

INDOOR AG-CON

THE PREMIER VERTICAL FARMING/CONTROLLED ENVIRONMENT AGRICULTURE GATHERING

THE FUTURE OF FARMING GROWS HERE

MARCH 11-12, 2024

CAESARS FORUM
Las Vegas, Nevada

Co-Located With The National
Grocers Association Show

THE
nga
SHOW



INVITATION TO EXHIBIT

**MORE OPPORTUNITIES TO GROW
YOUR BUSINESS – UNDER ONE ROOF**



WHY INDOOR AG-CON

Where The Indoor Ag World Gathers.

Now entering its 11th year, Indoor Ag-Con is a magnet for indoor ag industry leaders and decision-makers. It unites growers, investors, chefs, tech geeks, produce buyers, academics, policymakers, industry suppliers and advocates in lively discussions of the industry's promise, issues and future across formal conference proceedings, practical mini workshops, exhibits, lunch table discussions, and networking events.

NGA Show Cross-Marketing Opportunities.

Our co-location with The NGA Show, the leading trade show & conference for independent grocers, gives you the unique opportunity to connect with supermarket and food retail industry professionals. The NGA Show and Indoor Ag-Con visitors will have access to all exhibits, and discounts will be available for cross-over educational event attendance.

Business Grows Here.

Indoor Ag-Con attracts 'buyers,' not 'window shoppers.' Exhibitors consistently report that they write more business than expected on the show floor.

Crop Agnostic Approach Opens Doors.

Our crop-agnostic approach – we cover veggies, leafy greens, herbs, legal cannabis, hemp, nutraceuticals, fish, insects and more --- means plentiful opportunities to discover new markets and new partners.

Tech and Business Focused.

Indoor Ag-Con is focused on connecting all agriculture supply chain stakeholders, featuring programs and exhibits covering everything from business relationships to product innovations. We also focus on the current and future technologies that drive the vertical farming | controlled environment agriculture industry.

Conference Co-Location.

An exciting, expanded line-up of speakers and conference sessions – inside and near our exhibition hall – fosters even more networking opportunities to access a broad cross-section of the vertical farming | controlled environment agriculture world.

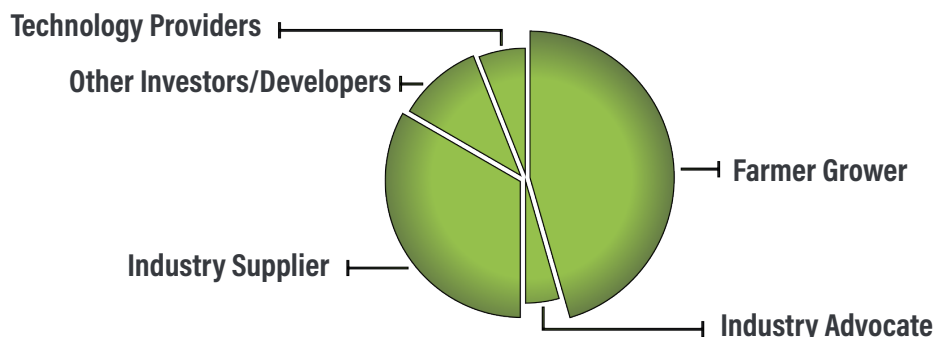
Fabulous Location – Caesars Forum.

This addition to the Caesars Entertainment family is conveniently located at the center of the Las Vegas strip, with direct access to more than 8,500 hotel rooms at Harrah's Las Vegas, the LINQ Hotel + Experience and Flamingo Las Vegas hotels. With meeting space all in one level, load-in and accessibility will be simple and convenient, too.



WHO ATTENDS

Indoor Ag-Con has consistently attracted growers, suppliers and other industry leaders from across the USA and more than 20 countries, including a high number of c-suite executives.



WHO EXHIBITS

Join your peers, including some of the biggest names in the industry and emerging leaders across all sectors, including associations, services providers, manufacturers/suppliers like:

- ✓ Business Services
- ✓ Chemical Pumps
- ✓ Climate Control
- ✓ Control Systems
- ✓ Complete Indoor Growing Systems
- ✓ Equipment & Accessories
- ✓ Fertilizers
- ✓ Financing Resources
- ✓ Government Agencies
- ✓ Greenhouses
- ✓ Growing Products
- ✓ Heating Systems
- ✓ Hydroponic Pots
- ✓ Industry Associations
- ✓ Insurance Providers
- ✓ Irrigation Equipment
- ✓ IT Solutions
- ✓ Lighting Solutions
- ✓ Nutrient Products
- ✓ Propagation Systems
- ✓ Substrates
- ✓ Tools
- ✓ Vertical Farming Solutions
- ✓ Much More...

NGA AUDIENCE TOO!

Meet influential decision-makers attending the premier event for the grocery industry as Indoor Ag-Con co-locates with The NGA Show. We're inviting their attendees to walk our show floor and the show's audience includes:

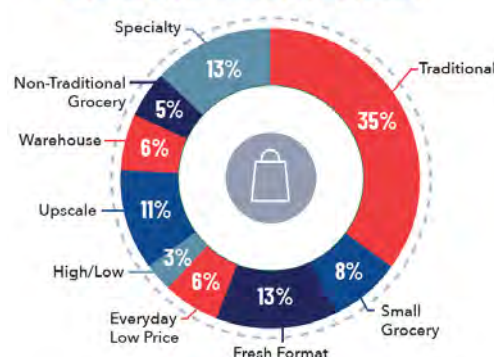
ATTENDANCE BY BUSINESS TYPE



RETAILER ATTENDANCE BY NUMBER OF STORES



RETAILER ATTENDANCE BY STORE FORMAT



POWERFUL PROMOTION

You'll benefit from an aggressive marketing campaign that promises to attract the industry's attention AND attendance with tactics, including:

- ✓ Partnerships with leading indoor ag, ag tech, horticulture and other industry publications and outlets
- ✓ Segmented email marketing and engagement campaigns targeting even more attendee categories
- ✓ Organic and paid social media campaigns on Twitter, Facebook, Instagram, LinkedIn as well as Google search, remarketing/retargeting campaigns and more
- ✓ Partnership outreach to key industry associations, academic institutions and organizations
- ✓ Full-scale exhibitor marketing support program, including website listing, event app profile, social media message distribution, high-exposure advance and on-site show sponsorship opportunities
- ✓ Added exposure from co-promotional efforts between Indoor Ag-Con and The NGA Show

Cost-Effective Exhibit Option -10' x 10 booth (100 square feet)

Standard Booth Package	\$31.50 per square foot
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Includes pipe/drape, ID sign, web/app listing

UPGRADE -\$225: Standard Booth Package PLUS 6' draped table, 2 side chairs, 1 waste basket & booth ID sign

WHEN AND WHERE

MARCH 11-12, 2024

Caesars Forum
3911 Koval Ln,
Las Vegas, NV 89109

EXHIBITS OPEN

MONDAY, MARCH 11

12:00 PM – 6:30 PM

5:30 PM – 6:30 PM – Expo Floor Happy Hour

TUESDAY, MARCH 12

9:00 AM – 2:00 PM



CONTACT IF YOUR COMPANY NAME BEGINS WITH:



INDOOR AG-CON

MARCH 11-12, 2024

CAESARS FORUM Las Vegas, Nevada

A-H David Gilfoyle | P: 415.725.1182 | E: david@indoor.ag

I-Z John Moriarty | P: 347.709.1530 | E: john@indoor.ag

www.indoor.ag

APPLICATION AND CONTRACT FOR EXHIBIT SPACE

STEP 1: COMPANY INFORMATION

Exhibiting Company _____

Address _____ City _____

State _____ Zip/Postal Code _____ Country _____ Website _____

CONTACT FOR TRADE SHOW INFORMATION (will receive all exhibitor communication)

Name _____ Title _____

Email _____ Phone _____

STEP 2: EXHIBIT SPACE

() YES, I want booth space.

() feet x () feet = _____ total square feet

Total Square Feet x \$31.50 = \$ _____

Your Booth package includes pipe & drape, id sign, website & mobile app listing

_____ **Upgrade** - \$225 (includes Standard booth package plus 6' draped table, 2 side chairs, 1 wastebasket, ID Sign with booth # & company name)

Booth Choice: 1st _____ 2nd _____ 3rd _____

Type of product you will display _____

Specify companies you do not wish to be near _____

STEP 3: ACCEPTANCE

This exhibit space application will become a contract upon acceptance with authorized signature and is based on exhibit floor plan, exhibit space fees, rules governing the exhibition and general information that is included with this document or provided at a later date.

Authorized Signature _____ Date _____

Printed Name _____ Job Title _____

Signatures on Contract for Space mean the person or persons signing the exhibition space contract on behalf of the Exhibitor shall be deemed to have full authority to do so on behalf of the Exhibitor and the Exhibitor shall have no right to claim against Indoor Ag-Con LLC that such person or persons did not have such authority.

STEP 4: PAYMENT INSTRUCTIONS & TERMS

Payment Terms: 100% payment due with contract.

The undersigned and the company they represent have read and will abide by the terms and conditions and by the rules and regulations included in this document.

CREDIT CARD PAYMENT – If you wish to make payment by credit card, please complete and sign.

ALL SECTIONS MUST BE COMPLETED TO PROCESS CREDIT CARD PAYMENT

Check One: ☐ Mastercard ☐ Visa ☐ American Express ☐ Discover Amount Authorized \$ _____

Credit Card # _____ Exp. Date _____ Security Code # _____

Authorized Signature _____ Name as it appears on card _____

Card Holder's Address _____ City _____ State _____ Zip _____

Sales Contacts: If Your Company Name Starts With

EXHIBITOR TERMS AND CONDITIONS

CONTRACT FOR EXHIBIT SPACE:

Upon confirmation by Indoor Ag-Con, LLC of receipt of non-refundable full payment and assignment of exhibit space by exhibitor, Indoor Ag-Con, LLC shall make available to Exhibitor the assigned space for the duration of the Indoor Ag-Con event. Exhibitor and Indoor AG-Con LLC each shall be released from their obligations under this Contract if the Indoor Ag-Con event is rescheduled due to causes beyond the control of either of the Parties. Examples of such causes include (a) events or threats of terrorism, (b) acts of the Government in its sovereign or contractual capacity, (c) fires (d) floods, (e) epidemics, (f) quarantine restrictions, (g) strikes, (h) freight embargoes, and (i) unusually severe weather and other acts of nature. In each instance the failure to perform must be beyond the control and without the fault or negligence of the Exhibitor or Indoor Ag-Con LLC. All booth fees will be retained by Indoor Ag-Con and applied to rescheduled event(s).

RESERVATIONS OF EXHIBIT SPACE/PREFERRED LOCATION ASSIGNMENT

Exhibit space is not guaranteed until Indoor Ag-Con LLC confirms, in writing, receipt of the required payments and assigns exhibit space to Exhibitor. Indoor Ag-Con reserves the right to move exhibiting booth location. Exhibitors must be paid in full to set up display(s).

DRAYAGE INFORMATION

Indoor Ag-Con LLC will provide a handbook at least 6 weeks prior to the event, containing information required for the set-up, display and tear-down of exhibit booths. **BOOTH STRUCTURE RESTRICTIONS**

Exhibitor shall not post, tack, nail, screw, or otherwise attach anything to columns, walls, floors, or other parts of the Exhibit Center or pavilion or any non-exhibitor-owned booth structures or furniture. Signs, rails, and other booth features shall not intrude into or over aisles. Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of their exhibit.

PROVISIONS FOR STORAGE

Exhibitors may not store equipment at the Caesars Forum; all materials should be sufficiently small and light that they can be easily accommodated in the passenger elevator and carried in by exhibitor staff.

SECURITY GUARD SERVICE

While the Caesars Forum will provide reasonable security for the Exhibit Center for the duration of the Indoor Ag-Con event, protection of exhibitor's property, including insurance for the same, is Exhibitor's sole responsibility. Exhibitor agrees that Indoor Ag-Con LLC has no obligation to provide security services and Indoor Ag-Con LLC makes no representation whatsoever with the respect to security of the premises. Exhibitor hereby waives any and all claims against Indoor Ag-Con LLC relating to loss, damage, theft, and all other forms of damage and harm to Exhibitor property.

INDEMNITY

Exhibitor agrees to indemnify and hold harmless Indoor Ag-Con LLC, Caesars Forum, their respective managers, sponsors, agents and employees, from all losses, damages, costs and expense to the extent relating to or to the extent arising from death of or injury to person(s) whomsoever or property whatsoever, to the extent caused by Exhibitor's gross negligence for willful misconduct. If such damage or injury is determined to be due to the negligence of Indoor Ag-Con LLC or Caesars Forum, respectively, in which case the obligation to indemnify shall cease with respect to the negligent party only. Exhibitor shall include Indoor Ag-Con, LLC as "Additional Insured" on Exhibitor's Certificate of Insurance.

INSTALLING, EXHIBITING, DISMANTLING

Hours and dates for installing, exhibiting and dismantling shall be those specified by Management. All displays must be fully set up by the opening of the Exposition, and all exhibits must be open for business during all Exposition hours. In addition, Exhibitor may not dismantle or pack any portion of its display until the Exposition officially closes. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exposition before conclusion of the dismantling period. When vacated, all exhibit space shall be left in good order.

EXHIBITOR CANCELLATION

If Exhibitor desires to cancel this Agreement, Exhibitor may only do so by giving written notice thereof to Management, Attention: Show Manager. In such event, Exhibitor shall be liable for the following cancellation fee: 75% of the total cost of Exhibitor's participation if such cancellation is effective more than 180 days prior to scheduled opening of Exposition; and 100% of the total cost of Exhibitor's participation if such cancellation is effective within 180 days prior to scheduled opening of Exposition. Payment of cancellation fee must be received by Management within 15 days after cancellation. All monies paid by exhibitor are non-refundable upon cancellation or change of reservation (even if monies paid exceed the required amounts as described above). The effective date of any cancellation shall be the date Management actually receives Exhibitor's written notice as specified above. Exhibitor understands this cancellation fee has been incorporated into this Agreement as a valid pre-estimate of damages Management will sustain which will not be capable of precise determination, and is considered to be liquidated and agreed-upon damages suffered as a result of Exhibitor's cancellation, and is not a penalty. Subsequent reassignment of canceled exhibit space shall not affect this cancellation assessment. In addition, all decorating expenses Management incurs in decorating canceled exhibit space shall be due and payable to Management from Exhibitor upon demand.

LIMITATION OF LIABILITY; INDEMNITY

Neither Management nor the Facility, nor any of its officers, agents, employees or other representatives, shall be held liable for, and each is hereby released from any damage, loss, harm, or injury to the person or property of Exhibitor or any of its visitors, officers, agents, employees or other representatives, resulting from Exhibitor's participation in the Exposition, licensing and/or use of exhibition space hereunder, or the failure of Management to make available the exhibit space or hold the Exposition, however caused, including that caused by Management's or any Facility's, or its officers', agents', employees' or other representatives' negligence. Exhibitor shall indemnify, defend, and hold harmless Management and the Facility and their respective owners, directors, officers, employees, agents and representatives, from, any and all claims, demands, suits, liability damages, loss, costs, attorneys' fees, and expenses of any kind which might result or arise from its participation in the Exposition, its licensing and/or use of exhibition space hereunder, or any action or failure to act on the part of Exhibitor or its officers, agents, employees, or other representatives. Exhibitor understands that neither Management nor the Facility, nor its affiliates, maintains insurance covering Exhibitor's liability or property, and Exhibitor is advised to obtain, at its sole expense, insurance for its exhibit material and products against loss or damage, and public liability insurance against injury to the person or property of others. Exhibitor shall provide evidence of such insurance to Management and the Facility upon request. It is understood all property of Exhibitor is in its care, custody, and control in transit to, or from, or within the confines of the Facility, and neither Management nor the Facility assumes any responsibility therefor. In no event shall Management be liable to Exhibitor or anyone claiming through Exhibitor for incidental, consequential, special or indirect damages, including lost profits, even if Management has been apprised of the possibility of such loss.

DAMAGE TO FACILITY

Exhibitor is liable for any damage caused to Facility floors, walls, or columns, or to standard booth equipment, or to other exhibitors' property.