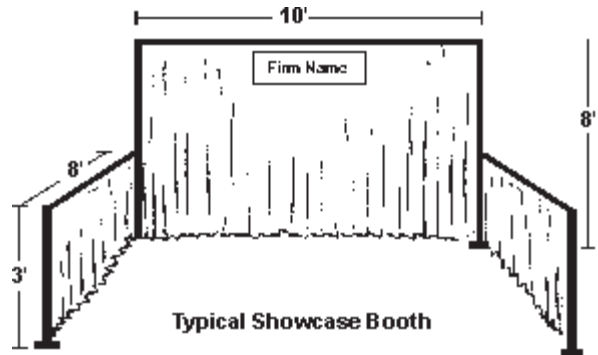


EMDA's Industry Showcase

Thursday, November 4, 2010 • 10:30A – 2:30P • Marsalis Hall • Hyatt Regency Dallas

Showcase Registration Options & Fees:

- \$575 Exhibitor Registration for the Industry Showcase
(Fee is \$675 after Sept.30)
- \$475 Exhibitor Registration for EMDA Members
(The fee for EMDA members does not increase after Sept. 30.)



The Industry Showcase Exhibitor fee provides:

- One 8'x10' exhibit booth with drape (back 8' high; sides 3' high)
- One 7"x44" exhibitor ID sign
- Two chairs
- One 6' draped table
- One wastebasket
- Listing in Convention Program & Web Site
- Free admittance to EMDA Contact Session
- One complimentary copy of the EMDA *Membership Directory*

Registration as an exhibitor in the **EMDA Industry Showcase** is NOT registration for the EMDA Convention, which is available to members only.

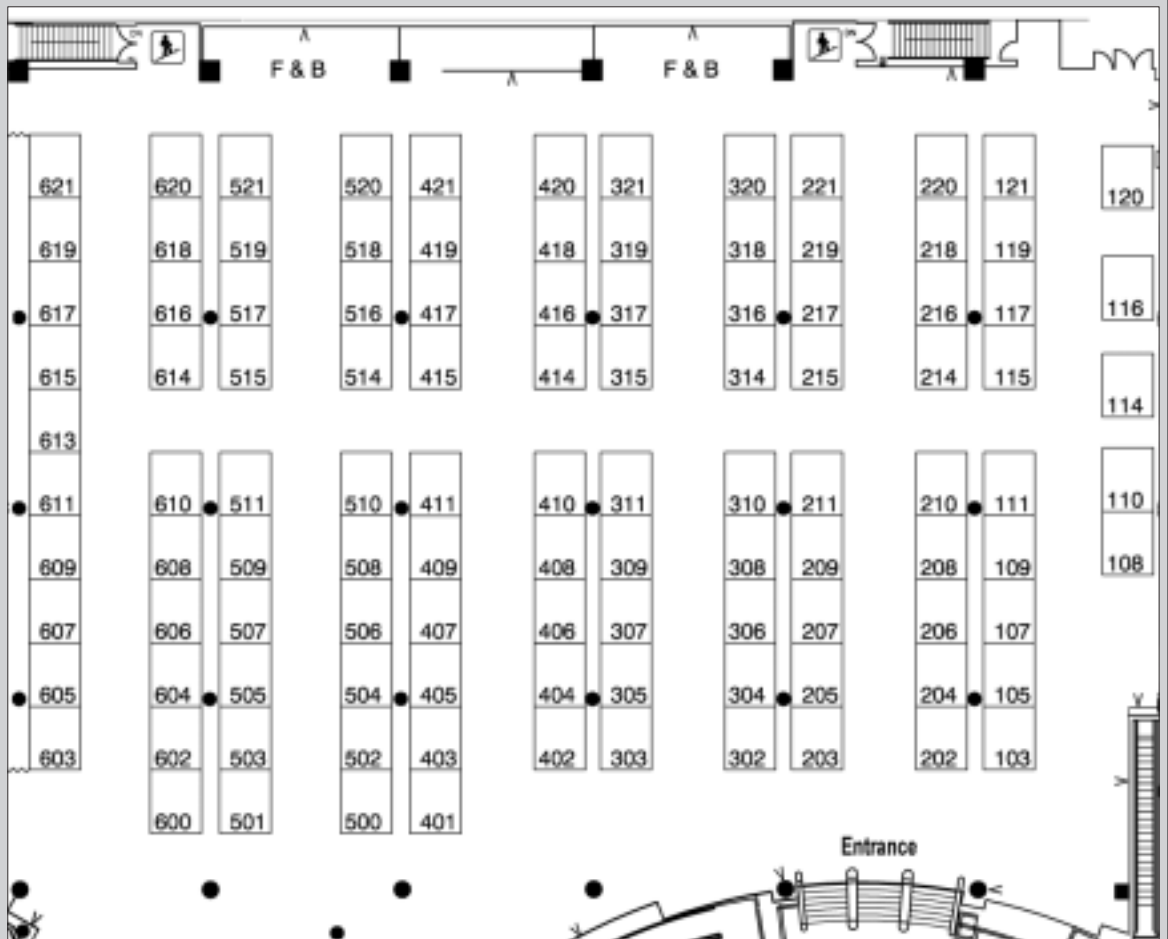
Audience for Showcase is comprised of registrants for the EMDA and FEMA conventions. Only those convention badges will be allowed entrance to view the Show.

Showcase regulations are included on the back of this flyer

Please note, membership in EMDA or FEMA is *not* a requirement to exhibit in the Showcase.

Set-up times for booths
100 to 421
12:00P - 6:00P
Wednesday
and
7:00A -10:00A
Thursday

Set-up times for booths
500 to 621
7:00A - 10:00A
Thursday



EMDA's Industry Showcase

RULES & REGULATIONS

Submission of the EMDA Showcase/Contact Registration Form and remittance of appropriate registration fees constitutes agreement to conform to these rules and regulations.

- Exhibitor service packets will contain details and pertinent information about mechanics of the **Industry Showcase** setup.
- Exhibitors will be admitted, *by Showcase badge only*, to set-up in the exhibit hall from 12:00P – 6:00P on Wednesday (for those in booths 103 through 421 only) and 7:00A – 10:00A on Thursday. Booths must be clear by 6:00P on Thursday.
- EMDA will assign booth locations, however your preference will be given every consideration.
- Information listing Industry Showcase exhibitors and a brief description of their products and/or services will be published on the Association Web Site once an exhibitor's registration fees are received.
- Exhibitors may not assign or sublet any portion of booth space and no persons other than the exhibitors may exhibit or solicit business in the space.
- Sales of products or services not related to the shortline ag equipment industry will not be permitted.
- Obstructions of aisles will not be permitted. The exhibit area is for table-top display of advertising materials, small equipment and parts.
- EMDA is not responsible for injury to exhibits or exhibitors by any cause. EMDA assumes no responsibility or liability for any property of the exhibitor which may be located in the exhibit area or for drayage received and stored by Freeman.
- Exhibitor shall be fully responsible to pay for any and all damage to property owned by Hyatt Regency Dallas at Reunion, its owners or managers that result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt Regency Dallas at Reunion, Hotel Owner, EMDA, and their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arigin from or out of or y reason of any accident or bodily injury or other occurrences to any peron or persons, include the Exhibitor, its agents, employees, and business invitees, which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.