

---

## *The Indiana Horticultural Congress*

*A congress of:*

*Indiana Horticultural Society  
Indiana Vegetable Growers Association  
Indiana Farm Market Association  
Indiana Raw Products Conference*

*Indiana Wine Grape Council  
Indiana Winery & Vineyard Association  
Center for New Crops & Plant Products  
Hoosier Organic Marketing Education*

October 30, 2009

Dear Exhibitor:

Booth space for the 2010 Indiana Horticultural Congress and Trade Show is filling up fast. The Trade Show is already over half full, but we still have room for you to join us. Enclosed is the exhibitor application form. Please complete this form and return it ASAP to assure a space in the Trade Show.

As a reminder the Indiana Horticultural Congress is January 19-21, 2010 at the Wyndham Hotel (formerly the Adam's Mark Hotel) in Indianapolis. The trade show will run Tuesday morning, Wednesday and Thursday (Jan. 20-21). Exhibitors will now have the option of 2 set-up times. The first option is the same as last year: setup early on the 2<sup>nd</sup> morning of the Congress and exhibit for 2 days. The other option is to set up between 10 am – noon during the morning of the first day of the Congress and exhibit for 2 ½ days. There are no additional fees for setting up early.

In 2009, the Congress attracted about 500 attendees, all potential customers for your business. We will list the name and contact information of all exhibitors in the on-site version of our program and our website, so that attendees can contact you not only at the Congress, but after the Congress also.

Once again this year, exhibitors will have the opportunity to sponsor coffee breaks and the Hort. Congress Social Hour (see "Application for commercial exhibit space" form enclosed). Coffee break sponsorship will be recognized with a sign during the show and Social Hour sponsorship will be recognized with a sign and also recognition from the podium. Sponsors of the Social Hour will also receive complimentary drink tickets to distribute to their clients. We encourage you to attend the Indiana Winegrower's Guild luncheon or the Raw Products luncheon on Tuesday, and the Indiana Horticultural Congress luncheon on Wednesday.

Booths measuring 8'x10' are available in the Hall of Champions. Booth prices are \$250.00 if you register before November 20, 2009; and \$300.00 if you register after this date (subject to availability). See enclosed Application for commercial exhibit space form. We will provide either one 8'x30" table or two 6'x18" tables, and two chairs within the limits of availability. If you need additional tables for your booth other than the ones allocated, please bring them with you. Space is limited and the Trade Show fills up fast, so please register early!

Exhibitors who attended the 2009 Trade Show will have priority to either keep the same booth location or choose a new one. Available exhibit booths will be awarded on a first-come, first-served basis, so the sooner we receive your exhibitor application, the more choice you will have regarding booth location. *We will accommodate you as best as we can, but we reserve the right to allocate space on a first-come, first-served basis.*

Please take note of the set up and opening schedules, as these have changed from previous years. The Hall of Champions will be open for exhibitors to set up their exhibits at the following times:  
Tuesday, January 19, 10:00 am – 12:00 pm  
Wednesday, January 20, 6:00 – 9:00 am

The Hall of Champions will open to conference attendees at 12:00pm, Tuesday, January 19 and all exhibitors choosing to exhibit early should be ready by that time. All other exhibitors should be ready to exhibit at 9:00am, Wednesday, January 20. Exhibits should remain intact until the Trade Show closes at 4:00 p.m. on Thursday. A forklift will be available for heavier items.

The Trade Show will be open at the following times:

Tuesday, January 19, 12:00 pm – 6:45 pm  
Wednesday, January 20, 9:00 am - 6:30 pm  
Thursday, January 21, 8:00 am - 4:00 pm

Should you need electricity, please fill out the hotel service order form (see enclosed Electrical and Exhibit Service Order Form) and return it directly to the hotel. A decorating company will handle the set-up and arrangements of booths within the Trade Show.

Lodging reservations should be made directly to the Wyndham Hotel, 2544 Executive Drive, Indianapolis, IN 46241, Phone 317-248-2481. Be sure to mention that you will be with the Indiana Horticultural Congress (IHC). We have negotiated a special rate of \$92.00/night plus tax. Rooms at this rate will be held until January 11, 2010.

The IHC Web Page at [www.inhortcongress.org](http://www.inhortcongress.org) will provide you with complete information about the 2010 Indiana Horticultural Congress and Trade Show and allow you to download additional copies of the forms enclosed with this letter. If you have questions, please contact Tammy Goodale by phone: 765-494-1296; fax: 765-494-0391; or email: [tgoodale@purdue.edu](mailto:tgoodale@purdue.edu) Remember to reserve early because space is limited! We look forward to seeing you at the Congress in Indianapolis!

With best wishes,



Peter M. Hirst  
Indiana Horticultural Congress, Chair  
Enclosures:

**(FOR EXHIBITORS ONLY)**

**2010 Indiana Horticultural Convention & Trade Show**

January 19-21, 2010, Wyndham Hotel, Indianapolis, IN 46241

(Formerly Adam's Mark Hotel)

**2010 APPLICATION FOR COMMERCIAL EXHIBIT SPACE**

Firm Name: \_\_\_\_\_ Product/Service you provide: \_\_\_\_\_

Address: \_\_\_\_\_ Representatives, **Limit 4:** (for name tags)

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

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

E-mail: \_\_\_\_\_ (For confirmation purposes only)

We request exhibit space at the **2010 Indiana Horticultural Convention and Trade Show**. (Please indicate 1st, 2nd, and 3rd choice of space on layout diagram. Electricity will once again be available through the hotel (see enclosed sheet).

- \_\_\_\_\_ Exhibit at \$200.00 per booth for IHC only (Wed & Thurs) \$ \_\_\_\_\_  
\_\_\_\_\_ Add \$50.00 extra per booth if registered after November 13, 2009  
\_\_\_\_\_ On-site registration for exhibit space of \$300.00 (if available).
- \_\_\_\_\_ Display of brochures and advertisements only at \$100.00 (Wed & Thurs) \$ \_\_\_\_\_  
We recognize this will be placement of materials on a table.
- \_\_\_\_\_ I will sponsor a coffee break at \$150.00 \$ \_\_\_\_\_  
(This will be recognized with a sign during the show).

Hort Congress Social Hour (Wednesday, Jan. 20)

- \_\_\_\_\_ Gold Sponsor (\$200) – recognized with a sign and the opportunity \$ \_\_\_\_\_  
to introduce yourself and your products at the reception.  
(Includes 20 complimentary drink tickets)
  - \_\_\_\_\_ Silver Sponsor (\$100) – recognized with a sign at the reception. \$ \_\_\_\_\_  
(Includes 10 complimentary drink tickets)
  - \_\_\_\_\_ Bronze Sponsor (\$50) – recognized with a sign at the reception. \$ \_\_\_\_\_  
(Includes 5 complimentary drink tickets)
  - \_\_\_\_\_ Luncheon Ticket(s)  
\_\_\_\_\_ Wednesday (Wine Grape) @ \$22.00 \$ \_\_\_\_\_  
\_\_\_\_\_ Wednesday (Raw Products) @ \$12.00 \$ \_\_\_\_\_  
\_\_\_\_\_ Thursday (IHS, IVGA, IFMA) @ \$22.00 \$ \_\_\_\_\_
- Total: \$ \_\_\_\_\_

Payment enclosed. (Payable to - **INDIANA HORTICULTURAL CONGRESS**)

We will pay at the Convention. (Late payments will carry a 1.5% per month interest rate)  
Sorry, for the inconvenience, but we do not accept credit cards, **CASH OR CHECK ONLY.**

Please return to:

Tammy Goodale  
Indiana Horticultural Congress  
Purdue University  
625 Agriculture Mall Drive  
West Lafayette, IN 47907-2010  
Tel: 765/494-1296 Fax: 765/494-0391  
E-mail: tgoodale@purdue.edu  
Checks payable: **INDIANA HORTICULTURAL CONGRESS**

DO NOT WRITE IN THIS SPACE

Booth No.(s): \_\_\_\_\_  
have been reserved.

Payment Received       Payment Due

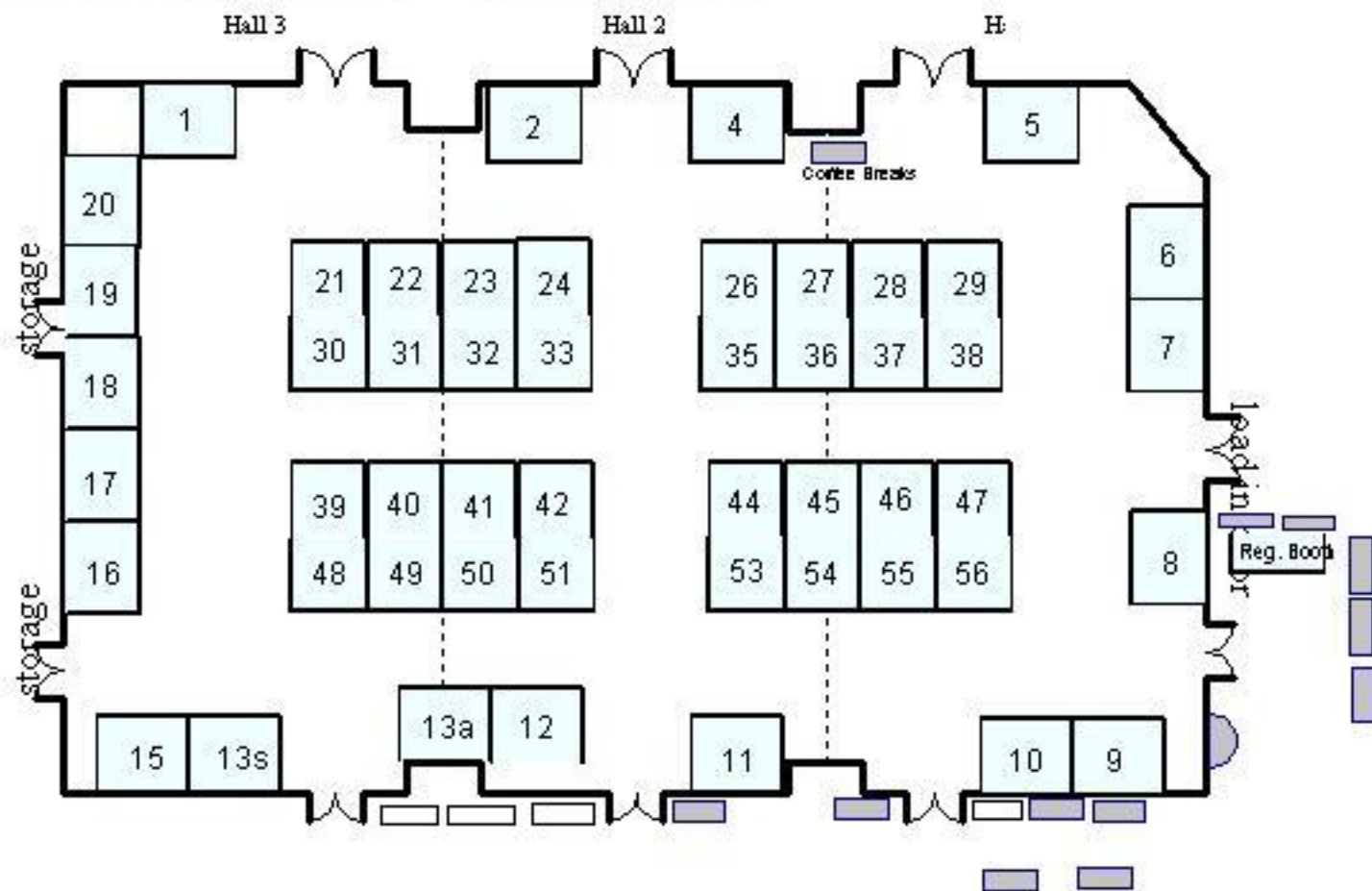
Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_

**Refund Policy:** 100% refund will be given to exhibitors canceling prior to Dec. 1st; 50% refund will be given if contract cancelled by Jan. 1st; No refunds will be given for cancellations received after Jan. 1st.

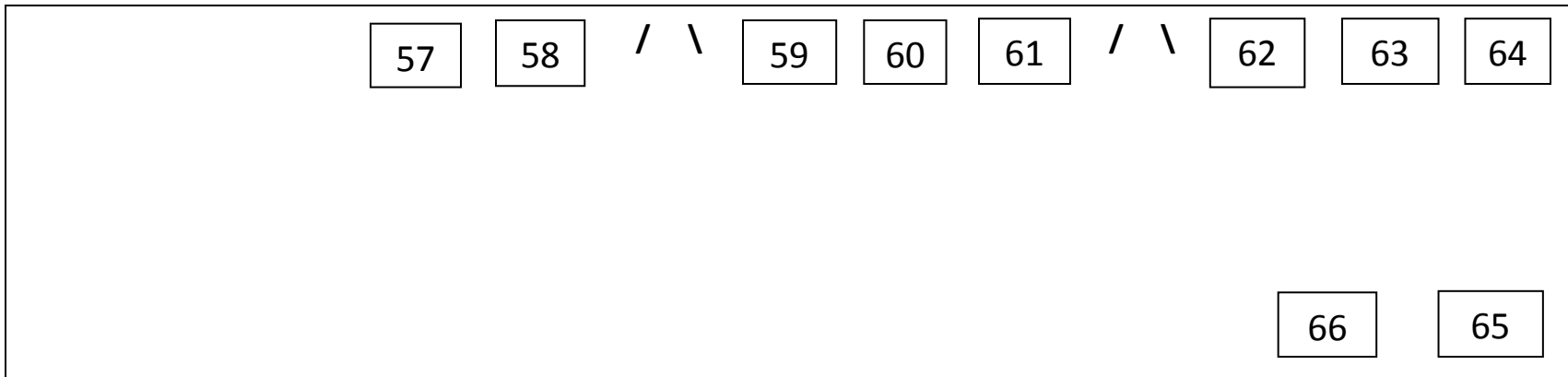
Indiana Horticulture Congress  
Tradeshow - Setup by PTR Expo

# Hall Of Champions

January 19-21, 2010



**Indiana Horticulture Congress Trade Show  
Wyndham Hotel Indianapolis Airport  
Hall of Champions over flow booths  
11 – 8' x 10' Booths**





adam's mark®

2544 Executive Drive, Indianapolis, IN 46241, Phone: (317) 248-2481 Fax: (317) 248-0187  
Adam's Mark Hotels, Kokua Hospitality, LLC

## ELECTRICAL AND EXHIBIT SERVICE ORDER FORM

EVENT \_\_\_\_\_ SET UP TIME AND DATE \_\_\_\_\_  
 CLIENT \_\_\_\_\_ TEAR DOWN DATE AND TIME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_ DATE OF REQUEST \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ MEETING ROOM \_\_\_\_\_  
 TELEPHONE \_\_\_\_\_ BOOTH # \_\_\_\_\_  
 FAX# \_\_\_\_\_ ON SITE CONTACT \_\_\_\_\_

### ELECTRICAL SERVICE

DESCRIPTION	Qty.	# Days	ADVANCE ORDER	FLOOR ORDER	TOTAL
0-2500 watts = (1) 20 amp circuit			\$ 40.00 per day	\$ 50.00 per day	
2501-3500watts = (1) 30 amp circuit			\$ 50.00 per day	\$ 75.00 per day	
3501-4500 watts = (1) 40 amp circuit			\$ 60.00 per day	\$ 85.00 per day	
4501-5500 watts = (1) 50 amp circuit			\$ 75.00 per day	\$ 95.00 per day	
SPIDER BOX = (6) 20 amp circuits			\$260.00 per day	\$285.00 per day	
OTHER SPECIAL REQUEST					
<b>TOTAL ELECTRIC SERVICE</b>					

All rental items are subject to applicable Indiana sales tax.

Power services are based on 110 Volt single phase service. 208 Volt single phase service will be billed at two (2x) single phase price. 120-208 three phase power will be billed at three (3x) single phase price.

### RENTAL ITEMS

DESCRIPTION	QUANTITY	ADVANCE ORDER	FLOOR ORDER	TOTAL
12' extension cord		\$10.00 per day	\$15.00 per day	
6' step ladder		\$10.00 per hour	\$15.00per hour	
Scissor Lift / Forklift		\$75.00 per hour	\$95.00per hour	
Other Special Request (Open Top Waste Container \$750.00)				
<b>TOTAL RENTAL ITEMS</b>				

All rental items are subject to applicable Indiana sales tax.

\*VEHICLES BEING BROUGHT IN, USE OF SMOKE, HAZE OR FOG MACHINES REQUIRE 1 WEEK ADVANCE NOTICE AND SPECIAL LABOR COSTS.

### ADDITIONAL SERVICES

Engineering labor rate reg. (1 hour min.)		\$40.00 per hour	
Engineering labor rate O.T. (1 hour min.)		\$60.00 per hour	
Banners hung (1 hour min.)		\$40.00 per hour, per person	

### ALL ORDERS MUST BE PAID PRIOR TO EVENT TOTAL ADDITIONAL SERVICES

Make payable to Adam's Mark, Indianapolis

NOTE: Client is responsible for all items rented.  
Any missing items at the conclusion of the event will be billed to client accordingly.

Credit Card # \_\_\_\_\_

Exp. \_\_\_\_\_

Name On Card \_\_\_\_\_

Type of Card  MC  V  DC  AE

Check # \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

Electrical Service (taxable)	
Rental Items (taxable)	
Engineering Labor	
Indiana State Tax = 7%	
<b>Total All Services</b>	

Please return this form with payment for this service directly to the hotel

TELEPHONE ORDER FORM



AV Department  
2544 Executive Drive  
Indianapolis, IN 46241  
Ph. (317) 381-6161  
Fax (317) 248-0187

Company: \_\_\_\_\_  
 Event: \_\_\_\_\_  
 Set up Date: \_\_\_\_\_ Set up Time: \_\_\_\_\_ Booth / Room \_\_\_\_\_  
 End Date: \_\_\_\_\_ End Time: \_\_\_\_\_

ON-SITE CONTACT NAME (print)
Address
City, State, Zip
Phone Number ( )
Fax Number ( )
<b>Payment Terms &amp; Conditions</b>
Full payment, including sales tax, is due in advance, or must be able to bill a sleeping room or Master Account. <b>Purchase orders are not accepted.</b>
A representative must be in your booth / room to sign for delivery of equipment.
All equipment must be returned to AV in the same condition as it was in at the time of delivery, normal wear and tear excluded.
Company agrees to be billed for any damages of loss of equipment while in exhibitor's care or control.
For equipment not listed, or special assistance, please call (317) 381-6161

DESCRIPTION	QTY	RATE	#DAYS	TOTAL
<b>Analog Telephone Lines</b> <small>(Commonly used for Modems and Credit Card Machines)</small>	_____	@ \$35	_____	= \$0
<b>Direct Inward Dial</b> <small>3 weeks advanced notice.</small> <small>(Line can be Accessed Directly from the Outside through its Independent Number)</small>	_____	@ \$125	_____	= \$0
<b>House Phone</b> <small>(In House Access Only)</small>	_____	@ \$25	_____	= \$0
<b>Speaker Phone (Simplex)</b>	_____	@ \$40	_____	= \$0
<b>Polycom Speaker Phone (Duplex)</b>	_____	@ \$165	_____	= \$0
<b>High Speed Internet Access</b> <small>(High Speed Internet Connection)</small>	_____	@ \$175	_____	= \$0
<b>DSL Internet Access</b> <small>(High Speed Internet Connection)</small>	_____	@ \$175	_____	= \$0
<b>***ADDITIONAL***</b>				
<b>High Speed Internet Ports</b>	_____	@ \$75	_____	= \$0
<b>Telephone Line Installation Fee</b> <small>(per Location) REQUIRED</small>	_____	\$50	_____	= \$50

A 20% sService Charge and 6% State Sales Tax has to be figured in for pre-payment.  
 All prices listed above are per day / per line. In addition to the above charges,  
**We will bill for all local and long distance charges.**

<b>Payment</b>	Please complete the requested information below:
Credit Card	Master Account
Card:	Name:
Cardholder's Name (as shown on card):	
Account No.	Expiration Date
Authorized Signature	
Telephone Number ( )	

TOTAL COST	
Equipment Rental Total:	_____
Telephone Installation Fee:	<b>\$50.00</b>
20% for Equipment	_____
SUBTOTAL:	_____
6% Sales Tax:	<b>\$0.00</b>
GRAND TOTAL	_____

For internal Use Only

Account Number HIS \_\_\_\_\_  
 Account Name HIS \_\_\_\_\_  
 Phone Extension \_\_\_\_\_