

Exhibitor Prospectus



Exhibit at the 12th International Symposium on Soil and Plant Analysis

12th International Symposium on Soil and Plant Analysis

June 6 - 10, 2011

Mediterranean Agronomic
Institute of Chania

Crete, Greece

Who Attends:

- Agricultural Scientists
- Natural resource scientists

Exhibitor Benefits:

- The opportunity to meet face-to-face with decision-makers, managers of labs, and researchers
- A program designed with the Exhibitor in mind to ensure plenty of time for networking
- Post-show list of attendees for follow-up marketing
- One full conference registration with each booth purchased

Exhibit Sales Contact:

Quentin Rund

PAQ Interactive, Inc.

Phone: (217) 762-7955

E-mail:

grund@paqinteractive.com

The Soil and Plant Analysis Council (SPAC) (www.isspaonline.org) is hosting the **12th International Symposium on Soil and Plant Analysis** on June 6 - 10, 2011 in Crete, Greece. The purpose of the Symposium is to “ensure a forum for researchers, practitioners and experts working in the agricultural laboratory, fertilizer consulting or instrumentation industries to meet the challenges of the 21st century while meeting its needs for environmental sustainability (soil, water, air, biosphere).”

Participants in the 12th International Symposium will primarily represent private and public testing laboratories who not only analyze samples, but who also write nutrient recommendations. The interaction of laboratory vendors with these professionals could, 1) help foster good communications and education about new instrumentation and laboratory supplies, 2) afford an opportunity for laboratory vendors to demonstrate support for science-based, quality analyses, and 3) help support through sound laboratory data the provision of quality agronomic and environmental nutrient guidance and recommendations.

Reserve your space today and start growing relationships that will yield positive results for your company tomorrow and in the future.

Display pricing: €1,200 (\$1,600.00US) per 8' x 10' booth

Display space features:

- Table
- 2 Chairs
- Electricity

Exhibit Hall Hours: (times subject to change)

Exhibitor Move In: Sunday, June 5, 2011 3:00pm–8:00pm

Exhibitor Move Out: Friday, June 10, 2011 12:00pm–3:00pm

Monday, June 6, 2011 8:30am-6:00pm

Tuesday, June 7, 2011 8:30am-6:00pm

Wednesday, June 8, 2011 Closed for Olive Program Tour

Thursday, June 9, 2011 8:30am-6:00pm

Friday, June 10, 2011 8:30am – 12:00pm

Sponsorship Opportunities available, too.

www.isspaonline.org

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EXHIBIT TERMS AND CONDITIONS

GENERAL RULES

Each company participating at the show must return all copies of the contract, properly executed by an authorized company representative. Contracts must be received with appropriate payment in order to reserve space.

Every effort will be made to respect exhibitor's space requirements whenever possible. However, the 2011 International Symposium on Plant and Soil Analysis (from here on referred to as Show Management) reserves the right to rearrange the floor plan or to relocate exhibits when such action is deemed to be in the best interest of the total exhibit.

USE OF SPACE

No exhibitors shall assign, sublet, or share the space allotted them without the knowledge and written consent of Show Management. Exhibitions must display or advertise only goods manufactured or dealt in by them on the regular course of business. Only firms or organizations assigned exhibit space may solicit business within the exhibit area.

Booths or display structures must be self-supporting, and not anchored to walls or floors. Displays and booth structures must not extend into the aisle in such a way as to obstruct traffic. Exhibits must comply with standard booth design regulations and not impair visibility of adjacent booths. Display material exposing an unfinished surface to neighboring booths is not permitted and must be finished at the exhibitor's expense. Demonstrations must be located such that crowds collected will be within the exhibitor's space and not blocking an aisle or neighboring exhibits. No "endcapping" of booths is perm

The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein exhibit is held. All hazardous items must be properly safeguarded, protected, registered and/or avoided as deemed necessary by Show Management.

Show Management reserves the right to restrict exhibits which are objectionable because of noise, method of operation, materials or for any other reason; and also to prohibit or to evict for any reason with or without giving cause, any exhibit which in the opinion of the management may detract from the general character of the exhibit as a whole. In the event of such restriction or eviction, Show Management shall not be liable for any refunds or other exhibit expenses.

LIABILITY/INDEMNITY/INSURANCE REQUIREMENTS

The Exhibitor hereby agrees to indemnify and hold harmless Show Management PAQ Interactive, Inc. and Mediterranean Agronomic Institute of Chania, its affiliates, officers, directors, employees or agents, for any injury, loss or damage, expense actions, claims and damages, including, without limitation,

reasonable attorney's fees, arising out or caused by the Exhibitor's installation, construction, removal or maintenance of its exhibit, the Exhibitor's occupancy of use of the Exhibition premises or any part thereof or as otherwise caused by the Exhibitor, its agents, representatives, invitees or guests. The exhibitor agrees to waive all rights of subrogation against Show Management, its officers, directors and employees. The exhibitor agrees to pay promptly for any and all damage to the exhibition building or its equipment incurred through carelessness or otherwise caused by exhibitor, his employees, agents or representatives.

Show Management cannot be responsible for exhibitor's merchandise display. Exhibitors are therefore required to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Show Management does not insure against competitive firms from becoming neighboring exhibitors; nor is it responsible for errors or omissions in the Show Program or Exhibitor List.

All Exhibitors shall obtain, at its own expense, adequate insurance, but in no event less than \$1 million of comprehensive general liability insurance from an "A" rated carrier, including the so-called "broad form endorsement". Such insurance shall name PAQ Interactive, Inc., d.b.a the 12th International Symposium on Soil and Plant Analysis, and its officers, directors, and employees as additional insureds. The Exhibitor shall furnish a certificate of insurance to PAQ Interactive, Inc. by May 10, 2011.

CANCELLATION OR TERMINATION OF THE 12TH INTERNATIONAL SYMPOSIUM ON SOIL AND PLANT ANALYSIS

In case Show Management shall for any reason determine to cancel or terminate the exposition, the exhibitor waives all claims against Show Management for damages or expenses and agrees to accept, in complete satisfaction and discharge of all claims against Show Management, a refund of all amounts paid by the exhibitor to Show Management in accordance with this agreement.

PAYMENT

Payment for the total cost of booth space is required with this application. Final payment is due by May 10, 2011 or exhibit space may be released for sale. SPACE APPLICATIONS SUBMITTED ON OR BEFORE MAY 10, 2011 MUST BE ACCOMPANIED BY FULL PAYMENT.

INSTALLATION AND DISMANTLING OF EXHIBITS

One day is provided for the installation of display materials in the exhibit area at the show site: June 5, 2011, starting at 3:00pm. Exhibitors must be completely setup and ready for viewing at 10:00AM on June 6, 2011. Move-out will begin on June 10, 2011 at 12:00PM. **NO DISMANTLING WILL BE PERMITTED BEFORE CLOSING TIME.** Companies disregarding this regulation might be subject to

being denied booth space for future shows. Special installation options are available please contact Show Management for additional details.

It is explicitly agreed by the exhibitor that in the event the exhibitor fails to install displays or products in the assigned exhibit space or fails to pay the space rental in full at the time specified by this contract, exhibit management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. All exhibitor materials must be removed from the hall no later than 5:00pm June 10, 2011 or Show Management at the exhibitor's expense will remove them.

EXHIBIT PERSONNEL

Each exhibitor is provided one official conference registration per 8'x10' booth reserved. All staff affiliated with exhibits must be registered and must be bona fide employees of the exhibitor or representatives who receive commission, brokerage or salary from the exhibitor.

CANCELLATION

In the event of cancellation by an exhibitor, Show Management shall access a cancellation fee covering the reassignment of space, prior service performed and other damages related to cancellation as follows: BEFORE 5:00pm May 10, 2011 - \$150 processing fee. AFTER 5:00pm May 10, 2011, no refunds.

Show Management must receive written notification of the cancellation by registered or certified mail. E-mail messages will not be accepted as a cancellation. Registered postmark of cancellation notice will determine date for purposes of compliance with refund schedule. In the event of either full or partial cancellation of space by an exhibitor, Show Management reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.

MANAGEMENT RIGHTS

Show Management reserves the right to interpret, amend and enforce these regulations, as it deems proper to assure the success of the exposition.

By initialing below, Signer signifies that Exhibitor has read, understands, and agrees to be bound by all the terms and conditions set forth above.

Signer's initials _____

for Exhibitor _____

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EXHIBIT SPACE PAYMENT FORM

COMPANY _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

CONTACT NAME _____

PAYMENT INFORMATION

Note: Make check payable to PAQ Interactive, Inc. Check must be drawn in U.S. Dollars and drawn from a U.S. Bank. Wire transfer service fees are the responsibility of the exhibitor or sponsor. There will be a \$25 service fee for returned checks.

CHECK ENCLOSED. CHECK NUMBER: _____

SEND INVOICE

BILL MY: VISA Master Card American Express Discover

CARD NUMBER _____ EXPIRATION DATE _____

SIGNATURE _____ VERIFICATION CODE _____

BILLING ADDRESS _____

EMAIL ADDRESS OF CARDHOLDER _____

TOTAL AMOUNT TO BE CHARGED _____

If paying by check, send form & payment to: Quentin Rund, PAQ Interactive,
Inc., 107 S. State Street, Suite 300, Monticello, IL 61856

If paying by credit card, you may fax your form to: (217) 762-8655

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The following registration information is for the complimentary full registration included with the booth rental.

NAME _____

COMPANY _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____ WEB SITE _____

WEDNESDAY, JUNE 8, 2011 TOUR CHOICE: MIDWEEK MARATHI TOUR Technical Tour No Tour

Additional Attendee Registration – Full Conference Registration € 425.00 (\$600.00US)

NAME _____

COMPANY _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____ WEB SITE _____

WEDNESDAY, JUNE 8, 2011 TOUR CHOICE: MIDWEEK MARATHI TOUR Technical Tour No Tour

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WEDNESDAY, JUNE 8, 2011 TOUR CHOICE: MIDWEEK MARATHI TOUR Technical Tour No Tour

PAYMENT

CHECK ENCLOSED. CHECK NUMBER: _____

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BILL MY: VISA Master Card American Express Discover

CARD NUMBER _____ EXPIRATION DATE _____

SIGNATURE _____ VERIFICATION CODE _____

BILLING ADDRESS _____

EMAIL ADDRESS OF CARDHOLDER _____

TOTAL AMOUNT TO BE CHARGED _____

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