



WILLAMETTE VALLEY  
AG EXPO

# Exhibitor Handbook

Willamette Valley Ag Expo

November 15 - 17, 2016

Albany Oregon 97322

[www.wvaexpo.com](http://www.wvaexpo.com)

800-208-2168

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## **Willamette Valley Ag Association Board of Directors**

Bill Lusk, Chair  
Ag West Supply

Stacy Koos  
Citizens Bank

Eric Fery, Vice-Chair  
Ag Chains Plus

Andy Steinkamp  
Wilco

Don Kropf  
Linn-Benton Tractor

Terry Marstall  
Les Schwab Tires

Mike Brown  
DeJong Products

Steve Prouty  
NW 94 Sales

## **Welcome to the 16<sup>th</sup> annual Willamette Valley Ag Expo**

Thank you for joining us at the 16th annual Willamette Valley Ag Expo! We are excited about the programs and opportunities we are able to provide to the agriculture industry through this event.

This handbook is full of tools to help us all have a great show.

Please be sure that the person who is exhibiting in this event receives this material.

## **General Expo Information**

### **Expo Dates and Times**

Tuesday, November 15 – 9 a.m. to 6 p.m.  
Wednesday, November 16 – 10 a.m. to 9 p.m.  
Thursday, November 17 - 10 a.m. to 5 p.m.

### **Expo Physical Location:**

Linn County Fair & Expo Center  
3700 Knox Butte Road, Albany OR 97322  
I-5 exit 234 to Fair/Expo

### **Expo Decorator: (Pipe and Drape only)**

DWA Trade Show and Exposition Services

### **Expo Carpet and Furnishings:**

Order online or download order forms at [www.wvaexpo.com](http://www.wvaexpo.com)

**Telephone:** Contact the Fair/ Expo office at 1-800-858-2005

**(Wireless Internet Provided by the Fair / Expo)**

### **Expo office on-site:**

Willamette Events Center, main lobby Event Manager Office  
There is no drayage available on site prior to the event. If you have special needs contact the office for arrangements.

### **Food Service on-site:**

The Linn County Fair & Expo Center provides concessions during the event, with limited service available during set up. Exhibitors will receive \$2.00 off the special catered luncheon in the Calapooia Arena only with exhibitor name badge only.

### **Lodging:**

There are two hotels immediately adjacent to the Fair / Expo Center and offer special rates - mention the Ag Expo.

**Host - Best Western Plus Prairie Inn** Phone (541) 928-5050

1100 Price Road, just South of Exhibitor Entry Gate

## **Move in and Move out Information**

### ***Building Superintendents:***

We specialize in "managed move-in". Each building will have a supervisor in charge of move-in needs, communications and problem solving. They will do EVERYTHING possible for a safe and efficient move-in (and, they are good at it)

**Forklift** – Sign up with the building superintendent on arrival. Available all hours of move in Sunday and Monday. Waiver form required.

### **MOVE IN**

#### **Sunday, November 13<sup>th</sup>**

Calapooia Arena – Noon to 6:00 ***Large units only.*** Staging in South lot all day.

Cascade, Santiam, Willamette: 4:00 – 6:00 Must pre arrange 800-208-2168.

**(Staging starts Friday November 11 in outside lots only)**

#### **Monday, November 14<sup>th</sup> –**

All buildings 8:00 a.m. to 7:00 p.m.

FREIGHT DOORS WILL CLOSE AT 5:00 p.m. to accommodate those with booths in front of non essential access doors to set up. Exhibitors with booths in front of these doors note that these will not be ready for move in until 5:30.

#### **Tuesday, November 15<sup>th</sup> –**

All buildings – 7 a.m. to 9 a.m. CARRY IN ONLY. Freight Doors not open! Forklift not available on Tuesday.

### **MOVE OUT**

**\*Thursday, November 17<sup>th</sup>**, 5:00 p.m. to 10:00 p.m.

**WE MUST BE OUT OF ALL BUILDINGS BY 10:00 p.m.**

All parking lots must be **cleared by 10:00 a.m. on FRIDAY.**

**NO EXCEPTIONS!** *Call for outgoing staging if needed,*  
***Violators will be towed.***

**Move-out OR Break down is not allowed before the event is closed to the public.**

*Move out continued:*

### **MOVE OUT - continued:**

Only exhibitors in front of freight doors are permitted to break down their booths at 4:30 p.m. on Thursday. Exhibitors who break down early will lose their priority status and may **not be welcome in the future. If you need assistance please notify your building superintendent at move-in. Another event moves in right behind us.**

### **FORKLIFT MOVE-OUT**

Booths in front of doors and traffic areas will be moved first. Forklift service will be available on an as needed basis, inward from the traffic areas.

### **Name Badges and Parking Passes Move-in –**

**Parking permits and name tags** are not required during move-in. To reduce congestion and make move in easier we require that all small vehicles are moved once unloaded. If vehicles are not used for cargo and materials please park in the public lot to the East of the facility. Park in this lot ONLY during set up and not during public hours PLEASE.

**Parking passes** – two passes are provided to you at no cost with every 10 x 10 area. These will be in your packet at check in. Multiple passes are issued for larger spaces. You are able to order additional passes at \$4.00 each in advance or \$6.00 at the event. All exhibitors are required to park in the exhibitor parking area to the West of the buildings. The public lot is strictly reserved for your customers convenience.

**Name badges** – Exhibitor badges are provided for your company representatives free of charge. Please see the order forms at [www.wvaexpo.com](http://www.wvaexpo.com). Passes are to be picked up during set up time and prior to opening. All exhibitors will be required to show their name badges at admission. Badges are also used for identification for exhibitor access one hour prior to public opening. **NO ONE WILL BE ALLOWED ACCESS WITHOUT A BADGE.** Please do not leave them in your booth for the next shift to claim – but take them to **Will Call** at the event managers office. Leave all unclaimed badges with the event manager. **WILL CALL PICK UP AT SOUTH GATE.**

### **Guests and Other Company representatives**

Name badges will display only the company that has contracted to be an exhibitor in this event. No other company name will be displayed on the badge. Please make necessary arrangements to accommodate your suppliers or guests by purchasing day tickets, or including them as part of your corporate ID. Guests are allowed to display their own company name badges, logo's and likeness in addition to the required

badges. Please be sure to order your parking passes and name badges on time. Late orders are subject to late fees and costs. Order forms are available at [www.wvaexpo.com](http://www.wvaexpo.com)

### **Utilities and furnishings**

Each booth is provided with pipe and drape dividers and backdrops only. You may order the following items in addition:

**Tables          Chairs          Carpeting          Electrical**

Order forms are available on the website. Please order prior to deadline to avoid service charges.

### **INSURANCE**

You will also need to send in a copy or certificate of insurance. According to the Willamette Valley Ag Association policy #9b – "All exhibitors are required to provide proof of liability insurance prior to exhibiting at the Willamette Valley Ag Expo with a minimum coverage of One Million. All exhibitors are required to provide proof of liability Insurance with coverage of at least \$1,000,000.00 naming the Willamette Valley Ag Association and its agents as additional insured prior to exhibiting at the Willamette Valley Ag Expo. Please be sure your company name matches that of the insured or provide a notice of this with the certificate.

### **CLASSES**

If your company is interested in producing a class or hosting a training please contact us at [info@wvaexpo.com](mailto:info@wvaexpo.com) We provide the meeting space and include your program in our publicity. Space is very limited and classes should be non commercial. For a complete list of classes and training see the website.

### **Sponsorship Opportunities**

The Willamette Valley Ag Expo offers sponsorship opportunities to any member or provider in good standing. If you would like to sponsor a class or workshop, any of the programs or annual projects please contact Scott Ingalls for more information at 800-208-2168

### **Website**

We are constantly improving upon our [www.wvaexpo.com](http://www.wvaexpo.com)

site.

On the site there is an interactive directory that allows exhibitors to "submit a listing". This feature will allow you the vendor, to create your online listing in seconds. Simply click on the "submit a listing" icon on the exhibitor's page and fill in the necessary fields. You will also be prompted to upload a company logo. Logos should be large in size for optimal resolution, if your logo is extremely large, don't worry it will automatically resize for the best results. All exhibitor listings will be approved before they are live in the directory.

This listing tool will give customers the opportunity to interact with your company by seeing what booth you are in and even viewing an interactive map to see your exact location. Paying for your booth will be simple as clicking on the resources menu item and on any of the pages inside the resource section will be a conveniently placed, large button for you to complete your checkout process.

Under EXHIBITOR Forms you can download the order forms to print and fax or email to us, once your registration is complete, you can pay anytime online.

Should you have any questions please do not hesitate to ask [info@wvaexpo.com](mailto:info@wvaexpo.com).

### **Exhibitor Meeting and Breakfast**

Thursday, November 17<sup>th</sup>, 2016

Breakfast is on us, exhibitor identification is required!

#### **AGENDA**

##### **Willamette Building – Conference Center**

8:30 a.m. **Breakfast buffet** – Open to Exhibitors ONLY

9:00 a.m. Board Introductions

Scholarship STARS Introductions

9:15 **GENERAL MEMBERSHIP MEETING**

1. Introduction of Board and any nominations

2. Members consideration of Nominees

9:25 **Event Critique**

1. The Good – Ain't Broke, don't fix it!

2. The Bad – Is Broke, Fix it or lose it!

3. The Opportunities – Good Ideas for Next time



9:45 **Housekeeping**  
Distribution of Priority Applications 2017

10:00 a.m. **EVENT OPENS**

Access to the exhibitor meeting is available ONLY through the south lobby doors on the East side of the Willamette building. All other buildings will be secured until one hour before opening.

If you are not joining us for breakfast – you may only enter the exhibitor areas one hour prior to opening AND ONLY THROUGH THE VENDOR ENTRY DOORS.

### **PRIORIY SIGN UP FOR 2017**

Priority sign up will be held during the exhibitor and general membership meeting on Thursday, November 17<sup>th</sup> at the conclusion of the agenda. (Approximately 9:45 a.m.)

Please turn in your priority applications (first right of refusal forms) during the meeting or at the Event Managers office before closing at 5:00 p.m. Someone will walk through the buildings to collect them during the day, but if you are missed please do NOT leave the form in your booth but deliver to the office.

The forms are dated and time stamped by staff so that any requested changes may be filled on a first come basis.

You may take the form with you and return to us either by fax or mail by the cut-off date of December 17<sup>th</sup> at 5:00 p.m. (Information is found on form)

If you wish to relocate you will be given first option on any unclaimed space after all priority status applications are processed.

The Willamette Valley Ag Association Board of Directors

reserves the right to locate or change location of exhibitors for the best interest of the entire expo.

If you have any questions please feel free to contact the WVAE office at 1-800-208-2168 or email [info@wvaexpo.com](mailto:info@wvaexpo.com).

### **SCHOLARSHIP PROGRAM**

The Willamette Valley Ag Association grants annual scholarships to students pursuing a career in Agriculture with a focus on Agriculture Production.

The Association accepts applications generally from January through May each year to be awarded for the following scholastic year. We do not require a FAFSA application, and the application is available on the website to download.

Started in 2002, each year awards average 7 students with scholarships of \$1,000 each. Funds for this project are derived from proceeds of this expo. Each year recipients are invited to meet the exhibitors and members at the Exhibitor breakfast meeting on Thursday. Please be sure to meet one of our Scholarship Stars! If you would like additional information on this program contact the office.

### **Board Nominations**

If a board vacancy occurs there will be a call for nominations to serve on the board of directors. Board members are elected by the members of the Willamette Valley Ag Association. Members are exhibitors and at large that have been participating with the Willamette Valley Ag Expo for at least one year.

Nominations for board positions are accepted in advance and approved by the nominations committee, then presented for vote at annual meeting on Thursday of the expo. If you are interested and would like to learn more - please contact Jill Ingalls at 800-208-2168.



FOLLOWING REQUIREMENTS APPLY TO ALL EXPO, PUBLIC ASSEMBLY, SHOW, FAIR, CARNIVAL, LIVESTOCK, AND MOTORIZED VEHICLE EVENTS. VIOLATIONS OF ONE OR MORE OF THE FOLLOWING MAY BE GROUNDS TO REQUIRE THE VENDOR TO SHUTDOWN UNTIL SUCH TIME THE VIOLATION IS CORRECTED AS DETERMINED BY THE ALBANY FIRE DEPARTMENT.

#### EXITS:

- Obstructions shall not be placed in the required width of an exit path. Exits shall not be obstructed in any manner and shall remain free of any material. *Reference IFC 1027*
- Exit doors shall be operable from the inside without the use of a key or any special knowledge or effort.
- Exit doors shall not be locked, chained, bolted, barred, latched, or otherwise rendered unusable. All locking devices shall be of an approved type. *Reference IFC 1008*
- Exit signs shall be readily visible from any direction. *Reference IFC 1011*

#### OBSTRUCTION OF FIRE SAFETY EQUIPMENT:

- Materials or things shall not be placed or kept near fire safety equipment in a manner that would prevent such equipment from being immediately visible.
- The Fire Department shall not be deterred or hindered from gaining immediate access to fire protection equipment. *Reference IFC 901 & 906*

#### FIRE LANES:

- Shall not be obstructed in any manner, including parking of vehicles. Widths shall be maintained at all times. *Ref IFC 503*

#### DECORATIONS:

- Decorative material used inside of buildings shall be flame resistant. Drapes and curtains shall be treated and maintained flame resistant. *Reference IFC 805*
- If you would like to use hay bales and/or any loose combustible materials, you will need prior approval from the Albany Fire Department.

#### OPEN FLAMES AND COOKING:

- Open flame devices shall not be used in places of assembly. *Reference IFC 308*
- All food preparation equipment, which produces grease-laden vapors (frying, deep fat frying, etc.), shall be located under an exhaust hood equipped with a fire extinguishing system. *Reference IFC 906*

- An additional 2A10BC portable fire extinguisher is required if cooking is involved. *Reference IFC 906*
- Fire extinguisher must have current servicing tag or receipt of purchase within the last year.
- **COOKING OUTSIDE OF BUILDINGS:**
- All food prep which produces grease-laden vapors (frying, deep fat frying, etc.) shall require a Class K fire extinguisher.
- A 4A20BC portable fire extinguisher is required if cooking outside is involved. *Reference IFC 906*
- Commercial cooking equipment will only be allowed in approved locations using approved equipment and with prior approval from the Albany Fire Department.
- Fire extinguisher must have current servicing tag.

**LIQUID PETROLEUM GAS (PROPANE) INSIDE BUILDINGS:**

- The use of portable propane - gas containers shall not be allowed in buildings. *Reference IFC 306.*
- Combustible materials shall be at least ten feet from propane containers. *Reference IFC 3807.*

**PROPANE OUTSIDE BUILDINGS:**

- Propane cylinders less than 125 water gallons in size must be at least five feet from the structure. *Reference IFC 3804*
- Propane cylinders 125 to 250 water gallons in size must be at least ten feet from the structure. (Not allowed under building eaves.) *Reference IFC 3804*
- Propane cylinders must be set on a firm foundation or be adequately secured. Cylinders shall be protected from vehicular damage. *Reference IFC 3807 and Standard 82-1*

**ELECTRICAL WIRING / EQUIPMENT:**

All electrical wiring and equipment shall comply with the electrical code. Wiring connections to any circuit panel can only be performed by qualified, licensed electricians. Contact the City of Albany Building Department for needed permits.

Extension Cords:

- Shall be 16 gauge or larger in size.
- Shall be grounded and plugged directly into an approved receptacle, power tap or multi plug adapter and, except for approved multi plug extension cords, shall serve only one portable appliance. *Reference IFC 605*