



## Connecting the World's Best Specialty Grains Producers with the World's Best Customers

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

Date: May 1, 2009

To: \_\_\_\_\_

From: Bruce Abbe, Executive Director

Subject: **Exhibitor Invitation –  
2009 Midwest Specialty Grains Conference Trade Show**

Plans are rapidly coming together for the 2009 Midwest Specialty Grains Conference & Trade Show. It promises to be an outstanding event. We invite you to be an exhibitor at this special international trade show which showcases the very best of the value-added, IP grains industry in the Upper Midwest.

The Specialty Grains Trade Show will be held September 1-2, 2009 at the Sioux Falls Convention Center, and the attached Sioux Falls Sheraton, in Sioux Falls, South Dakota. The trade show is hosted by the Midwest Shippers Association, a cooperative regional trade association made up of growers, processors, traders, shippers and industry firms serving the identity preserved specialty grains industry of the U.S. Upper Midwest region. Sioux Falls is a major regional agricultural center that will provide an outstanding, first class venue for the Trade Show and the important conference sessions. An optional IP grain production and research-focused post conference tour will again be offered on September 3.

### **We invite you to be an exhibitor in the Trade Show and conference.**

Once again, we have an outstanding conference program planned that will highlight our region's leadership in supplying the highest quality IP grain to world markets. Enclosed is a tentative draft program for the information-packed event. It will feature leaders in international export banking; overseas grain markets; international shipping and transportation; soybean, corn and wheat industry experts; seed industry research and development leaders; and government representatives.

The trade show portion of the conference begins Tuesday, September 1, 2009, with the main conference kick-off at 1 p.m., and the first day of Trade Show running tentatively from approximately 4:30 – 9 p.m. at the spacious convention center exhibit hall. We will have our evening reception with ample food and refreshments during the Trade Show in the exhibit hall. The trade show continues mid-day Wednesday, September 2. Each booth is 10 feet deep and 10 feet wide and includes: one complete conference registration, 50% off a second registration, an 8 foot draped table and two chairs. Other services are available at cost by special arrangement through the convention center.

The exhibit booth fee is unchanged -- only \$500 for MSA members or \$675 for non-member exhibitors – a great bargain for an international business trade show of this caliber. (Go to our new web portal at [www.midwestshippers.com](http://www.midwestshippers.com) to learn about how to become a member, pro-rated for first time members.)

To reserve a booth in the Trade Show, please complete the Exhibitor Booth Contract and mail it to the **Midwest Shippers' Association, 7500 Flying Cloud Drive, Suite 900 Eden Prairie, MN 55344 U.S.A.** A check payable to the Midwest Shippers' Association should accompany the contract. Upon receipt of the paid contract, a booth assignment will be made. Contracts are being accepted on a first come-first served basis.

For lodging at the Sioux Falls Sheraton Hotel- contact the hotel directly at (605) 367-9690 and ask for the Midwest Specialty Grains Conference special rate of only \$99 per night, plus tax, for a Traditional room (single/double/triple/quad). You can also upgrade to an Executive Wing Room at \$109; or Club Level room at \$119; or Plaza Suite at \$139 (all single/double/triple/quad occupancy)

We greatly appreciate your participation as an exhibitor in the Midwest Specialty Grains Trade Show. We anticipate a strong turnout of Midwest grain producers, processors and trades, seed industry representatives and companies, shipping industry firms, grain industry quality and equipment companies; leading commodity organizations and research institutions, and international delegations. A DDGS and Feed delegation from Taiwan is confirmed, a soyfoods delegation from Japan anticipated, and other foreign buyer representatives are being pursued.

Thank you for your interest in this upcoming event. Please fill out and return your exhibitor registration and payment. We look forward to seeing you there.

If you have any questions, please feel free to contact me at (952) 253-6231 or by e-mail, [info@mnshippers.org](mailto:info@mnshippers.org). For updated conference details, go to [www.grainconference.com](http://www.grainconference.com).

# MIDWEST SHIPPERS ASSOCIATION

## EXHIBITOR CONTRACT

This contract entitles your firm to participate as an exhibitor in the 2009 Midwest Specialty Grains Conference Trade Show scheduled for September 1 – 2, 2009 at the Sioux Falls Convention Center and Sioux Falls Sheraton, in Sioux Falls, SD and hosted by the Midwest Shippers' Association.

Please complete the information below and return the contract to the Midwest Shippers' Association to reserve your place in our Trade Show. **A check payable to the Midwest Shippers' Association should accompany the contract.**

**BOOTH ASSIGNMENT BY MSA: #** \_\_\_\_\_

**BOOTH RATE: MSA Member @ \$500  
Non-Member @ \$675**

Each Exhibitor Receives: 10' by 10' exhibit booth area, with 8' high maroon and silver background drape  
3' high side dividers  
1-8' draped table & 2 chairs, plus a waste basket  
1 complete conference registration  
50% off a second conference registration

Official Exhibitor Service Provider - **Sioux Falls Convention Center – (Stephanie Schilling – 605-367-4167)**

Use of Space:

- It is hereby agreed that the lessee be responsible for any damages caused by the lessee to the exhibit space.
- It is understood that no displays or direction signs shall be placed anywhere on the premises.
- It is understood that neither the Sioux Falls Convention Center, Sioux Falls Sheraton, nor the Midwest Shippers' Association is responsible for any injury, loss or damage in any way either prior, during or following the period covered by the exhibitor contract. The exhibitor, upon signing the contract, expressly releases the foregoing names from any and all claims for such loss, damages or injury.
- It is further understood that no one other than the undersigned shall use the assigned booth space for any purpose.
- **Cancellation** by an exhibitor, following the signing of this contract and **prior to August 7, 2009**, will result in a 50% forfeiture of the exhibit charge. After that date, an exhibitor forfeits 100% of the exhibit charge.

**FIRM NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_

**STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**PRODUCT OR SERVICE TO BE DISPLAYED:** \_\_\_\_\_

I have read this contract and approve of its content.

**Authorized by:**

**Accepted by:**

\_\_\_\_\_  
Exhibitor Signature

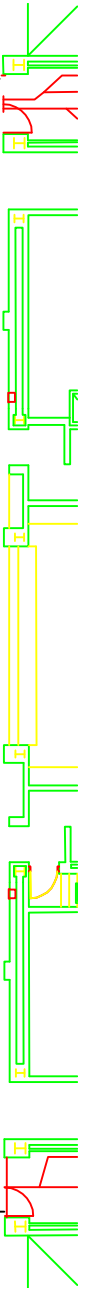
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Date

**Bruce Abbe**  
**Executive Director**

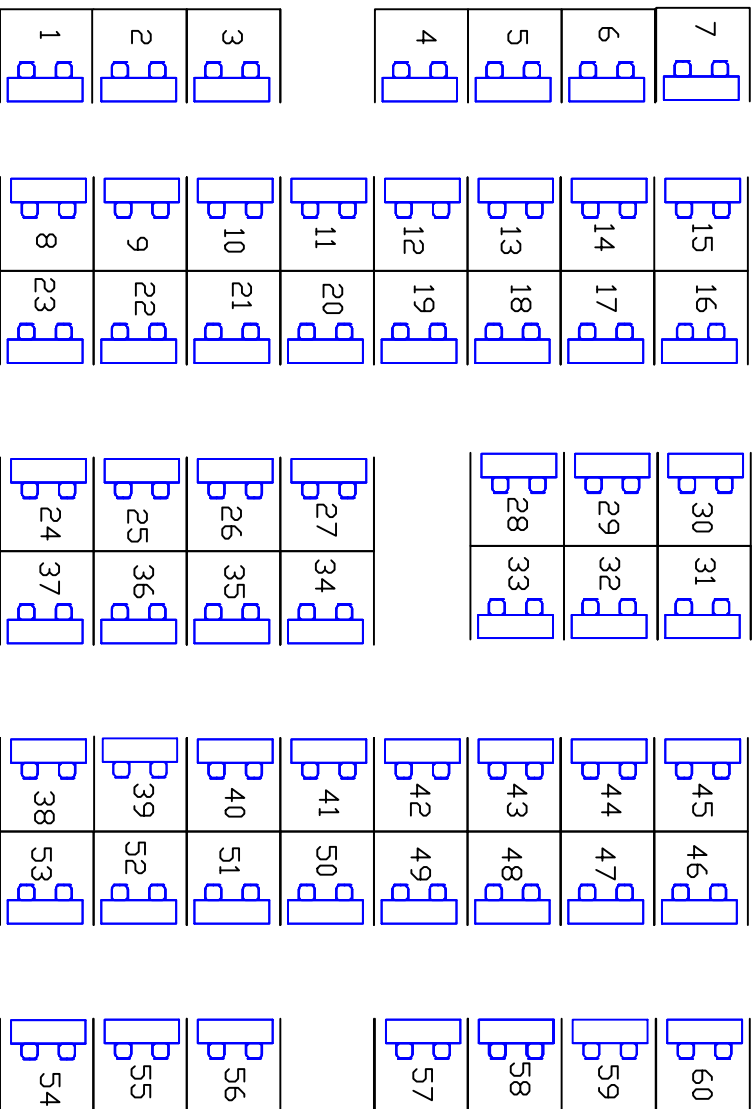
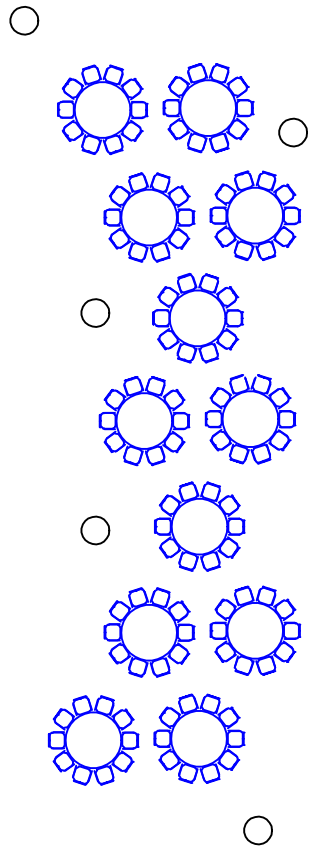
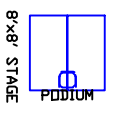
\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

Midwest Shippers' Association address: 7500 Flying Cloud Drive, Suite 900, Eden Prairie, MN 55344  
Phone: 952-253-6231 FAX: 952-835-4774 email: info@mnshippers.org



HANDHELD WIRELESS MIC AT PODIUM



<60> 10'x10' VENDOR BOOTHS



EXHIBIT HALL 2

MIDWEST SHIPPERS ASSOCIATION  
 SEPTEMBER 1-2, 2009