



NEBRASKA AG EXPO
DECEMBER 8-10, 2020
LANCASTER EVENT CENTER | LINCOLN, NE

Important Show Information

Thank you for being an exhibitor at the Nebraska Ag Expo. A complete list of exhibitors can be found at nebraskaagexpo.com.

We appreciate the support we are getting from exhibitors in holding this event. Although most of our planning is done, it will take everyone's cooperation in the execution to make this event successful and safe.

The safety of all exhibitors, producers and expo staff remains our top priority. We have been working closely with the Lancaster Event Center and likewise with the Lincoln-Lancaster County Department of Health to provide a safe environment. One item in our favor is that University of Nebraska-Lincoln students leave for winter break on or before November 25 which should help drop the number of active cases. [Click here](#) to see the latest exhibitor and producer safety protocols.

Some of you may have heard that Nebraska Governor Pete Ricketts announced today that indoor halls and events can have no more than 25% of rated occupancy (up to 10,000 people). This directed health measure will be effective through November 30. A 25% rated occupancy is not the same as 25% of our normal attendance. We have been working with the Lancaster Event Center and the Lincoln-Lancaster County Department of Public Health. There are a lot of variables to consider such as aisle space, dining area, timing when producers come and how long they stay for attendance numbers. Knowing all the "behind the scene" numbers, the Governor's "25% capacity limit" may only hinder us slightly in regards to attendance limits.

We are excited that grain prices have risen and there is great optimism in the ag community. We expect increased year-end buying by producers due to this and the increased government support payments. Purdue University/CME Group Ag says their monthly index continues to rise. Click on the following link to read their report: [Ag Barometer Rises to Record High – Improving Financial Conditions](#)

Important operational information:

Show Dates and Times:

Tuesday, Dec. 8 8:30 am - 4:30 pm

Wednesday, Dec. 9 8:30 am - 4:30 pm

Thursday, Dec. 10 8:30 am - 3:00 pm

For additional safety, exhibitors that are not scheduled a specific move-in time are recommended to avoid the heaviest move-in congestion times which occurs after 1:00 p.m. on Monday. You are welcome to set up your display on Sunday, December 6 between 1:00 and 5:00 or Monday, December 7 beginning at 8:00 a.m. For move-in outside these times, please contact us at 800-622-0016.

MOVE-IN FLOORPLANS are posted on nebraskaagexpo.com for each building.

EXHIBITOR CHECK-IN There will be no exhibitor check-in at the Expo office. Packets will be delivered directly to your booth instead.

NAME BADGES No personalized exhibitor name badges will be made this year to ease congestion in the Expo office. Blank name badges will be included with your exhibitor packet.

ELECTRONIC DISTRIBUTION OF LITERATURE/VIDEOS We are partnering with tXpo.net to offer a free "no touch" literature service where farmers can text a number posted in your booth to download literature and/or videos. Exhibitors can also use system as lead generator. A separate email with instructions will follow.

BOOTH ELECTRICITY service must be ordered through the Lancaster Event Center. If you need electricity for your booth and you have not already ordered it, you may place an [order here](#). [Ordering electricity after the November 27, 2020 cutoff date is MORE EXPENSIVE.]

WIRELESS INTERNET service is also ordered through the Lancaster Event Center. [Order Here](#) [Ordering internet after the November 27, 2020 cutoff date is MORE EXPENSIVE.]

BOOTH CATERING or MEAL VOUCHERS are also available through the Lancaster Event Center. [Order Here](#)

FREIGHT & BOOTH FURNISHINGS A 6' skirted table and 2 Samsonite folding chairs are provided with each exhibit space. If additional furnishings are needed or you need freight/storage service, contact AAA Rents at 402.467.4151 or [click here](#) on/before November 16, 2020.

TELEVISIONS or ELECTRONICS Contact Midwest Sound at 402-474-4918.

LODGING: Be sure to state that you are with the *Nebraska Ag Expo* for the special rates provided. [Click here](#) for motels that are supporting the event.

VENUE: Lancaster Event Center | 4100 N 84th Street | Lincoln, NE 68507 | 402.441.6545 | LancasterEventCenter.org

I look forward to seeing you in December!

Tom Junge

IA Field Director/Show Director

C: 515-238-4822