



**NEBRASKA AG EXPO – Booth Contract  
December 5-7, 2023**

Iowa-Nebraska Equipment Dealers Association (Association)  
8330 NW 54th Avenue | Johnston, IA 50131-2841  
515.223.5119 | 800.622.0016 | nebraskaagexpo@ineda.com

Contractual Agreement between "Association" and "Exhibitor"

**EXHIBITOR:** Aero Industries  
Ron Eggers  
10308 S 144th St  
Omaha, NE 68138-3817  
United States  
**Onsite Contact:** \_\_\_\_\_

Org Id: 67906  
Phone: 1-402-895-6550 x2973  
Cell: 1-402-680-4393  
Email: reggers@aeroindustries.com  
Website: www.aeroindustries.com  
**Onsite Contact Cell #:** (\_\_\_\_) \_\_\_\_\_

Exhibits are subject to regulations and conditions under which the Lancaster Event Center is leased to the Association and said Nebraska Ag Expo Rules & General Information which become part of this contract. Exhibitor agrees to operate its exhibit under the regulations of the State of Nebraska and with all ordinances and regulations of the City of Lincoln and the Lancaster Event Center. The Association reserves the right to terminate the contract and cause the exhibit to be removed for noncompliance of the regulations. The Association reserves the right to the final decision in accepting contracts and space assignments. No specific space location is guaranteed.

Exhibitor shall provide proof of liability insurance in an amount not less than \$1,000,000 listing Iowa-Nebraska Equipment Dealers Association as the Certificate Holder, and hereby agrees to keep such insurance in full force and effect throughout the term of this agreement. Please include your certificate of insurance with this contract or email to gretchenb@ineda.com.

**Booth Rates include:**  
6' x 30" x 30" skirted table and 2 folding chairs (\$91.15 value)  
Forklifting to/from booth (\$130/30 minutes value)  
Pressure washing (\$150/hour value)  
Complimentary WiFi Access  
Company and/or brands listed in program, wayfinder towers and website

**Booth Number: 329  
Booth Size: 10x10**

Booth Price: .....\$ \_\_\_\_\_ 790

Corner Charge: .....\$ \_\_\_\_\_

Logo Exposure w/Company Profile – \$225.00 .....\$ \_\_\_\_\_

Logo (w/hyperlink) on exhibitor list and floor plan on Expo website (pdf), Interactive floorplan/exhibitor list, logo on the official Expo program exhibitor list & floorplan, and logo on nine directional/exhibitor directories at the Expo.

**Company Profile** – Web Marketing: Visible from Expo website interactive floorplan and Sponsors/Marketplace tab.

1) tell your story on the Main Profile tab; 2) upload expo specials/information on the Products & Services tab; 3) upload YouTube videos on the Video tab; 4) provide contact information and listing of social media links on the Contact Us tab; and 5) allow attendees to ask a question during the event on the Discussion tab. Exhibitor will be provided link to upload their profile.

Web list will be from August 1, 2023 till May 1, 2024.

Add Marketing Opportunity from Page 2 – .....\$ \_\_\_\_\_

Add Marketing Opportunity from Page 2 – .....\$ \_\_\_\_\_

Social Media Package (See description on page 2) \$450 .....\$ \_\_\_\_\_

**Total Investment – Shall be paid & delivered with this agreement no later than June 20, 2023 to reserve space** .....\$ \_\_\_\_\_

**See "Cancellation and Eventualities" in the Rules & General Information.**

Order electric at [www.lancastereventcenter.org](http://www.lancastereventcenter.org). Early Bird cost for electric is 50% lower than ordering after November 22/or at the Expo. DON'T WAIT!

According to our records: Aero Industries will retail at the show: No  
If "Y" (Yes), verify/enter your Nebraska Sales Tax #:

**Payment Options:**

1. Check #: \_\_\_\_\_ enclosed
2. Electronic Funds Transfer (EFT) - Email your company's EFT payment form to gretchenb@ineda.com
3. Charge \$ \_\_\_\_\_ to:  
MC/Visa #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Print Name on Card: \_\_\_\_\_
4. Please email me an invoice \_\_\_\_\_

**Contract must be signed to be valid.  
Signature also authorizes credit card payment, if provided.  
Exhibitor**

Iowa-Nebraska Equipment Dealers Association  
*Tom R. Quince*  
July 11, 2023

By: \_\_\_\_\_



# Rules & General Information

The Nebraska Ag Expo is known for its vast equipment displays and pure ag-related exhibits. The Iowa-Nebraska Equipment Dealers Association (*Association*) has the right to refuse *Exhibitors* and products not deemed to represent the nature of the Expo.

It is the intent of the *Association* to have manufacturers or distributors display products and services. It is also the intent to have only one display representing each specific brand of equipment.

## EXPO HOURS:

Tuesday, December 5 8:30 a.m. – 4:00 p.m.  
Wednesday, December 6 8:30 a.m. – 4:00 p.m.  
Thursday, December 7 8:30 a.m. – 3:00 p.m.

## VENUE:

**Lancaster Event Center**, 4100 North 84th Street, Lincoln, NE 68507  
p: 402.441.6545 | f: 402.441.6046 | lancastereventcenter.com

**Lincoln Room:** 17,000 sq. ft. (25' ceiling)  
Booths are on concrete  
Partitions are 8' in back and 3' on the sides  
West overhead door: 12' W x 14' H

**Multi-Purpose Arena (MPA):** 36,000 sq. ft. (25' ceiling)  
Booths are mainly on carpet  
Very few partitions are used  
North bi-fold door: 29'4" W x 18' H  
North overhead door: 13'10" W x 13' H  
MPA to P1: 14' W x 13' H  
MPA to P2: 16' W x 13' H

**Pavilion 1 (P1):** 83,000 sq. ft. (14' ceiling)  
Booths are on concrete  
Partitions are 8' in back and 3' on the sides of some booths  
East overhead door by Courtyard: 12' W x 12' H  
P1 to MPA: 14' W x 13' H  
North & South overhead doors (19): 10' W x 12' H  
(2): 20' W x 14' H

## MANAGED BY:

Iowa-Nebraska Equipment Dealers Association  
8330 NW 54th Ave., Johnston, IA 50131-2841  
p: 515.223.5119 | f: 515.223.7832  
nebraskaagexpo@ineda.com  
nebraskaagexpo.com

**Pavilion 2 (P2):** 83,000 sq. ft. (14' ceiling)  
Booths are on carpet  
Partitions are 8' in back and 3' on the sides of some booths  
East overhead door: 13'8" W x 16' H  
MPA & P2: 16' W x 13' H

**Pavilion 3 (P3):** 86,450 sq. ft. (20' ceiling-minimum)  
Booths are on carpet  
Partitions are 8' in back and 3' on the sides of some booths  
North overhead door: 19'11" W x 16' H  
North overhead doors (6): 10' W x 12' H

**Pavilion 4 (P4):** 87,000 sq. ft. (30' ceiling)  
Booths are on carpet or concrete  
Partitions are 8' in back and 3' on the sides of some booths  
South overhead door: 36' W x 18' H  
West overhead door: 16' W x 14' H  
North overhead doors (2): 12' W x 14' H

## RULES & REGULATIONS: LANCASTER EVENT CENTER / FIRE MARSHALL / ASSOCIATION

- **NO SMOKING inside the buildings.**
- All electrical connections must be made by the Lancaster Event Center electrician. Any type of multiple plugs will not be permitted. Any such connections found will be rewired by the Lancaster Event Center electrician to conform to State Fire Marshall Regulations. Charges for such will be assessed to *Exhibitor*. Lancaster Event Center will not be responsible for any equipment hooked to service.
- **Combustible products cannot be used without prior written approval. All flammable material must be fireproofed.**
- **Any vehicle brought into the building for display purposes must have minimal fuel in the tank (10% of tank's capacity or 5 gal., whichever is less), sealed or locked gasoline caps, batteries disconnected, and the ignition keys removed.**
- No signs/banners will be posted on any Lancaster Event Center property. No tape of any kind may be used on any painted surfaces, walls and/or doors, and fees for such use will be assessed to *Exhibitor*.
- *Exhibitor* will not apply paint, lacquer, adhesive or any other coating to the Lancaster Event Center, or its floors, walls, etc. All Exposed edges of carpeting or floor covering must be taped down.
- **No spray paint or equipment/tire protectants may be used. Use of such products will result in an assessment of at least \$300.**
- No person shall bring, carry, or in any other manner transport onto the premises, food, or beverages of any kind, unless prior written approval is obtained from the Lancaster Event Center.
- Any food/drink giveaways or sampling must be approved by the Lancaster Event Center due to health code laws.
- Cleaning of booths is the *Exhibitor's* responsibility. At the end of each day if *Exhibitors* place trash in the aisle, the cleanup crew will remove it. *Exhibitors* are responsible for cleaning and returning their space to conditions as they were prior to move-in. Any fees incurred by the *Association* to bring *Exhibitor* space up to acceptable levels of the Lancaster Event Center will be charged to the *Exhibitor*.
- Heavy materials or equipment will not be dragged, skidded, or rolled over the floors, but will be carried or moved on wheels.
- For Exhibitor convenience Expo staff will facilitate move-in and move-out, including forklift arrangements.
- **Subletting of space: *Exhibitor* shall limit its exhibit to products manufactured or distributed by the *Exhibitor* in the regular course of its business. *Exhibitor* may not assign or sublet any booth or portion thereof or permit any representative of any other entity to solicit business in the assigned space without written consent of the *Association*. Violation will result in removal from the Expo and permanent loss of space.**
- **Used merchandise: *Exhibitor* shall not openly display used merchandise or photos of used merchandise for sale. Violation will result in removal from the Expo and permanent loss of space.**
- **Retail selling: The integrity of the displays must be maintained throughout the Expo. Any product, which cannot be carried by hand, may not be removed without prior approval of Expo management until the close of the Expo on the date and time specified in Expo Hours above.**
- The *Association* and the Lancaster Event Center reserve the right to remove any exhibits, signs, banners, or advertising matter which may be deemed unsuitable or objectionable.
- *Exhibitor* will comply with all other requirements & standards of the Lancaster Event Center, Fire Marshall's office and the *Association*.

## **EXHIBIT REQUIREMENTS:**

- Exhibit fixtures, components & identification signs will be permitted to maximum height of 8'. All display fixtures over 4' in height & placed within 10 lineal feet of an adjoining exhibit, will be confined to that area of *Exhibitor's* space which is at least 5' from the aisle line. Commercial building exhibits that exceed these limits may be submitted (dimension drawing) with the booth contract for consideration & placement.
- Any display that has an unfinished side facing another *Exhibitor's* display must have the Exposed side either finished or draped.
- No aisle or corridor space shall be used for exhibit or demonstration purposes.
- *Exhibitor* will confine all sales activities to their own exhibit space.
- Giveaways/handouts will not be of the noise-making variety; all such gifts are subject to prior approval.
- Radios, televisions, music, etc. will be kept at a volume that will not annoy other *Exhibitors*.
- Exceptions to these rules are at the discretion of the exhibit committee.

**TABLES, CHAIRS, CARPET AND DISPLAY MATERIALS:** : A skirted table and 2 folding chairs will be provided for each *Exhibitor* at no charge (6' for 10x10's and 8' for bulk booths). *Exhibitors* are responsible for the cost for taller tables, or additional tables and/or chairs. A link to the online Decorator information is available at: [www.nebraskaagexpo.com](http://www.nebraskaagexpo.com), *Exhibitor Tab*, *Exhibitor Resources*. If additional accessories are needed, contact AAA Rents, 5620 South 72<sup>nd</sup> St. Omaha, NE 68127 p: 402.339.3707 | f: 402.339.3624. Early bird deadline is Fri., Nov. 17.

**ELECTRICITY:** 110/120 Volt pricing is per outlet. Late pricing starts Wed., Nov. 22. Order through the Lancaster Event Center (LEC). Link can be found at [www.nebraskaagexpo.com](http://www.nebraskaagexpo.com), *Exhibitor Tab*, *Exhibitor Resources*, *Electricity & Internet*.

**WIRELESS INTERNET:** Complimentary WiFi will be provided by Nebraska Ag Expo.

**OTHER EVENT SERVICES:** Natural gas, water, booth catering, food vouchers, load in/out labor, forklifting, and outside storage available. Link can be found at [www.nebraskaagexpo.com](http://www.nebraskaagexpo.com), *Exhibitor Tab*, *Exhibitor Resources*, *Exhibitor Checklist*.

**LODGING:** Visit [www.nebraskaagexpo.com](http://www.nebraskaagexpo.com) for special rates from AmericInn, Country Inn & Suites and The Scarlett.

**MOVE-IN:** Scheduled move-in times and instructions will be sent approximately one month before the Expo.

**EQUIPMENT STAGING:** Equipment may be staged/parked before the Expo in the lot East of Pavilion 4 of the Lancaster Event Center property starting Thursday, November 30. The Event Center must be notified for security reasons at 402.441.6545.

**PRESSURE WASHER:** Pressure washer will be provided (weather permitting). Due to facility restraints, washing will be done outside. It will be at the discretion of the pressure washing company if they can perform the service.

**FORKLIFT ARRANGEMENTS:** Forklift service will be provided for move in starting on Friday, Dec. 1 at 10:30 a.m. & for move out on Thursday, Dec. 7 until 7 p.m. at no cost to *Exhibitors* for parcels/equipment transported from company vehicles to *Exhibitor's* booth. The *Association* has the right to assess charges for excessive usage for positioning or equipment assembly. Expo staff will facilitate forklift arrangements. To arrange forklifting services after the Expo, call Lancaster Event Center at 402.441.6545. A forklifting service fee will apply.

**TRAILER PARKING:** No trailers will be allowed to park in the lots North and West of the Event Center during the Expo. Trailers may be parked northeast of Pavilion 4 along Havelock Ave.

**INCOMING FREIGHT SHIPMENTS:** **AAA Rents WILL NOT BEING HANDLING FREIGHT.** Arrangements have been made with the Lancaster Event Center to receive all shipments, thus insuring delivery to your booth at the proper time. This service includes receiving freight at the event center and delivering to your booth. Empty crates will be returned to your booth at the close of the Expo and crated freight will be removed from your booth and shipped as directed. Current rates will be available on the Lancaster Event Center portal. Link can be found at [www.nebraskaagexpo.com](http://www.nebraskaagexpo.com), *Exhibitor Tab*, *Exhibitor Resources*, *Shipping*.

1. **The Lancaster Event Center will receive freight up to 10 days prior to the Expo.**
2. Lancaster Event Center's telephone number is 402.441.6545
3. **ALL SHIPMENTS MUST BE SHIPPED PREPAID AND ADDRESSED IN THIS MANNER:**  
Nebraska Ag Expo  
Company Name / Booth Number  
c/o Lancaster Event Center, 4100 North 84th Street, Lincoln, NE 68507

**EXHIBITOR ADMITTANCE/NAME BADGES:** Information will be sent approximately one month before the Expo to register booth personnel. Name badges and Expo materials can be picked up at the Expo office beginning on Sunday. Facilities will be open to *Exhibitors* at 7:00 a.m. on Tuesday, and at 7:30 a.m. on Wednesday & Thursday.

**MOVE-OUT:** *Exhibitors* will not be permitted to remove exhibits or any part thereof until the close of the Expo on the date and time specified in Expo hours. **The Association will charge \$75 for any equipment that needs to be pulled to the parking lot after the Expo. All exhibits must be removed by 7:00 p.m. on the last day of the Expo. Equipment may be left in the parking lot East of Pavilion 4 through 4:30 p.m. on Tuesday, Dec. 12, 2023. Any equipment left after this date will be charged \$30/day/item by the Lancaster Event Center.**

**CANCELLATION & EVENTUALITIES:** No Exhibitor shall setup unless all booth display charges are paid in full. The Association reserves the right to cancel the Expo. The Association's obligation under the agreement is subject to acts of God, war, civil violence, terrorism, pandemic, unavailability of the site for the event, and other such conditions beyond the control of the Association making it illegal, impracticable, or impossible for the Association to perform its obligation under the Agreement. In event the Expo is cancelled, the Association may refund any monies advanced by Exhibitor, less substantiated expenses incurred and not recoverable. Refund for cancellation of booth will be at the discretion of Expo management.

**LIABILITY:** The *Association* will not be responsible for the safety or security of exhibits, *Exhibitors* or their employees, but will use reasonable effort to protect *Exhibitors* against such losses or injuries. *Exhibitor* shall indemnify and hold the *Association* harmless from any and all claims or liability in connection with its participation and exhibiting under this agreement or use of space leased herein or resulting therefrom, including reasonable attorney fees and expenses.

**AMENDMENTS:** The Iowa-Nebraska Equipment Dealers Association shall have full power to interpret or amend these rules and to make additional rules in the best interest of the Expo, and the *Exhibitor* agrees to accept and abide by such rules. All matters not covered specifically by this contract are subject to decision by the *Association*.