



**Malcolm Media 2024 Ag Expo Series: Exhibitor & Sponsor
Information and Guidelines**

Exhibitor and Sponsor Information and Guidelines

Exhibitor and Sponsor Signup

Booth spaces are limited and are therefore subject to availability. No booth space reservations are final until the completed contract(s) and full payment have been received. All booth staff registrations are provided free of charge.

Sponsors

Please submit your top choices for booth space as soon as requested, along with a high-res logo. You may bring up to 3 banners for Malcolm Media staff to hang in high-profile locations on setup day. If you reserved a special sponsorship such as coffee, tote bags, etc., please ship all materials ahead of time to ensure we have them on hand for the day of the event.

Insurance Requirements

Exhibitors must submit proof of insurance to Malcolm Media before the event with combined single limits (CSL) coverage of at least \$500,000 per occurrence. The certificate of insurance must list Malcolm Media and the applicable fairgrounds (Big Fresno Fairgrounds or Stanislaus County Fairgrounds) as additional insured.

Booth Set-up

- Standard display booth: 10' x 8'
- Large equipment booth: 20' x 20'
- 8' Table and Chairs: Provided only if arranged for in advance

No part of the exhibit may extend beyond reserved dimensions. If your

display doesn't fit, it must be modified until it does. Electricity is provided free of charge. We recommend bringing a 25' extension cord.

Exhibitor Check-in and Set-up Hours

1 PM – 6 PM the day before the event
Due to high volumes of exhibitors and sponsors, we cannot accommodate exhibitor setup on the morning of the event.

Exhibit Hours

Exhibit hours are from 7 AM to 2 PM on expo day. Lunch and breakfast are complimentary.

Breakdown Hours

Breakdown is after the event from 2 PM to 4 PM. All exhibits must be removed by 5 PM on expo day. For the safety of all in attendance, please begin breakdown at 2 PM.

Refund/Cancellation Policy

Booth spaces are nontransferable and nonrefundable. If government mandate should limit travel, conditions necessitate a format change (host virtually, for example), or should we need to cancel the events altogether, full refunds or fee transfers shall be offered to all affected vendors.

Contact

Hyrum Malcolm: Expo Manager
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Lucy Malcolm: Director of Client Services
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Important Dates and Information

December 7, 2023: Booth and Sponsorship Sales Open for Previous Exhibitors

January 3, 2024: 2024 Booth and Sponsorship Sales Open for all

August 30, 2024: Last day for Early Bird Booth Pricing

September 9, 2024: Attendee Registration Opens

October 25, 2024: Booth and Sponsorship Sales Close

November 7, 2024: Exhibitor and Sponsor Setup Day for the Grape, Nut, and Tree Fruit Expo; The BIG Fresno Fairgrounds: 1121 S Chance Ave Fresno, CA

November 8, 2024: Grape Nut and Tree Fruit Expo

November 11, 2024: Exhibitor and Sponsor Setup Day for the Tree and Vine Expo; Stanislaus County Fairgrounds: 900 N Broadway Turlock, CA

November 12, 2024: Tree and Vine Expo

January 6, 2025: 2024 Booth and Sponsorship Sales Open

Grape Nut and Tree Fruit Expo Vendor Schedule

Thursday, November 7, 2023

1 PM – 6 PM: Exhibitor Check-in and Setup

Friday, November 8, 2023

6:00 AM: Hall opens for exhibitors

6:30 AM: Registration opens and breakfast begins

7:15 AM - 2:00 PM: Exhibit Hall Hours

2:00 PM: Attendee Checkout and Exhibitor Breakdown

Tree and Vine Expo Vendor Schedule

Monday, November 11, 2023

1 PM – 6 PM: Exhibitor Check-in and Setup

Tuesday, November 12, 2023

6:00 AM: Hall opens for exhibitors

6:30 AM: Registration opens and breakfast begins

7:15 AM - 2:00 PM: Exhibit Hall Hours

2:00 PM: Attendee Checkout and Exhibitor Breakdown