

# EXHIBITOR INFORMATION PACKET

Thank you for exhibiting at the GFAI 2024 Convention and Trade Show! We know a strong trade show is your primary objective, and we take great consideration to provide opportunities to draw traffic into the exhibit hall throughout the show such as sponsored meals and breaks in or near the exhibit hall, contests and games.

We recognize the time and financial commitments you make to attend this event and appreciate your participation. All the information you need is included in this packet. Please email [info@gfai.org](mailto:info@gfai.org) with any questions!

Please look through and read the information provided in this packet. Registration opens October 18th at 10:00 am for last year's exhibitors and November 1 to member and non member companies.

## This Packet Contains:

- Date, Time & Location
- Hotel Accommodation Information
- Exhibitor Booth Pricing
- Trade Show Floor Layout
- Exhibitor Agreement/Registration
- Rules and Regulations
- Sponsorship Opportunities

## CHAMPIONSHIP SEASON

Grain & Feed  
Association of Illinois

131<sup>st</sup> Annual Convention  
and Trade Show  
February 18-20, 2024



Union Station  
St. Louis

## TENTATIVE SCHEDULE

### SUNDAY, FEBRUARY 18

12:00 pm - 4:00 pm	Exhibitor Move In & Registration
4:00 pm - 7:00 pm	Trade Show Open
5:00 pm - 7:00 pm	Reception in the Trade Show
8:30 pm - 10:30 pm	Entertainment: Casino Night

### MONDAY, FEBRUARY 19

7:30 am - 5:00 pm	Trade Show Open
7:30 am - 8:45 am	Breakfast in the Trade Show
9:00 am - 11:00 am	General Session & Annual Meeting
11:15 am - 12:00 pm	Morning Breakout Sessions
12:00 pm - 1:30 pm	Lunch in the Trade Show
1:30 pm - 2:15 pm	Afternoon Breakout Sessions
2:15 pm - 2:45 pm	Break in the Trade Show
2:45 pm - 3:30 pm	General Session
3:30 pm - 5:00 pm	Reception in the Trade Show
5:00 pm - 7:00 pm	Tear Down Exhibitor Booths

### TUESDAY, FEBRUARY 20

8:00 am - 10:30 am	Closing General Sessions
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# TRADE SHOW INFORMATION

## Location:

St. Louis Union Station Hotel  
1820 Market Street, St. Louis, MO 63103

## Registration and Move-In:

Sunday, February 18, 12:00 - 4:00 pm  
*Trade Show Opens at 4:00 pm*

## Exhibit Dates and Times:

Sunday, February 18, 4:00 pm - 7:00 pm  
Monday, February 19, 7:30 am - 5:00 pm

## Tear Down:

Monday, February 19 from 5:00 - 7:00 pm  
**Tearing down before 5:00 pm is not allowed and will be monitored this year. If you tear down and leave before 5:00 pm, your company will not receive priority booth selection for the 2025 convention.**

**Booth Dimensions:** 10x10, 8' high back with 3' side rails

**Booth Package:** 10x10 booth space with back and side draping (colors are red, white & blue)

- Two (2) free registrations per booth space for exhibit personnel
- Two-line 7"x 44" ID sign with company name and location

**(Fee does not include AV equipment, electrical or booth contents such as tables, chairs, carpet, etc. These items must be purchased separately – see below.)**

**Convention Theme:** Championship Season sports theme. Booth colors are Red, White & Blue.

**Contract for Space:** Completed contract for exhibit space must be faxed, emailed or mailed to GFAI **within 10 business days of booth reservation**. Full payment must be made by January 8, 2024. Email [info@gfai.org](mailto:info@gfai.org) to receive the online registration link to pay by credit card.

**Decorator:** Excel Decorators, (217) 528-4024 (Excel will provide all booth items such as tables, chairs, etc. and will e-mail an Exhibitor Information Letter to confirmed exhibitors.)

**Electrical Services:** Electricity and audio/visual services must be purchased from the St. Louis Union Station Hotel. [Order Electrical Services Here](#)

**Conference Hotel:** Room rate for hotel is \$159 per night. Make reservations online or by calling (314) 802-3346. **Last day to book through the GFAI room block is January 18, 2024.** Please note: Check-in is 4:00 pm and while every effort will be made to allow for an early check-in on Sunday, exhibitors are urged to contact the hotel to discuss arrival times.

**Other Opportunities to Increase Exposure and Product Visibility:** Be a convention sponsor (see last page of packet), donate to the live or silent auctions, advertise in our program and participate in the Convention Trade Show Game and Booth Contest to attract traffic to your booth!

**Exhibitor Booth Contest:** Attendees will vote on their favorite booth that best fits the sports theme "Championship Season". The winning exhibitor will receive a free regular booth for the 2025 Convention in Springfield. Participation is optional. Must adhere to the rules and regulations of the St. Louis Union Station Hotel. Winner will be announced Monday, February 19 during the Trade Show Reception.

# BOOTH PRICING AND AD INFO

Grain & Feed Association of Illinois Annual Convention and Trade Show  
St. Louis Union Station Hotel • St. Louis, MO  
February 18-20, 2024

## 1. Exhibitor Booth Space:

Exhibitor Booths include:

- 10x10 booth space with back and side draping (colors are red, white & blue. Theme is sports "Championship Season")
- Two-line 7'x44' ID sign with company name and location
- Two (2) free registrations for exhibit booth personnel per booth space. Each exhibitor will be required to register and wear a badge.

### Member Booth Prices:

Premium Booth(s)	\$690 each
One Regular Booth	\$550
Additional Regular Booth(s)	\$425 each

### Non-Member Booth Prices:

Premium Booth(s)	\$830 each
One Regular Booth	\$700
Additional Regular Booth(s)	\$565 each

## 2. Exhibitor Registration:

***All convention activities (meals, entertainment, receptions) are included in registration except ticketed events***

Free	Two (2) registrations per booth space for exhibit booth personnel
\$85	Additional exhibitor registrations
\$100	(optional ticketed event) Legislative Council for Better Government Breakfast - includes breakfast and speaker 7:15 am Monday, February 19, 2024
\$50	(optional) Purchase a Draw Down Raffle ticket to support the GFAI Scholarship Fund. Need not be present to win. Last ticket drawn receives \$2,500. Drawing held Monday, February 19 during the Trade Show Reception.

## 3. Program Advertising:

Convention program booklets are provided to all convention attendees at registration and lists all booth locations, the convention schedule, sponsorships and many other important event announcements.

***Please note*** — the total number of program ad pages will be limited to 24; so reserve your ad space early in order to secure your spot.

Ads are printed with black ink only. Page size will be 4 inches wide by 9 inches high. Send ad in a pdf or jpg format. Ad sizes and prices are as follows:

Full-page ad = 3.5" wide x 8.0" high	Member price = \$280	Non-Member price = \$350
Half-page ad = 3.5" wide x 4.0" high	Member price = \$215	Non-Member price = \$260

**Ads and payment must be received by January 8, 2024, to ensure your ad space in the Convention Program**

**Submit your payment by January 8, 2024 to:**

Grain & Feed Association of Illinois  
3521 Hollis Drive, Springfield, IL 62711  
Phone: 217-787-2417 Fax: (1) 217-787-8671 Email: [info@gfai.org](mailto:info@gfai.org)

**If you prefer to submit your contract online using a credit card, contact the GFAI office at [info@gfai.org](mailto:info@gfai.org) for the online registration form. Please note, a 3.75% processing fee will be applied to credit card payments.**



## How to order AV, Electrical, or Internet Services for your booth!

Welcome to Hospitality Audio Visual Service at the St. Louis Union Station Hotel. This area will provide you the place to order all your power, audio-visual, and internet needs for your upcoming show. If you need any help ordering your services, please do not hesitate to contact us. We want to make sure you have exactly what you need for a successful event!

Please follow this link to our online store. Please follow the new user set up instructions to establish your user account with us for all future events.

<https://havs.boomerecommerce.com/Pages/Security/Login.aspx>

Once completed you will be able to search for or select your event from the upcoming show timeline.

**If you have any issues at all, please contact Greg at [gbugerle@lhmhotels.com](mailto:gbugerle@lhmhotels.com)**

GFAI Annual Convention and Trade Show - February 18-20, 2024 - St. Louis Union Station Hotel

Agreement for Exhibit Space, Registration and Advertising

PAYMENT DEADLINE – JANUARY 8, 2024

Company Name (Exactly as it should appear on your sign and in the program) Phone Number

Mailing Address City, State, Zip

Contact Person to Receive Convention Materials Email (all convention information will be sent to this email address)

1. Exhibitor Booth Space	Member	Non-Member	Total
Premium Booth(s)	\$690 each	\$830 each	
One Regular Booth	\$550	\$700	
Additional Regular Booth(s)	\$425 each	\$565 each	

Booth Number Requested: \_\_\_\_\_ 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice

To assist you in the assignment of your booth space, please list below those companies competitive with your service/product line:

\_\_\_\_\_

Do you want to participate in the Convention Trade Show Game? YES \_\_\_\_\_ or NO \_\_\_\_\_

*\*Participating exhibitors will provide attendees with a clue or answer to the trade show game*

2. Exhibitor Registration (Please PRINT EXACTLY as it should appear on the badge)	Exhibitor Email (to receive convention information/updates)	2 FREE per Booth Additional: Exhibitor \$85.00	Legislative Council Breakfast \$100.00	Draw Down Raffle Ticket to support the GFAI Scholarship \$50.00	Total
		FREE			
		FREE			

3. Program Advertising (Ad Materials due by January 8)		Member	Non-Member	Total
Full Page	3.5" X 8.0" Black and White	\$280	\$350	
Half Page	3.5" X 4.0" Black and White	\$215	\$260	

Ads should be sent in pdf format with the dimensions specified above. A total of 24 ad pages is the maximum that will be printed.

Ad Materials: \_\_\_\_\_ to arrive by January 8, 2024 \_\_\_\_\_ repeat 2023 program ad

Advertising Contact (if different from above): \_\_\_\_\_ E-mail: \_\_\_\_\_

Complete and return this form to:

Grain & Feed Association of Illinois, 3521 Hollis Drive • Springfield, IL • 62711

Phone: 217.787.2417 • Fax: (1) 217.787.8671 • Email: info@gfai.org

GRAND TOTAL: \_\_\_\_\_

We, the undersigned, hereby apply for exhibit space at the 2024 Annual Convention and Trade Show. We agree to abide by all rules and regulations outlined in the enclosed Rules & Regulations and Exhibitor Information, which we accept as part of the agreement. We agree to all conditions under which the exhibit space at the Union Station is leased to GFAI. This application becomes a contract when it is completed, signed, and returned to the GFAI office. Booth space will be assigned on a first-come, first-served basis. Requests by phone or email to hold exhibit space will be accepted; however, a signed contract must be received within 10 working days. Make checks payable to the Grain & Feed Association of Illinois and return original signed contract with your payment to the above address. We accept credit card payments and will apply a 3.75% fee. Cancellations must be made in writing by January 12, 2024 to receive a refund, minus credit card fees.

Signature Date

Grain and Feed Association of Illinois  
2024 Annual Convention and Trade  
Show Floor Layout

February 18-20, 2024  
St. Louis Union Station Hotel

Highlighted Booths are Premium Booths  
Booth Size 10 x 10 (Diagram not to scale)

MIDWAY SUITES  
Meeting Rooms

Dining Area





## RULES & REGULATIONS

### BOOTH SPECIFICATIONS, LAYOUT, SETUP AND

#### DISMANTLING: Exhibitor Booths include:

- 10x10 booth space with back and side draping
- Two-line 7"x 44" ID sign with company name and location
- Two (2) free registrations for exhibit booth personnel per booth space. Each exhibitor is required to register and wear a badge.

Any equipment, tables, chairs, etc. must be ordered well in advance from Excel Decorators, Inc. An Exhibitor Information Letter will be sent to all confirmed exhibitors by Excel Decorators so that you may request these items. Electrical or audio/visual service must be ordered through the St. Louis Union Station Hotel. A link to the online store is provided in this packet.

Booths will be assigned on a first-come, first-served basis. Requests by phone or fax to hold exhibit space will be accepted; however, **a signed contract must be received within 10 business days.** Exhibit spaces will be provided as shown on the floor plan insofar as possible but the Grain & Feed Association of Illinois reserves the right to make changes at any time in the location, size and display limits of any booth.

All exhibitors shall arrange their displays so they utilize only the booth area contracted for, and in such manner as to recognize the rights of other exhibitors, and to conform to the overall pattern developed for the exhibit area. Monitors and other large items should not obstruct the view of neighboring booths.

Exhibitors will be notified of the trade show set up schedule. If you plan to bring a large piece of equipment, you need to contact the Grain & Feed Association of Illinois by January 8 to coordinate details. Exhibitor badges may be picked up at the Convention Registration Desk.

**Dismantling of exhibits may not start before 5:00 pm on Monday, February 19. If you tear down and leave before 5:00 pm, your company will not receive priority booth selection for the 2025 convention.** All exhibits must be removed from Union Station by Monday, February 19 at 7:00 pm

### PAYMENTS, CANCELLATIONS AND

**INDEMNIFICATIONS:** Checks should be made payable to Grain & Feed Association of Illinois. Payment must be received by January 8, 2024 in order to guarantee space requested.

If payment is not received, booth space will be released on January 15 to other exhibitors on a first-come, first-served basis. Preferences and priorities requested by the exhibitor as to location will be respected whenever possible. The Grain & Feed Association of Illinois, however, reserves the right to make reasonable shifts as to the location of the exhibitor's booth space for the benefit of the exhibitor and the betterment of the entire show. Any exhibitor failing to occupy their assigned space by 30 minutes prior to the show opening shall forfeit said space without refund and the Grain & Feed Association shall have the right to use space left vacant as it wishes.

In case the Trade Show is not held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the full liability of the Grain & Feed Association of Illinois shall be to refund to each exhibitor the space payment less his pro-rata share of all costs and expenses incurred and committed by GFAI.

If you wish to cancel your booth space, written notice of cancellation must be received in the Association office by January 12, 2024. After that date, **no refunds will be allowed.**

Exhibitor agrees to protect, indemnify and hold harmless the Grain & Feed Association of Illinois from any and all liability, loss, damage or expense resulting from exhibitor's use of the exhibit space. The Agreement and the rights herein granted to the exhibitor may not be assigned or otherwise disposed of or encumbered by the exhibitor without the written consent of the Grain & Feed Association of Illinois.

**SECURITY, INSURANCE AND SAFETY:** Although every reasonable effort will be made to prevent losses during installation, show period, and removal, security furnished shall not be construed as an assumption of liability by the Grain & Feed

Association of Illinois. In the event of loss from theft or damage by fire, accident, vandalism or other cause, said responsibility is solely that of the exhibitor.

Each exhibitor should insure their own exhibit and display materials -- this includes public liability. The Grain & Feed Association of Illinois will not assume liability for any injury that may occur to visitors to the exhibitor's space or to exhibitors or their agents or employees.

The exhibitor must comply with safety, fire and health ordinances regarding installation and operation of exhibit materials. All display exhibit materials and equipment must be reasonably located and protected by safety guards and fireproofing to prevent fire hazards and accidents.

**SHIPPING AND STORAGE OF EXHIBIT MATERIALS:** All advance shipments for exhibits should be sent pre-paid to arrive no later than February 14, 2024 and must be addressed as follows:

Exhibitor Name & Booth Number  
FOR: Grain & Feed Association of Illinois  
C/O Excel Decorators, Inc.  
3600 Winchester Road  
Springfield, IL 62707

Shipments will be delivered directly to the exhibit area and placed in booths; empty crates will be removed, stored, and returned to booth after closing of show. **All services are at each individual exhibitor's expense.**

Exhibitors are allowed to transport their display materials to the trade show. Advance shipments will not be taken by Union Station. **The phone number for Excel Decorators, Inc. is 217.528.4024.**

**USE OF SPACE:** No exhibitor may sublet, assign or apportion any part of the space assigned; or represent, advertise or distribute literature for the product or services of any other firm or individual except as approved in writing by the Grain & Feed Association of Illinois. The right to display and offer information about products within the trade show area is held exclusively for exhibitors, and such activity will not be allowed in the trade show area by anyone other than paid exhibitors.

Nails, tacks, scotch tape, screws, bracing wire, staples, etc. may not be used without the consent of Union Station, Grain & Feed Association of Illinois, and Excel Decorators, Inc. Property must be returned to its original condition by the exhibitor at their own expense if it is damaged.

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in the exhibitor's booth or display. The exhibitor shall remain liable for and shall indemnify and hold the Grain & Feed Association of Illinois, their agents and employees, harmless from all loss, cost, claims, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent, copyright or trade secret rights or privileges.

**GENERAL INFORMATION:** If a company wishes to have a hospitality suite, they should contact the Grain & Feed Association of Illinois prior to making arrangements with the hotel.

All matters and questions not covered by the preceding rules and regulations are subject to the decision of the Grain & Feed Association of Illinois. The Grain & Feed Association of Illinois has the right to enforce all portions of the rules and regulations. In interpreting these rules and regulations, particular attention will be given to preserving the professional and educational nature of the trade show. By signing the contract, the exhibitor agrees to abide by the rules and regulations and decisions of the Grain & Feed Association of Illinois. Exhibitors violating any regulation may be excluded from future trade shows.

**PUBLIC HEALTH AND SAFETY:** GFAI will abide by any public health and safety COVID requirements mandated by federal, state and county governments and by hotel management that are in place at the time of the event.

# CHAMPIONSHIP SEASON

Grain & Feed  
Association of Illinois

131<sup>st</sup> Annual Convention  
and Trade Show  
February 18-20, 2024

Union Station  
St. Louis

## Grain and Feed Association of Illinois CONVENTION SPONSORSHIP

February 18-20, 2024 - St. Louis Union Station

Be a winner as a sponsor in the GFAI  
Championship Season 2024 Annual Convention  
and Trade Show to gain exposure and  
recognition throughout the convention.

**Sponsorship Commitment Deadline: January 8, 2024**

### GFAI Convention Sponsorship Opportunities

	Platinum \$10,000 +	Gold \$5,000- \$7,500	Silver \$1,000- \$3,000	Bronze \$500
Company logo in all marketing materials and the GFAI website	✓	✓	✓	✓
Opportunity to add on additional recognition item	✓	✓	✓	✓
Company logo printed in convention booklet and displayed during General Session ( <i>Bronze level will have company name printed and on display</i> )	✓	✓	✓	
Recognition at each Breakout Session	✓	✓		
Recognition as a General Session Sponsor	✓			
Signage in Trade Show Seating Area	✓			
Complimentary Convention Registrations	8	4	2	0

#### Additional Recognition Items To Add ON To Sponsorship

(First Come, First Served; Limits Apply)

- A. Trade Show Reception (\$500): Signage and recognition at the Sunday and Monday receptions (Limit 2)
- B. Trade Show Meal Sponsor (\$500): Signage and recognition at the Monday and Tuesday meals (Limit 4)
- C. Scholarship Meet & Greet (\$750): Signage and recognition at the Scholarship Table (Limit 2)
- D. Sunday Night Casino Night at Hotel (\$1,500): Signage and recognition as entertainment sponsor (Limit 2)
- E. Trade Show Game (\$500): Signage and recognition as the Trade Show game sponsor (Limit 1)
- F. Promotional Gift Sponsor (\$500): Logo on promo item sent to members mid December to promote convention (Limit 1)

**Want even more exposure? Place an ad in the printed convention booklet! All ads are B&W**

**Full page: \$280** (3.5" wide x 8.0" tall)      **1/2 page: \$215** (3.5" wide x 4.0" tall)

Email ads to [amanda@gfai.org](mailto:amanda@gfai.org) by January 8, 2024 in pdf format

### We would like to participate at the following level: (check one)

☐ PLATINUM \$10,000 +      ☐ GOLD \$5,000-\$7,500      ☐ SILVER \$1,000-\$3,000      ☐ BRONZE \$500

We want to place an ad in the printed convention book: ☐ Full page \$280      ☐ 1/2 page \$215

Add on Sponsor Recognition Item: \_\_\_\_\_

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

Contact: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_

Total Amount Due: \_\_\_\_\_

Payment Type: ☐ Check      ☐ Credit Card (3.75% fee will be applied and invoice sent)

Email form: [info@gfai.org](mailto:info@gfai.org); Fax form: (1) 217-787-8671 or mail with payment: GFAI, 3521 Hollis Drive, Springfield, IL 62711