



INDOOR AG-CON

THE LARGEST GREENHOUSE, VERTICAL FARMING &
CONTROLLED ENVIRONMENT AGRICULTURE GATHERING

THE FUTURE OF FARMING GROWS HERE - AND SO DOES YOUR BUSINESS

MARCH 24-25, 2027
WESTGATE - LAS VEGAS

INVITATION TO EXHIBIT



SMART. STRATEGIC. SCALED RIGHT.

The Industry's Annual Gathering Place

WHY EXHIBIT

- **14 Years Strong:** Proven track record with year-on-year growth.
- **More Than Lettuce:** Reach buyers in mushrooms, vine crops, strawberries, cannabis & more.
- **Real Decision-Makers:** 81% are purchase decision-makers or influencers.
- **Hands-On Help:** Our team is with you every step.
- **Size That Sells:** Big enough to matter. Small enough to connect.
- **Smart Scheduling:** Weekday move-in, no weekend labor rates, and no conference conflicts with expo hours.

"If it's in controlled environment agriculture, it's here. You see all the key players in the industry."

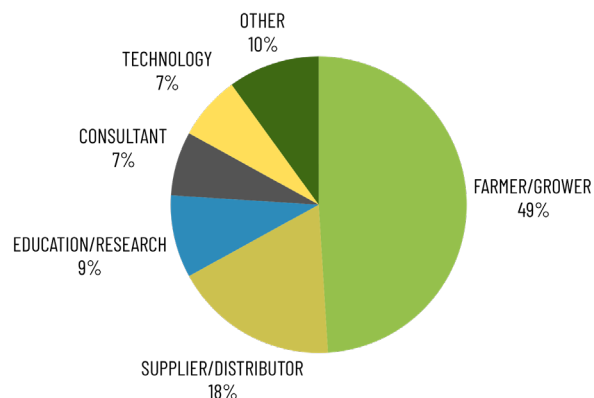
BRENT KENNEY,
CEA Manager,
Berger

WE'RE CULTIVATING MORE THAN LETTUCE— AND MORE THAN JUST LEADS.

MEET YOUR NEXT CUSTOMER

FROM GROW ROOMS TO BOARDROOMS

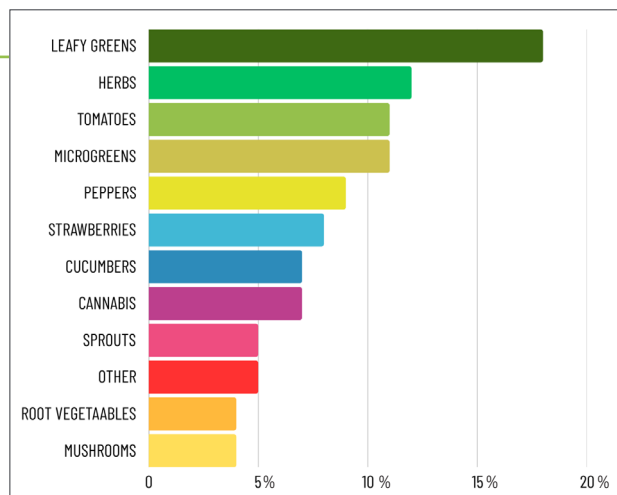
Nearly half of Indoor Ag-Con attendees are grower/operators. You'll also connect with suppliers, researchers, consultants, and tech leaders—putting your solutions in front of the full spectrum of CEA buyers.



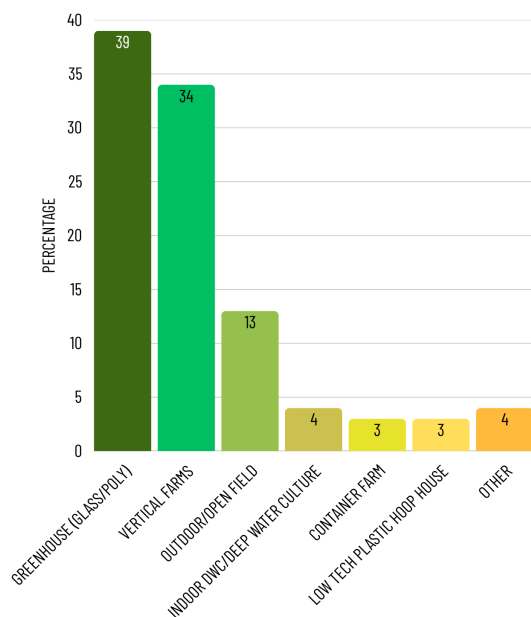
WHAT THEY'RE GROWING

Beyond Lettuce: A Crop Mix That Grows Opportunity

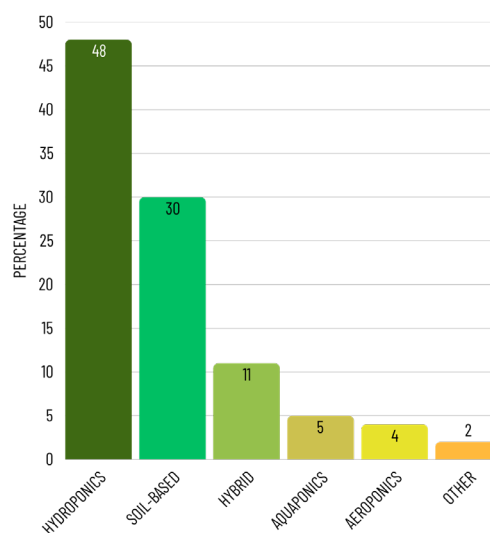
While leafy greens are well represented, our attendees are growing much more—herbs, tomatoes, berries, mushrooms, cannabis. This diverse crop mix means more ways for you to connect with growers who need your products and solutions.



WHERE THEY GROW



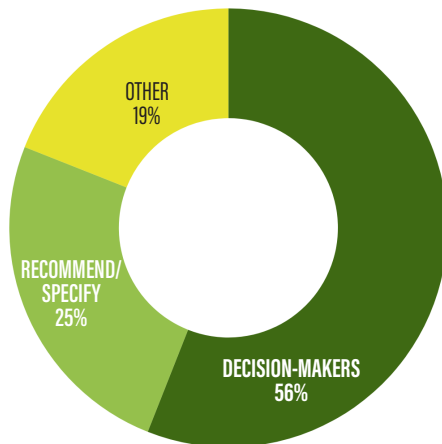
HOW THEY GROW



PURCHASING POWER

Not Just Browsing - They're Buying

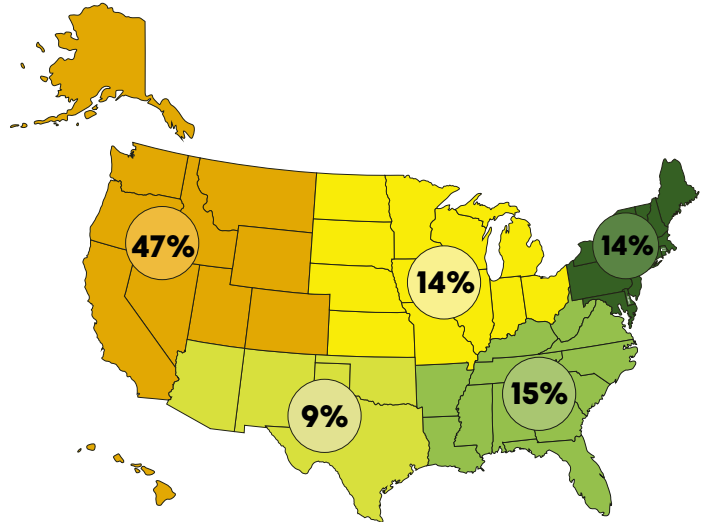
More than half of Indoor Ag-Con attendees are decision-makers, and another 25% influence the buy. This is a show where conversations turn into contracts.



WHERE THEY'RE COMING FROM

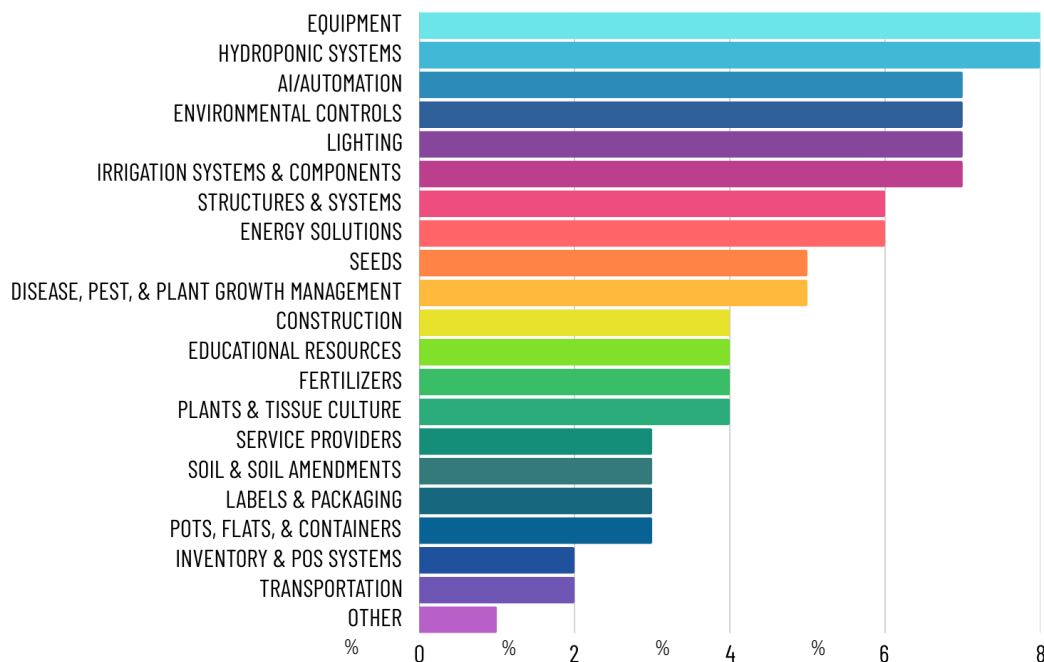
Coast-to-Coast—and Beyond

84% of our audience comes from across the U.S., with strong representation from the West, Southeast, Midwest, and Northeast. Plus, 16% of attendees hail from 30+ countries —bringing a global perspective to every conversation.



Attendees from 30+ other countries represent 16% of attendance.

WHAT THEY'RE SHOPPING FOR



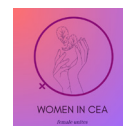
YOUR BOOTH PACKAGE

STANDARD BOOTH PACKAGE: \$34.95 per sq. foot

- Pipe & drape, ID sign, website & mobile app listing (logo upgrade: \$150)
- 1 Full Conference Pass (\$1,595 value)
- Chance to nominate 10 prospects/customers to receive Full Conference Passes (up to \$15,950 value)
- Unlimited comp Expo-Only staff passes
- Unlimited Discounted Full Conference Passes For Your Team (50% off)

POWERFUL PROMOTION

Our extensive promotional campaign includes print ads, email marketing, digital media, paid search, retargeting, social media, and telemarketing resulting in hundreds of thousands of impressions across all channels. Further amplifying this reach, *Indoor Ag-Con proudly partners with leading organizations and publications like:*



WHEN AND WHERE

MARCH 24-25, 2027

Westgate
3000 Paradise Road
Las Vegas, Nevada 89109 -1287

EXHIBITS OPEN

WEDNESDAY, MARCH 24

1:00 PM – 7:00 PM
5:00 PM – 7:00 PM – Show Floor Happy Hour

**THURSDAY,
MARCH 25 9:00 AM –
2:30 PM**

CONTACT

If your company name starts with:

A-I: Suzanne Pruitt | P: 404.452.1884 | E: suzanne@indoor.ag

J-Z: Kyle Barnett | P: 845.546.0819 | E: kyle@indoor.ag

📷 in 📺 f 📺

www.indoor.ag | P: 404.991.5186 | E: hello@indoor.ag

INDOOR AG-CON

MARCH 24-25, 2027

WESTGATE Las Vegas, Nevada

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 \$34.95 = \$ _____

\$150 per Corner ___ # of Corners \$ _____

We'd like to purchase enhanced logo listing for \$150 ___ YES

Your booth package includes pipe & drape, ID sign, website & mobile app listing

Booth Choice: 1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____

Type of product you will display _____

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: 60% non-refundable deposit for full price for booth space due with application. Final booth payment is due November 20, 2026. 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. **NOTE: 3% Convenience fee for credit card.** If you want to be invoiced leave below blank

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 _____

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 Westgate; 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 Westgate 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, Westgate, 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 Westgate, 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.