-5, 2019**  
**The Sonoma County Fairgrounds**

Please review these rules and regulations carefully, your signature on the application binds you and your company to this contract and the terms expressed herein.

### **Products/Services Exhibited**

Products or services exhibited (or referred to) must be those related to the interests and educational values of The Grassfed Exchange (GFE). The GFE may refuse to accept the application of any company or person whose display of goods or services are not compatible, with the general character and objectives of the GFE.

### **Terms of Payment**

Exhibitor fees shall be received in the GFE office by February 15, 2019. For fees received after February 15, the fee will be increased by 20%. GFE reserves the right to decline any exhibitor.

All monies paid shall be retained by the GFE as liquidated damages, in the event the exhibitor violates this contract, cancels the exhibit space at any time prior to the Conference, withdraws from the exhibit at any time or fails to fulfill the terms of this contract. All payments made by the exhibitor shall be retained by the GFE should the exhibitor cancel on or after March 1, 2019. The GFE reserves the right to reassign without refund any space not claimed or occupied or for which special arrangements have not been made as of 12:00 p.m. March 15, 2019.

### **Booth Space**

Exhibit space is assigned based on the order in which completed applications and required payments are received in the GFE office. Seminar exhibit table space will consist of an 8' table and two (2) side chairs. All electrical equipment must conform to electrical code and must be approved by Underwriters Laboratory (U.L.) or other recognized laboratory. Display materials are at your discretion, but please be considerate of your fellow exhibitors.

### **Subletting and use of Space**

Exhibitors shall not assign or sublet any space allotted to them and shall not advertise or display goods other than those manufactured or sold by them in the regular course of their business. No person, firm or organization that has not contracted with the GFE for occupancy of exhibit space will be permitted to display or demonstrate any products, processes or services, solicit orders, wear exhibitor identification badges or distribute advertising or other materials. Any infringement of this regulation will result in prompt removal of said offending person(s). The GFE does not in any manner endorse any of the products or services related to the exhibits which have been accepted for display during the conference.

### **Hotel Reservations**

All exhibitors and exhibitor personnel may reserve hotel sleeping rooms through the "Grassfed Exchange" room block at the Flamingo Conference Resort & Spa so long as such rooms are available.

**Room block available through Friday, March 1, 2019.**

### **Insurance**

The GFE and the Sonoma Fairgrounds do not provide insurance covering exhibitor's property, and exhibitor expressly waives and releases any claim or demand it may have against them by reason of any damage to or loss of property of the exhibitor. All exhibitors must provide their own insurance. The Exhibitor shall carry comprehensive general liability coverage, including premises, operations and contractual liability coverage.

### **Exhibit Space Activities**

Business activities, circulars and advertising material of the exhibitor shall only be conducted and/or distributed within the exhibit space assigned to the exhibitor. Exhibitors are prohibited from conducting any activities on the outside grounds, parking area, or elsewhere inside of the arena or hotel/conference center without prior consent.

Exhibitors are required to keep the assigned space in good order at all times. Exhibitors may not place anything in the aisles during open hours. Promotional activities considered to be objectionable and not in the best interest of the GFE and its purpose of education will be expressly prohibited. Audiovisual and other sound and attention-getting devices are permitted only in such intensity as, in the GFE's sole discretion does not interfere with the activities of other exhibitors.

### **Exhibit Installation and Dismantling**

**Exhibitor set up begins Wednesday, April 3 from 12:00 p.m. to 9:00 p.m. You may also set up Thursday, April 4, between 6:00 a.m. and 7:30 a.m. We would like to have all exhibitors set up no later than 7:30 a.m. Thursday, June 21. Exhibitor tear down is Friday, April 5, from 5:00 p.m. until 8:00 p.m. or by special arrangement.**

### **Shipping Exhibitor Displays**

The Receiving Department will accept deliveries no earlier than one week prior to the event. All incoming packages/boxes, etc. should be addressed to the Exhibitor. All boxes should be plainly labeled and numbered appropriately (package 1 of 3, Box 2 or 3, etc.) See example below:

Sonoma County Fairgrounds  
Grassfed Exchange  
Name of Exhibitor/Company  
1350 Bennett Valley Road  
Santa Rosa, CA 95404  
707-545-4200

### **Liability**

Exhibitor hereby assumes all responsibility and agrees to indemnify, defend and hold harmless GFE, its officers, members, employees, agents and assigns and the Sonoma Fairgrounds, its officers, directors, employees, agents and assigns from and against any and all demands, claims, causes of action, losses, damages, penalties, liabilities, costs and expenses (including reasonable attorney's fees and court costs) asserted against or incurred by GFE or the Sonoma Fairgrounds by reason of or arising out of the use, ownership or operation of the exhibition premises. This indemnification shall not apply to any claim or action which results from the negligence or intentional act of GFE or the Sonoma Fairgrounds. Exhibitor further waives any and all rights it may have against the GFE, the Sonoma Fairgrounds and their respective directors, officers, members, agents, employees, and successors and releases and discharges them from any claim relating to exhibitor's occupancy and use of the exhibit area, or any part thereof.

### **CANCELLATION**

In the event the Conference shall not be held, for any reason whatsoever, then and thereupon the contract for exhibit space shall be terminated. In such case, the exhibitor shall waive all damages and claims for damages and agrees that the sole liability of the GFE will be to return to exhibitors their space payment on a pro-rate basis after deduction of all conference related costs and expenses incurred by the GFE through the date of cancellation, and administrative fee and overhead charges.

### **Other Regulations**

The GFE shall have the sole authority to interpret and enforce all rules and regulations governing exhibitors and the Conference. Any and all matters not specifically covered herein are subject to decision by the GFE. These rules and regulations may be amended at any time by the GFE upon written notice to all exhibitors. Each exhibitor expressly agrees to be bound by the rules and regulations set forth herein and by any amendments thereto adopted by the GFE from time to time. Any exhibitor or representative who, in the opinion of the GFE, conducts itself unethically may be immediately dismissed from the Conference without refund or other appeal.

### **Violation of Rules**

Any violation of these Rules and Regulation by any exhibitor may, at the GFE's discretion, result in denial of access to the exhibit area, denial of exhibit space installation, closing or removal of the exhibitor's exhibit space, and/or prohibition on future participation in Conferences. In the event exhibitor violated the Rules and Regulations and is prohibited from continued use of the exhibit space, exhibitor's exhibit space fee, or any portion of it is non-refundable.

### **Applicable Laws**

This contract shall be governed by the laws of the State of California. Exhibitor shall abide by these Rules and Regulations, as well as any rules and regulations of Sonoma Fairgrounds, including all applicable local, state, federal or other laws, rules and regulations.

### **Severability**

Should any part of this contract be found by a court of law to be void, unconstitutional, or unenforceable, the remaining provisions shall remain in full force and effect.