



18<sup>th</sup> Annual

# NEW MEXICO AGRICULTURAL EXPO

February 23-24, 2010

## Application Form

---

---

Company name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

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

Billing address: \_\_\_\_\_

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

Representative: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

Email: \_\_\_\_\_ URL: http:// \_\_\_\_\_

The following individual(s) will be designated on-site representatives(s):

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

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

President/Owner: \_\_\_\_\_

Representative Names (for name tags):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

[bamber@portales.com](mailto:bamber@portales.com)

Toll free: (800) 635-8036

Local: (575) 356-8541

Fax: (575) 356-8542

# BOOTH RENTAL APPLICATION

|  |         | On or<br>Before<br>12/31/09 |    | After<br>1/1/10 |   |          |
|--|---------|-----------------------------|----|-----------------|---|----------|
| # needed   |         | Cost each                   |    | Cost each       |   | Total    |
| <b>Inside exhibit space</b><br><i>Approximately 10' square</i> | _____ X | \$325                       | or | \$375           | = | \$ _____ |
| <b>Outside exhibit space</b><br>20' x 30'                      | _____ X | \$350                       | or | \$400           | = | \$ _____ |
| 30' x 80'  | _____ X | \$375                       | or | \$425           | = | \$ _____ |
| <b>6' table</b>  | _____ X | \$15                        |    |                 | = | \$ _____ |

**Tent Rental:** Contact Canopies Tent Rental at (575) 392-5433.

**Describe your specific power needs:** 110 \_\_\_\_ Other \_\_\_\_ (additional charges will apply for 220 volt and high use equipment hookup. Call for information.)

**NOTE:** due to prior electrical problems, no popcorn machines, cotton candy machines, coffee pots, toaster ovens, etc. will be allowed at the Expo this year. Thank you for your cooperation.

---



---



---

Exhibitor agrees to pay New Mexico Ag Expo for the right to exhibit in the sum of \$ \_\_\_\_\_. Return payment and application with the contract. Make checks payable to the New Mexico Agricultural Expo or charge to your Visa or MasterCard credit card. No foreign currency will be accepted. **No refunds will be issued.**

Visa/MasterCard #: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name on credit card: \_\_\_\_\_

***Exhibitor has read and agrees to the Conditions of Contract attached hereto.***

Exhibitor signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return signed contract with application form and fee to:**

New Mexico Agricultural Expo  
100 S. Avenue A  
Portales, NM 88130

The Ag Expo office is open Monday through Friday, 8:00 a.m to 5:00 p.m. (MST). Toll-free phone # 800-635-8036, local phone # 575-356-8541 and fax phone # 575-356-8542.

*For more information please see our website at [www.nmagexpo.com](http://www.nmagexpo.com)*

## COMMERCIAL EXHIBITOR CATEGORY SHEET

Please check up to 3 Categories which best describe your exhibit & return with signed contract and fee.

- |   |   |
|---|---|
| 9090 Affordable Healthcare Services                     | 9095 Irrigation Service & Sales                     |
| 9001 Agrichemicals & Application Equipment              | 9112 Lawn & Grounds Maintenance Equipment           |
| 9003 Animal Genetics                                    | 9023 Livestock Equipment, Handling & Transportation |
| 9002 Animal Health                                      | 9040 Livestock Feeding Equipment                    |
| 9092 ATV/4 Wheelers                                     | 9018 Livestock Supplies and/or Services             |
| 0017 Automobile Dealers                                 | 9077 Livestock Trailers                             |
| 0020 Automobile Repairs & Service                       | 9034 Livestock Waterers                             |
| 9035 Automobile Sales & Repair – New & Used             | 9039 Maintenance Equipment & Supplies               |
| 9141 Bermuda Grass Harvesting/Planting Equipment        | 9004 Building Equipment & Supplies                  |
| 9142 Bermuda King Planters & Harvesters                 | 9136 Manufactured Homes                             |
| 9028 Biological Insect Control for Crops                | 9133 Manure Composting                              |
| 9029 Bioremediation of Dairy Waste Water                | 9019 Milk Handling Equipment & Supplies             |
| 9088 Business & Management Consultants                  | 9038 Milk Supplies & Chemicals                      |
| 9071 Cheese & Whey Production                           | 9132 Mineral & Premixes-Nutrition                   |
| 9049 Cleaning Products                                  | 9069 Natural Gas-Driven Electric Generators         |
| 9113 Commercial Lawn Mowers, Aera-vators                | 9121 News Media                                     |
| 9007 Communications                                     | 9020 Non-Livestock Supplies & Services              |
| 9006 Computers, Computer Services/ Software             | 9124 Oils & Greases                                 |
| 9119 Construction-Caliche/Dirt Mining                   | 0031 Organizations                                  |
| 9061 Consulting Services                                | 9082 Pest Control                                   |
| 9025 Cooling Equipment-Fans, Shade Cloth, etc.          | 9125 Petroleum Products                             |
| 9008 Crop Genetics                                      | 9139 Pickup Flatbed & Truck Accessories             |
| 9009 Crop Harvesting & Tillage                          | 9021 Publications                                   |
| 9146 Crushed Caliche, Dozer, Road Grader Services       | 9170 Real Estate                                    |
| 9083 Dairy & Milk Equipment & Supplies                  | 0237 Roofing  |
| 9036 Dairy Co-op  | 9046 Scale Sales & Service                          |
| 9085 Dairy Equipment-Stalls, Gates, etc.                | 9027 Seed Supplier                                  |
| 9161 Dairy Hoof Trimming Chutes                         | 9072 Soybean Meal                                   |
| 9163 Dairy Lagoon Cleaning                              | 9026 Stanchions/Fences/Corral Supplies              |
| 9079 Dairy Promotion & Education                        | 9108 Stock Water Tanks                              |
| 9120 Diesel Pump & Injection Repair                     | 9022 Technology                                     |
| 9111 Dump Trailer 30' All-Purpose                       | 9042 Tires Sales & Service                          |
| 9078 Education Organization                             | 9058 Trade Organizations                            |
| 9091 Electric energy & Gas Supplier                     | 9127 Trailer Parts & Accessories                    |
| 9030 Electric Fencing                                   | 9147 Trailers-Horse, Stock, Utility & Enclosed      |
| 9047 Equipment Repair & Manufacturing                   | 9109 Truck/Cattle Scales-Weighing Equipment         |
| 9010 Farm Implements & Equipment                        | 9014 Financial Services                             |
| 9043 Farm Lubricants & Supplies                         | 9105 Truck Dealer                                   |
| 9011 Feed & Feed Additives                              | 9144 Truck School                                   |
| 9012 Feed Handling Equipment                            | 9037 Uniforms & Dust Control                        |
| 0091 Fences   | 9053 Utilities                                      |
| 9013 Fertilizers, Insecticides, Soil Conditioners, etc. | 9094 Utility Vehicles                               |
| 9024 Food & Beverage Vendors                            | 9048 Washer   |
| 9044 Forage Products                                    | 9123 Waste Water Management                         |
| 9093 Front End Tractor Loaders                          | 9063 Water & Crop Treatment                         |
| 9032 Governmental Agencies                              | 9106 Water Resource Location & Analysis             |
| 9060 Grain Elevator                                     | 9065 Water Storage Tanks                            |
| 0105 Hardware   | 9128 Water Treatment (Softening/Reverse Osmosis)    |
| 9098 Heavy Equipment Dealer                             | 9080 Wellness Products                              |
| 9110 Home Products-Home Improvements                    | 9102 Wool Products-Sale                             |
| 9016 Insurance Services                                 | Other _____   |
| 9017 Irrigation Equipment                               |   |

## CONDITIONS OF CONTRACT

1. Exhibitors must meet the criteria for at least one of the New Mexico Agricultural Expo Category divisions. The final decision on acceptability for each and every exhibit shall rest with the New Mexico Agricultural Expo management. The New Mexico Agricultural Expo reserves the right to assign, alter or change the space assigned to the exhibitor at anytime.
2. Exhibitors will be liable for, will indemnify and hold harmless New Mexico Agricultural Expo, for any loss suffered by, or claim brought against New Mexico Agricultural Expo arising from or in any way connected to Exhibitor's participation in Expo.
3. Exhibitors agree to pay for actual cost of repairs, loss or damage to any utility or telephone outlet or equipment serving Exhibitor's space, occurring during time Exhibitor has possession of said space.
4. The New Mexico Agricultural Expo shall not be liable for damages or otherwise for failure to carry out the terms of this agreement in whole, or in part, where caused directly or indirectly by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civic commotion, strike, acts of God or by any cause whatsoever beyond the control of the New Mexico Agricultural Expo or it's dissimilar from the causes enumerated herein. New Mexico Agricultural Expo shall not be liable for damages occurring prior to, during or following loading or unloading or operation of exhibits, prior to, during and following the Expo.
5. Exhibitors agree to abide by all regulations and rules adopted by New Mexico Agricultural Expo, in the common good of the Expo, and agree that the New Mexico Agricultural Expo shall have the right to adopt additional rules and regulations prior to, during and after the Expo.
6. Exhibitors agree to **confine the presentation and distribution of materials entirely within the designated boundaries of the contracted space** and to maintain a staff in the assigned exhibit space during Expo hours. The New Mexico Agricultural Expo reserves the right to refuse Exhibitor use of any part of a display which interferes with the sight of other exhibits.
7. All demonstrations and live entertainment must be approved by New Mexico Agricultural Expo prior to approval of the contract. The New Mexico Agricultural Expo reserves the right to halt any demonstration which may interfere with fellow exhibitors. No unnecessary flashing lights or noises will be permitted.
8. No space may be disturbed (drilling, trenching, digging, etc.) without the prior advance approval, fee payment and on-site authorization of the New Mexico Agricultural Expo. Any damages, losses or claims, whatsoever arising from disturbed space will be the sole responsibility of the Exhibitor.
9. No microphone will be allowed without written permission of the Expo management.
10. **Chairs and Tables:** The Expo will provide two folding chairs per Exhibitor space. Six foot tables will be available for rent at the rate of \$15 each. Tables must be picked up and returned at designated areas within each building. Vendors who fail to return tables will be billed \$40 for the table.
11. **Move-in Information:** New Mexico Agricultural Expo grounds will be open for set up on Monday, Feb. 22, 2010 from 9 a.m. to 5 p.m. and Tuesday, Feb. 23, 2010 from 8 a.m. to 9 a.m.
12. **Show hours:** Operating hours will be 9 a.m. to 5 p.m. each day.
13. **Move-out information:** Exhibitors agree to remove exhibits, equipment, and appurtenance from the Expo grounds by 5:00 p.m. on February 26, 2010. In the event of failure to do so, Exhibitors agree to pay such additional costs as may be incurred. **No exhibitor shall vacate prior to the published closing time on the last day of the Expo without the advance written Expo management consent.** Failure to do so may result in the forfeiture of the next year's priority for exhibit space assignment and possibly exclusion from future New Mexico Agricultural Expos.
14. Forklifts are available for loading and unloading only. Forklifts will be available for set up on February 22, 2010 from 9 a.m. to 5 p.m. and beginning at 8 a.m. on February 23, 2010.

***I have read and agree to the terms of this contract described above and accept the terms as written.***

Authorized Representative's signature: \_\_\_\_\_ Date: \_\_\_\_\_