EXHIBITOR INFORMATION PACKET

Thank you for exhibiting at the GFAI 2027 Convention and Trade Show! We are excited to offer a new Monday/Tuesday Convention & Trade Show with a new format. Take note of the new dates and times! We take great consideration in making a strong trade show and provide opportunities to draw traffic into the exhibit hall such as sponsored meals and breaks and receptions and the Lightning Talks to give exhibitors center stage to let attendees know about your company. 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. Email **amanda@gfai.org** with questions!

THIS PACKET CONTAINS EVERYTHING YOU NEED TO KNOW TO EXHIBIT

- Date, Time & Location
- Exhibitor Booth Pricing
- Exhibitor Agreement & Registration
- Sponsorship Opportunities
- Hotel Accommodations
- Trade Show Floor Layout
- Rules and Regulations
- Full Convention Schedule

MONDAY, FEBRUARY 15

11:00 am - 3:00 pm	Exhibitor Move In & Registration
11:00 am - 1:00 pm	Grab & Go Box Lunch Station
1:00 pm - 2: 15 pm	General Session/Keynote Speaker
2:15 pm - 2:30 pm	Break
2:30 pm - 3:30 pm	Breakout Sessions
3:30 pm - 6:00 pm	Trade Show Open/ Reception in the Trade Show
4:30 pm - 5:00 pm	Exhibitor Lightning Talks
8:00 pm - 10:00 pm	Entertainment: Casino Night

TUESDAY, FEBRUARY 16

7:30 am - 3:00 pm	Trade Show Open
7:30 am - 9:00 am	Breakfast in the Trade Show
9:00 am - 9:45 am	Breakout Sessions
9:45 am - 10:15 am	Break in Trade Show
10:15 am - 11:30 am	General Session/Speaker
11:30 am - 1:00 pm	Lunch in the Trade Show
1:15 pm - 2:15 pm	Closing Session/Speaker
2:15 pm - 3:00 pm	Reception in the Trade Show
3:00 pm - 5:00 pm	Tear Down Exhibitor Booths

TRADE SHOW INFORMATION

Location:
Peoria Civic Center, Exhibit Hall C
201 SW Jefferson Ave, Peoria, IL 61602

Registration and Move-In:
Monday, February 15, 11:00 am - 3:00 pm
Trade Show Opens at 3:30 pm
A Free Grab & Go Boxed Lunch Station will be available from 11:00 am - 1:00 pm while supplies last

Exhibit Dates and Times:
Monday, February 15, 3:30 pm - 6:00 pm
Tuesday, February 16, 7:30 am - 3:00 pm

Tear Down:
Tuesday, February 16 from 3:00 - 5:00 pm
Tearing down before 3:00 pm is not allowed and will be monitored. If you tear down and leave before 3:00 pm, your company will not receive priority booth selection for the 2028 convention.

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

Booth Package: 10x10 booth space with back and side draping
- 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 ordered separately – see below.)

Convention Theme: Time to Thrive. Colors are Hunter Green and Off White

Contract for Space: **Completed contract for exhibit space must be emailed or mailed to GFAI within 10 business days of booth reservation.** Full payment must be made by January 8, 2027. **Email amanda@gfai.org to receive the online registration link to pay by credit card (a 4% fee will apply)**

Decorator: Peoria Expo (309) 680-3800. Peoria Expo will provide all booth items such as tables, chairs, etc. and electricity and will e-mail confirmed exhibitors with ordering information. The trade show at Peoria Civic Center Exhibit Hall C will not be carpeted, so you will need to order carpet if you want it. Electrical Services will be available through Peoria Expo in the exhbitor order link.

Conference Hotel: Room rate for hotel is $160 per night. GFAI has room blocks at two hotels and you will need to click on the specific hotel to make your reservation online.

Pere Marquette Hotel Block OR **Courtyard by Marriott Hotel Block**
Or call the Marriott Reservation Desk: 1(888) 236-2427 and reference Grain & Feed Association and choose your hotel.

The Last day to book through the GFAI room block is January 22, 2027. Please note: Check-in is 4:00 pm and while every effort will be made to allow for an early check-in on Monday, 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 silent auction, advertise in our program, participate in the Exhibitor Lightning Talks to attract traffic to your booth and/or purchase drink tickets to hand out for Casino Night.

Exhibitor Lightning Talks: During the Monday reception, participating exhibitors **(sign up on the registration form)** will have 30 seconds to introduce their business to convention attendees, let them know about products/services and invite them to your booth. Be creative with the 30 seconds you have to get people's attention! While you are speaking, a slide will be projected on the big screen that includes your company logo and/or special highlights. This is optional and exhibitors must sign up in advance.

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 Peoria Expo. Information will be sent to all confirmed exhibitors by Peoria Expo so that you may request these items. Electrical or audio/visual service must be ordered through Peoria Expo. A link to the online store will be sent to exhibitors.

Booths 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 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 9 to coordinate details. Exhibitor badges may be picked up at the Convention Registration Desk.

Dismantling of exhibits may not start before 3:00 pm on Tuesday, February 16. If you tear down and leave before 3:00 pm, your company will not receive priority booth selection for the 2028 convention. All exhibits must be removed from Peoria Civic Center Exhibit Hall C by Tuesday, February 16 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, 2027 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 9, 2027. 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 **Thursday February 11, 2027 and must be addressed as follows:**

Exhibitor Name & Booth Number
FOR: 2027 Grain & Feed Association of Illinois
c/o Peoria Expo
201 SW Jefferson Ave, Peoria, IL 61602

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 must provide their own Bill of Lading if return shipment is motor freight or air freight. If return freight is going UPS or Fed Ex, exhibitors must provide their own return labels.

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 Peoria Civic Center, Grain & Feed Association of Illinois, and Peoria Expo. 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 requirements mandated by federal, state and county governments and by hotel management that are in place at the time of the event.

BOOTH PRICING AND AD INFO

Grain & Feed Association of Illinois Annual Convention and Trade Show
Peoria Civic Center, Exhibit Hall C • Peoria, IL
February 15-16, 2027

1. Exhibitor Booth Space:

Exhibitor Booths include:
- 10x10 booth space with back and side draping (Theme is "Time to Thrive"; Colors are Hunter Green & Off White)
- 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.

GFAI Member Booth Prices:		**Non-Member Booth Prices:**	
Premium Booth(s)	$730 each	Premium Booth(s)	$875 each
One Regular Booth	$595 each	One Regular Booth	$750 each

2. Exhibitor Registration:

All convention activities (meals, entertainment, receptions) are included in registration. The Legislative Council Breakfast is an additional ticketed event. Breakfast in the trade show is included with the registration.

Free Two (2) registrations per booth space for exhibit booth personnel
$100 Additional exhibitor registrations
$100 NEW! Purchase a pack of 10 drink tickets to hand out for Casino Night. Limit 20 tickets per company.
$100 (optional ticketed event) Legislative Council for Better Government Breakfast - includes breakfast and speaker 7:30 am Tuesday, February 16, 2027

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 with no bleed. Ad sizes and prices are as follows:

Full-page ad = 4.0" wide x 9.0" high	GFAI Member price = $290	Non-Member price = $360
Half-page ad = 4.0" wide x 4.5" high	GFAI Member price = $225	Non-Member price = $270

Ads and payment must be received by January 8, 2027, to ensure your ad space in the Convention Program

Submit your payment by January 8, 2027 to:

Grain & Feed Association of Illinois
3521 Hollis Drive, Springfield, IL 62711
Phone: 217-787-2417 Email: amanda@gfai.org

If you prefer to submit your contract online using a credit card, contact the GFAI office at info@gfai.org for the online registration form. Please note, a 4.0% processing fee will be applied to credit card payments.

Grain and Feed Association of Illinois
2027 Annual Convention and Trade Show Floor Layout
February 15-16, 2027 · Peoria Civic Center Exhibit Hall C · Peoria, IL

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

Exhibitor Lightning Talks

BAR

TABLES/SEATING

FOOD

TABLES/SEATING

513 416
512 417
511 418

413 316
412 317
411 318

313 216
312 217
311 218

213 113
212 112
211 111
210 110
209 109
208 108

509 420
508 421
507 422
506 423
505 424
504 425

Open Lounge Seating Area

309 220
308 221
307 222
306 223
305 224
304 225

407 322
406 323
405 324
404 325

205 105
204 104
203 103
202 102
201 101
200 100

502 427
501 428
500 429

402 327
401 328
400 329

302 227
301 228
300 229

Scholarship Table/Silent Auction

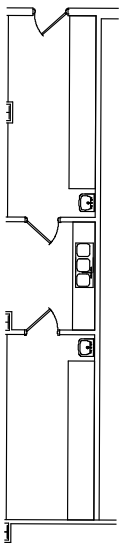
BAR

RESTROOMS

Entrance

Main Entrance

RESTROOMS



GFAI Annual Convention and Trade Show · February 15-16, 2027 · Peoria Civic Center Exhibit Hall C, Peoria, IL

Agreement for Exhibit Space, Registration and Advertising

PAYMENT DEADLINE — JANUARY 8, 2027

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

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

1. Exhibitor Booth Space	GFAI Member	Non-Member	Total
Premium Booth(s)	**$730 each**	**$875 each**	
One Regular Booth	**$595 each**	**$750 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 your company to participate in the Exhibitor Lightning Talks? YES _____ or NO _____

*Exhibitors will have 30 seconds to introduce their company and products during the Monday Night Reception. A slide with company logo and contact info will be shown while speaking. Must sign up in advance!

2. Registration **Exhibitor Name** Please PRINT NAME EXACTLY as it should appear on the badge	Exhibitor City/ State Please include the city/ state that should appear on the badge	Exhibitor Email Receives convention information/updates	2 FREE Exhibitors per Booth Additional Exhibitor $100.00	10 pack Drink Tickets to Hand Out at Casino Night $100 (limit 2 total)	Legislative Council Breakfast $100.00	Total
			FREE			
			FREE			

3. Program Advertising (Ad Materials due by January 8)		GFAI Member	Non-Member	Total
Full Page	**4.0" X 9.0" Black and White**	**$290**	**$360**	
Half Page	**4.0" X 4.5" Black and White**	**$225**	**$270**	

Ads should be sent in pdf format with the dimensions specified above. Ads will be limited to a maximum of 24 ads

Ad Materials: _____ to arrive by January 8, 2027 _____ repeat 2026 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 • 6271
Phone: 217.787.2417 • Email: amanda@gfai.org

GRAND TOTAL: _____

We, the undersigned, hereby apply for exhibit space at the 2027 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 Peoria Civic Center 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 4.0% fee. Cancellations must be made in writing by January 8, 2027 to receive a refund, minus credit card fees.

_____ **Signature** _____ **Date**

Grain & Feed Association of Illinois

2027 CONVENTION SPONSORSHIP

February 15-16, 2027 - Peoria Civic Center

It's *Time To Thrive* as a 2027 GFAI Annual Convention and Trade Show sponsor! Gain exposure and recognition throughout the convention.

Sponsorship Commitment Deadline: January 8, 2027

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	✓	✓	✓	✓
Company logo printed in convention booklet and displayed on signage at convention and during General Session	✓	✓	✓	✓
Opportunity to add on additional recognition item	✓	✓	✓	
Recognition at each Breakout Session	✓	✓		
Recognition as a General Session Sponsor	✓			
Signage in Trade Show Lounge Area	✓			
Complimentary Convention Registrations	8	4	2	0

Additional Recognition Items To Add ON To Silver, Gold or Platinum Sponsorship

(First Come, First Served; Limits Apply)

~~A. Casino Night at Hotel ($1,500): Signage and recognition as entertainment sponsor (Limit 2)~~

B. Trade Show Reception Sponsor ($750): Signage and recognition at both the Monday and Tuesday receptions (Limit 4)

C. Trade Show Meal Sponsor ($750): Signage and recognition at the Tuesday breafkast and lunch (Limit 4)

D. Snack Break Station Sponsor ($500): Signage at the table for the Monday and Tuesday snack breaks (Limit 2)

E. Grab and Go Boxed Lunch Sponsor ($375): Signage at the table for Monday box lunches (Limit 2)

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

Full page: $290 (4.0" wide x 9.0" tall) 1/2 page: $225 (4.0"wide x 4.5" tall)

Email ads to: amanda@gfai.org by January 8, 2027 in pdf format

We would like to sponsor 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 $290 ☐ 1/2 page $225

Add on Sponsor Recognition Item: _____

Company Name:_____ Contact: _____

Email: _____ Phone Number: _____

Total Amount Due: _____ Payment Type: ☐ Check ☐ Credit Card (4.0% fee will be applied and invoice sent)

Email form: amanda@gfai.org or mail with payment: GFAI, 3521 Hollis Drive, Springfield, IL 62711