



NEBRASKA AG EXPO
FEBRUARY 23-25, 2021
LANCASTER EVENT CENTER | LINCOLN, NE

Thank you for being one of the nearly 500 exhibitors planning to attend the Nebraska Ag Expo. We appreciate the encouragement and support we are getting from you in holding this event.

We held a successful Iowa Ag Expo last week in Des Moines. The feedback from exhibitors was overwhelmingly positive. Many indicated that the quality of attendees was very strong. They also indicated that producers were ready to buy due to \$5/bu. corn, \$13/bu. soybeans and government support payments they received. Items were sold and solid leads taken.

On February 2, the Lincoln-Lancaster County Department of Health (LLCDH) announced that the COVID-19 Risk Dial was moved from Orange to Yellow. For the week ending January 30, 402 cases were reported, the lowest number of weekly cases since August. Local hospitalizations have also dropped by nearly 60% since December. We also had good news that effective January 22, indoor gathering was raised to 50% of rated occupancy (max. 10,000 individuals). Also, on January 29, Governor Pete Ricketts announced that the State was moving from the “blue” to “green” phase of its coronavirus pandemic response plan due to the percentage of staffed hospital beds in Nebraska filled by coronavirus patients dropping below 10% (7-day rolling average).

Although most of our planning is done, it will take everyone’s cooperation in the execution to make the Nebraska event successful and safe. We have been working closely with the Lancaster Event Center to provide a safe environment. The latest exhibitor and producer safety protocols will be posted at nebraskaagexpo.com.

As part of this plan, the Lancaster Event Center want **ALL** exhibitors to pre-order food to be delivered to their booth during the event. The three primary dining areas that are planned are for attendee dining. You can place your order by [clicking here](#).

Below is important operational information.

NOTE: There have been more booth changes than normal this year. Please look closely at your booth number, size and location.

**** SHOW HOURS****	Tuesday, Feb. 23	8:30 am - 4:30 pm
	Wednesday, Feb. 24	8:30 am - 4:30 pm
	Thursday, Feb. 25	8:30 am - 3:00 pm

See move-in maps for your move-in time. If no letter is assigned to your booth number, you can move-in on Monday from 8 am to 6 pm. For those without a letter please call the Association office at 800-622-0016 if you prefer to move-in on Sunday or if you need to make special arrangements.

EQUIPMENT STAGING: Pull-type equipment or equipment that can be unloaded without assistance can be brought to the Lancaster Event Center beginning Thursday, Feb. 18, NO EARLIER! **Any equipment delivered prior to Thursday will be charged \$30 per item, per day.**

FORKLIFTING: The show will provide forklifting at no charge beginning Friday, February 19 after 10:30 am.

NO SPRAY PAINTING or USE OF TIRE PROTECTANTS/CLEANERS is allowed [\$300 minimum fine for damage]. Use only soap and water to clean tires. Use of tire protectants and cleaners will result in an assessment for

damage/replacement of carpet or cleaning of the floor. Heavy materials or equipment cannot be dragged, skidded, or rolled over the floors. It must be carried or moved in/out on wheels.

ELECTRONIC DISTRIBUTION OF LITERATURE (Watch for emails from tXpo)

Exhibitors now have the ability to provide literature/videos to Expo attendees via text messaging. Advantages of this new exhibitor service include:

1. Lower cost of product literature/videos when offering them electronically to attendees.
2. Electronic literature means attendees have less to carry and won't lose the literature.
3. Less hand-to-hand contact in this current COVID-19 environment.
4. The ability to capture attendee cell phone numbers and other information for future follow-up.

How does it work? Exhibitors upload their literature and/or video to a portal provided by tXpo. Each exhibitor will have a sign posted in their booth with a unique code/number that attendees can text to receive information. Exhibitors will then be able to access the portal to download the individual's contact information for a small per inquiry fee (this part is optional). Attendees will be given instructions on how to access this information from exhibitors at the door.

PRESSURE WASHING will be provided, weather permitting Sunday, February 21 - 10:00 am - 4:00 pm and Monday, February 22 - 8:00 am - 4:00 pm.

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](#).

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](#). Early bird deadline is February 12.

WIRELESS INTERNET: Service is ordered through the Lancaster Event Center. [Order Here](#). Early bird deadline is February 12.

OTHER LEC SERVICES: Booth set up/tear down labor, outdoor equipment storage service. [Order Here](#)

BOOTH-DELIVERED CATERING service is also available through the Lancaster Event Center. [Order Here](#)

TRUCK & TRAILER PARKING: Trailers should be parked northeast of Pavilion 4 or southwest of the Lincoln Room. No trailers will be allowed to park in the lots North & West of the Event Center during the show. **NOTE: The parking lot east of Pavilion 3 will be used for attendee parking this year.**

EXHIBITOR ENTRANCE: Facilities will be open to exhibitors at 7:00 am on Tuesday, Feb. 23 and 7:30 am on Wednesday, Feb. 24 and Thursday, Feb. 25.

MOVE-OUT: Exhibitors WILL NOT be allowed to pack up or move out before 3:00 pm on Thursday, Feb. 25. Abuse of this has led to numerous complaints from attendees and other exhibitors trying to conduct business. **Exhibitors that pack up or move-out early are at risk of not being allowed to exhibit in 2021.**

- Exhibitor move-out must be completed by 7:00 pm Thursday (usually everyone is out by this time).
- The Association will charge \$75 for any equipment that needs to be pulled to the parking lot after the show unless prior arrangements are made with a member of the show staff.
- Exhibitors will be billed \$30 per item, per day for equipment left at the Lancaster Event Center after 4:30 pm on Tuesday, March 2.

VENUE: Lancaster Event Center | 4100 North 84th Street | Lincoln, NE 68507 | 402.441.6545

LODGING: Be sure to state that you are with the *Nebraska Ag Expo* to receive the special rate provided.

Staybridge Suites Lincoln I-80 | 2701 Fletcher Avenue | Lincoln, NE | 402.438.7829 | [website](#)

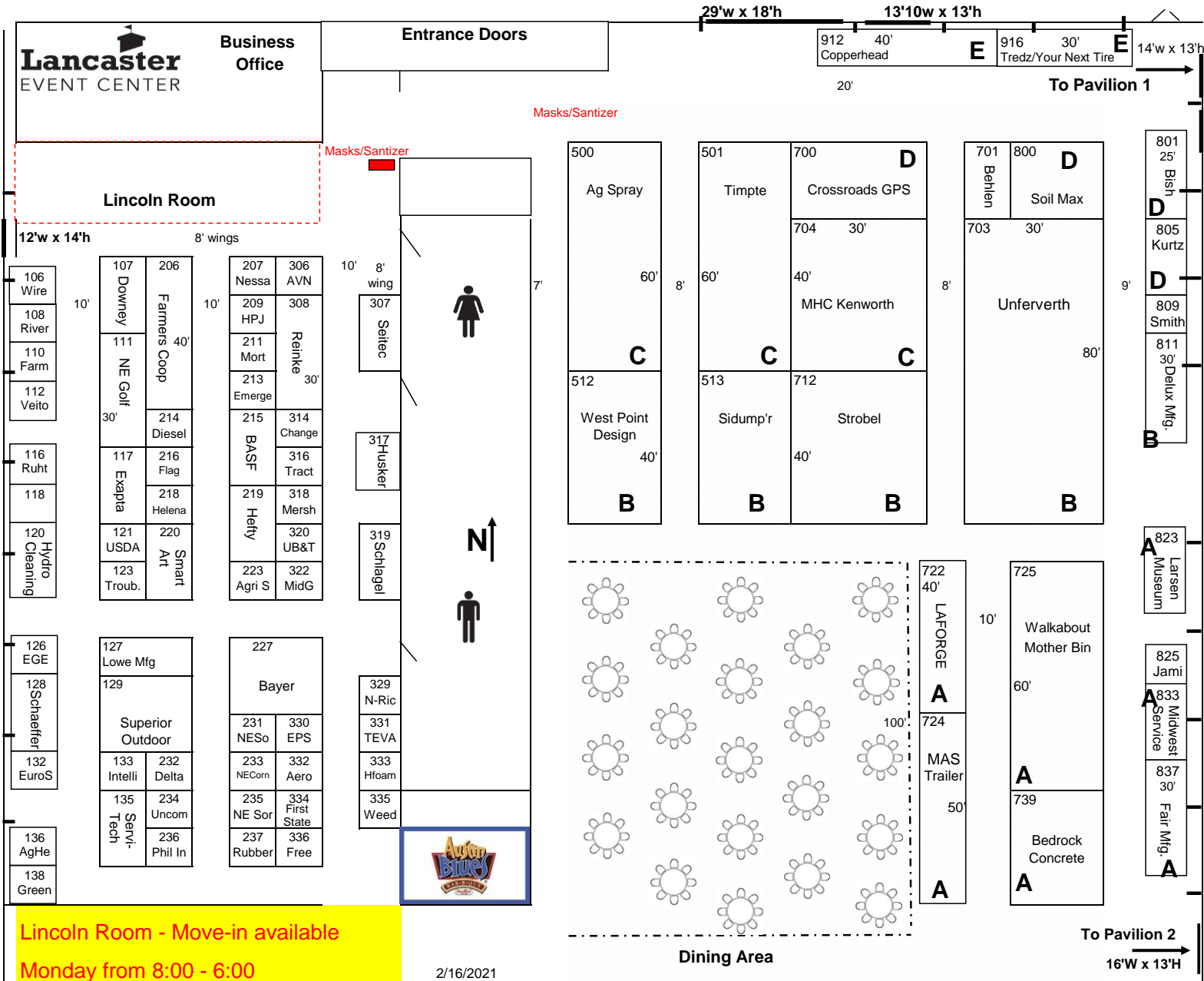
Staybridge Suites Lincoln Northeast | 1501 North 86th Street Lincoln | Lincoln, NE | 402.484.6000 | [website](#)

New Victorian Suites | 225 N 50th Street, 50th & O Street | Lincoln, NE | 402.464.4400 | [website](#)

INEDA | 8330 NW 54th Ave. | Johnston, IA 50131 | p 800.622.0016 | f 515.223.7832 | [nebraskaagexpo.com](#)

Lincoln Room & Multi-Purpose Arena

FEB. 2021



Multi-Purpose Arena Move-In Schedule

Sunday, February 21

A 12:00 pm - 2:30 pm

B 2:30 pm - 5:00 pm

Monday, February 22

C 8:00 am - 10:00 pm

D 10:00 pm - 12:00 pm

E 12:00 pm - 2:00 pm

Pressure washing:

Sun. 10:00 am - 4:00 pm

Mon. 8:00 am - 4:00 pm

NOTE: If no letter is assigned to your booth number, you may move in either Sunday or Monday

**Lincoln Room - Move-in available
Monday from 8:00 - 6:00**

2/16/2021

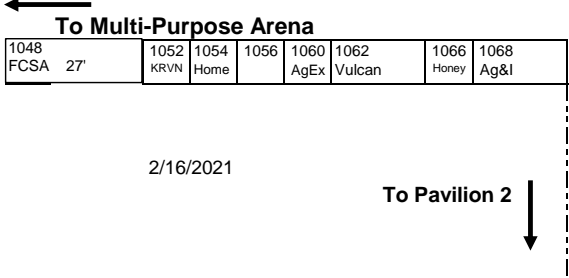
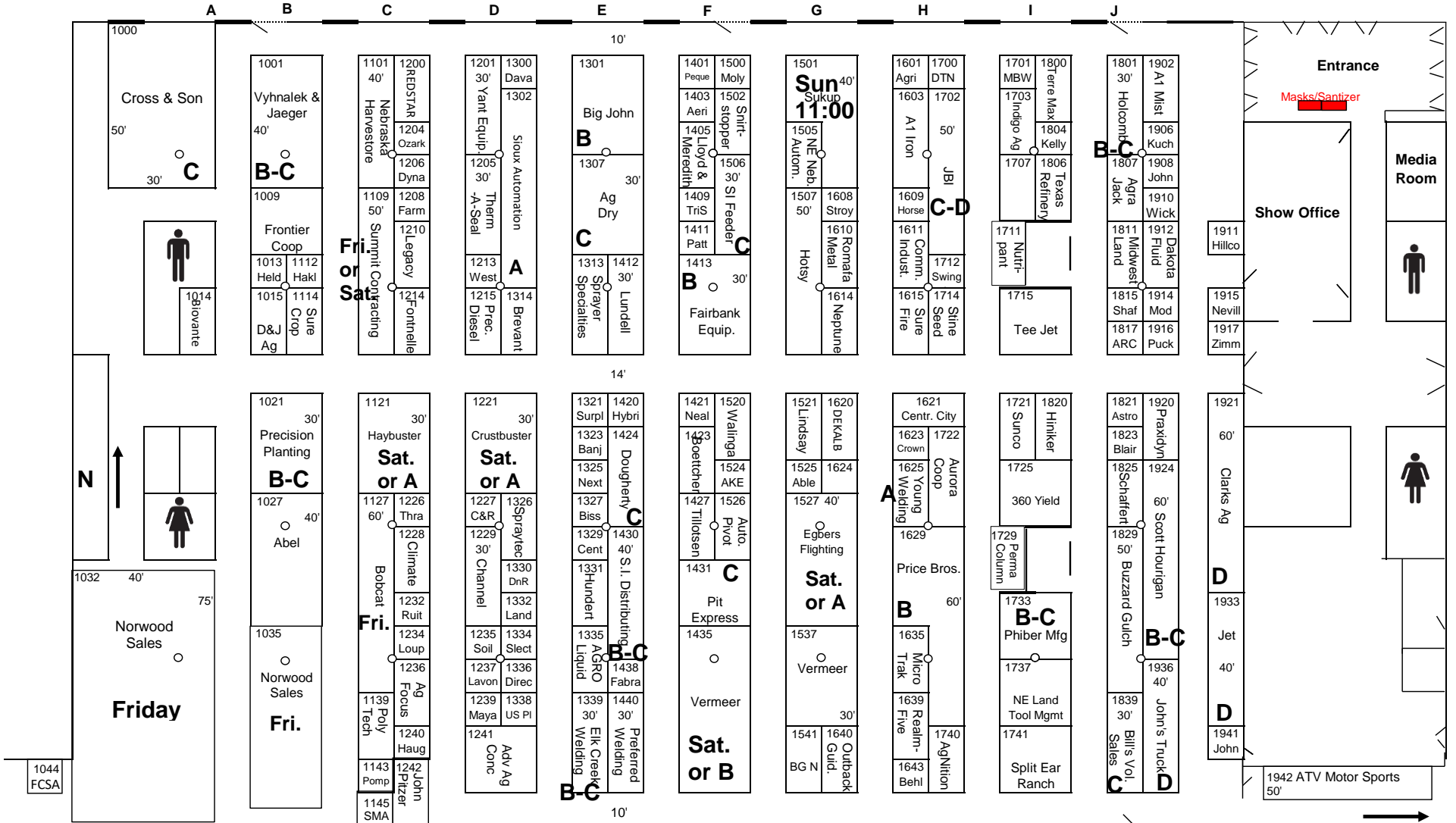
Pavilion 1

10'W x 12'H overhead doors on perimeter

20'W x 14'H

FEB 2021

1



Q 12'W x 12'H P O 10'W x 12'H overhead doors on perimeter M 20'W x 14'H L K
If no alpha letter is assigned to your booth number, you can move in on Sunday or Monday. To avoid congested time periods, arrive before 1:00 p.m. Monday. Thank You

Sun., Feb. 21 A 12:00 pm - 2:30 pm B 2:30 pm - 5:00 pm
 Mon., Feb. 22 C 8:00 am - 10:00 am D 10:00 am - 12:00 pm E 12:00 pm - 2:00 pm

Pressure washing: Sunday 10:00 am - 4:00 pm & Monday 8:00 am - 4:00 pm

(Printed 1/21/2021 1:43 PM)

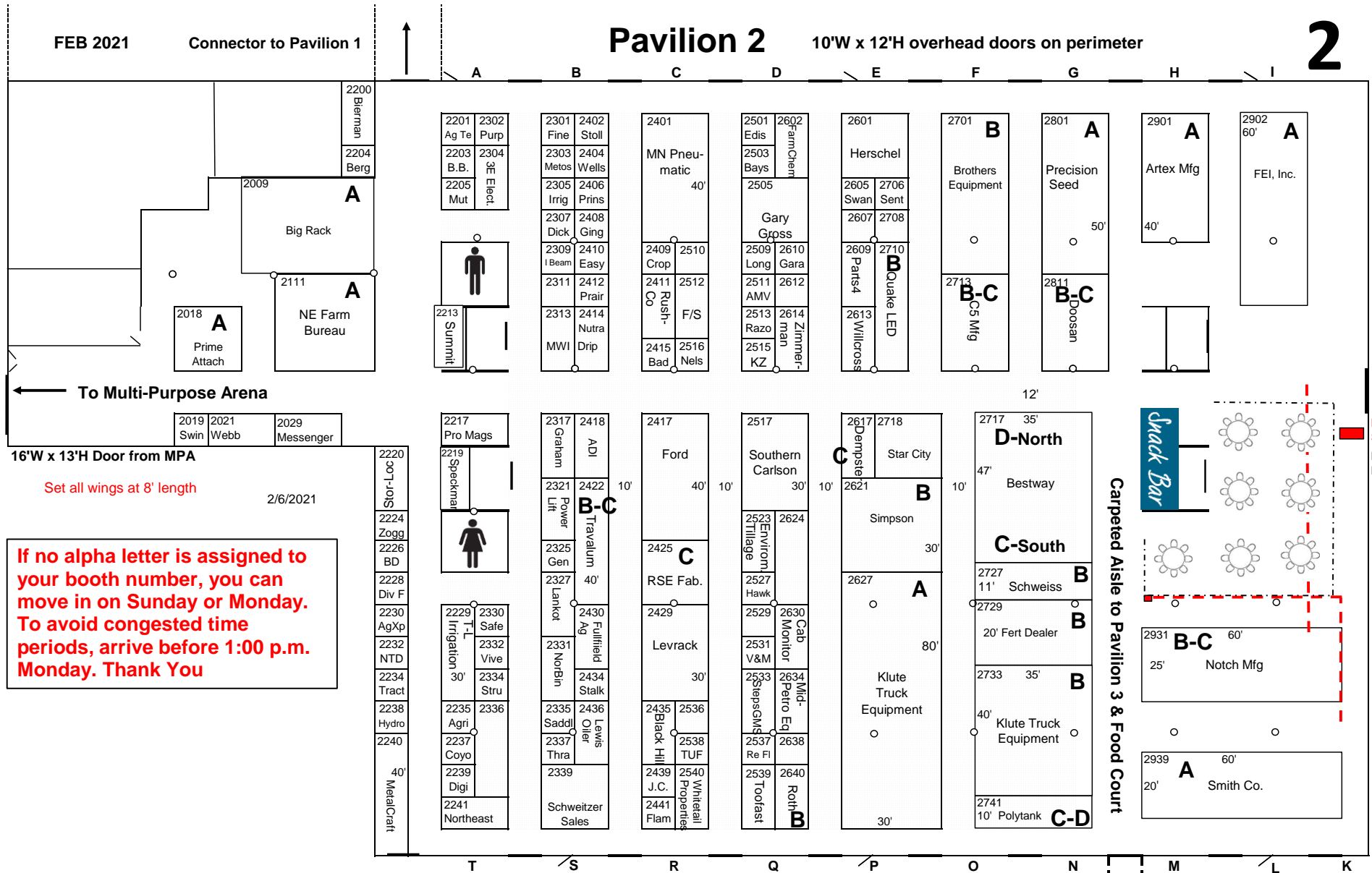
FEB 2021

Connector to Pavilion 1

Pavilion 2

10'W x 12'H overhead doors on perimeter

2



If no alpha letter is assigned to your booth number, you can move in on Sunday or Monday. To avoid congested time periods, arrive before 1:00 p.m. Monday. Thank You

Sunday, February 21

**A 12:00 pm - 2:30 pm
B 2:30 pm - 5:00 pm**

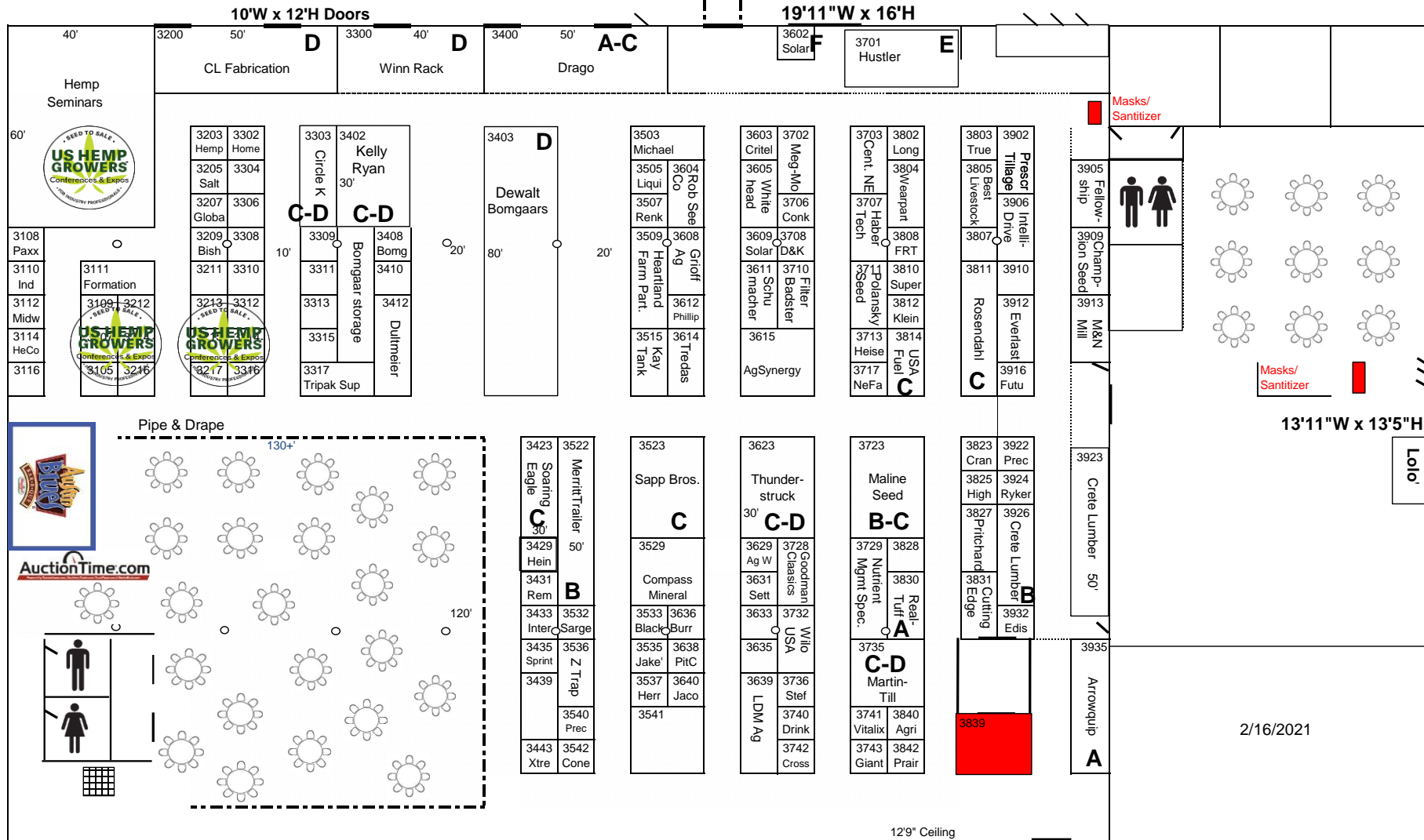
Monday, February 22

**C 8:00 am - 10:00 am
D 10:00 am - 12:00 pm
E 12:00 pm - 2:00 pm**

Pressure washing: Sunday 10:00 am - 4:00 pm & Monday 8:00 am - 4:00 pm

Please follow the move-in schedule. If special arrangements are required, please contact us at 800-622-0016.

Connector to Pavilion 2



If no alpha letter is assigned to your booth number, you can move in on Sunday or Monday. To avoid congested time periods, arrive before 1:00 p.m. Monday. Thank You

Sunday, February 21

A 12:00 pm - 1:30 pm

Monday, February 22

D 8:00 am - 10:00 am

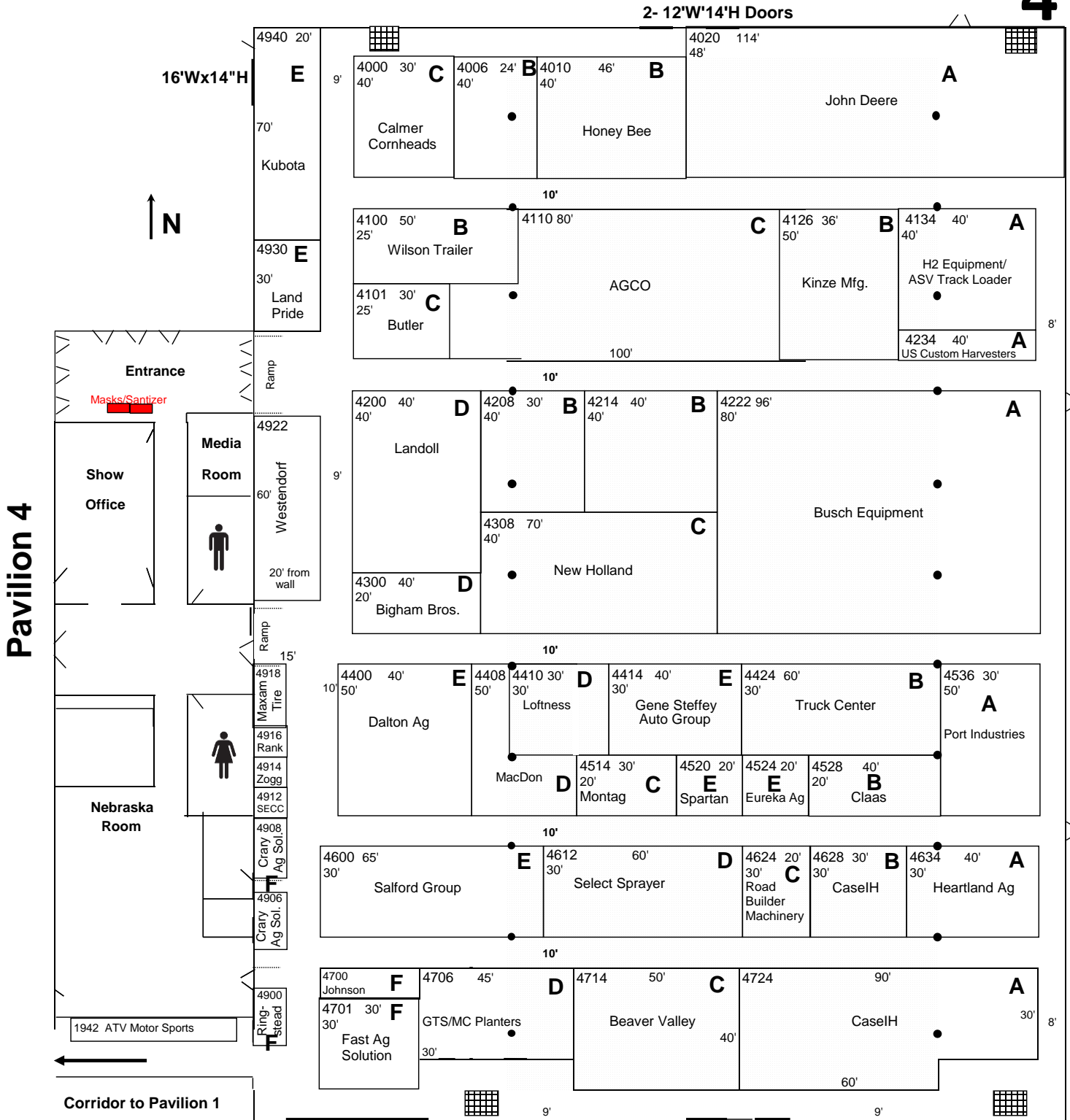
B 1:30 pm - 3:00 pm

E 10:00 am - 12:00 pm

C 3:00 pm - 5:00 pm

F 12:00 pm - 6:00 pm

Please contact Tom Junge if you have questions/concerns or want to discuss your move-in time at 515-238-4822 or tomj@ineda.com



Sunday,
February 21

A 10:30 am - 12:30 pm
 B 12:30 pm - 2:00 pm
 C 2:00 pm - 3:30 pm
 D 3:30 pm - 5:00 pm

Monday,
February 22

E 8:00 am - 9:30 am
 F 9:30 am - 11:00 am

2/16/2021

Pressure Washing: Sunday 10:00 a.m - 4:00 pm & Monday 8:00 am - 4:00 pm

Please follow the move-in schedule. If special arrangements are required, please contact us at 800-622-0016.