



“COMP”imentary Exhibit Booth Policy for Citrus Exposm – Reduced Rate Exhibits (RREs)

Whereas Citrus Exposm incurs direct costs & expenses for all exhibit booth spaces, including building, equipment & setup rentals, decorations, utilities; and

Whereas all exhibitor prospects, including non-profit, government, and other service-oriented organizations who contract with or sell to citrus growers and grove decision-makers are normally involved in communications and other related business exposure opportunities in their regular course of business responsibilities; and

Whereas Citrus Exposm is designed and intended to be an event to attract and do business between people representing exhibitors and sponsors and the growers, grove owners, production managers and decision-makers targeted for attendance to Seminars and Trade show activities;

Citrus Exposm hereby resolves and endorses a standard policy to fairly and equitably deal with numerous requests for “comp” booth exhibits at Citrus Exposm, as follows:

- NO ‘complimentary’ booths or exhibits will be provided to any entity, non-profit or otherwise.
- Applications may be made for a limited number of ‘Reduced Rate Exhibits’ (RREs) through the following procedure with the following guidelines:
 - o Reduced Rate Exhibits (RREs) will be charged less than normal rates for exhibit space. These charges may not reflect the total out-of-pocket costs incurred by Citrus Exposm for providing exhibit space and related services. This RRE program is designed to provide a few low-cost booths to deserving entities and non-profits, if space is available. RRE rates will be set in early July and RRE rate information will be shared with interested applicants upon inquiry after that time. RRE application letters are best submitted prior to July 1 but may be submitted anytime. RRE applicants have the right to refuse awarded space if they decide after RRE rates are set they do not wish to participate.
 - o RRE space requests will not be considered until at least July 1st at the earliest. Award decisions may not be made until late July and any approved applicants for RRE space will be notified by end of July at the latest. Applicants should not inquire about RRE application status before end of July, but some may receive a positive answer prior to then.
 - o RRE spaces will be limited in number, if any are available at all. Any awards for RREs will be considered only among applications meeting necessary considerations as outlined herein and as determined in the sole discretion of Citrus Exposm. Decisions of Citrus Exposm are final. Any RRE space awards will be made from among qualified and approved application letters, on a first-come, first-served basis, and only if such exhibit spaces are available to assign.
 - o Applications to be denied MAY be notified earlier than the dates noted above in order to give failed applicants opportunity to purchase exhibit space at published rates. There is no guarantee that any failed RRE application will learn of the application’s status before the dates mentioned above. If no notice is received by end of July it should be assumed application was denied, although last week of July applicants can inquire to Citrus Exposm about the status of any RRE application. Appropriate Citrus Exposm office address and contact information can be found on the website and in this document below.

- RRE Applications must be submitted each year for that year's Citrus Exposm. All applications expire after that year's Citrus Exposm.
- All RRE applicants are hereby notified that at the discretion of Citrus Expo and depending on available floor space, RRE's may be assigned in areas requiring total silence for certain locations. In these instances the exhibitor must design a booth accordingly as a stand alone exhibit, un-manned, so the display does not interrupt meetings going on nearby. Any entity awarded a RRE may refuse the awarded space if a silent exhibit will not work for their need, but no guarantee is made that an alternate space will be available or assigned.
- RRE Applications should be in the following format:
 - Letter written on organization or business stationery and mailed via postal mail or overnight to Southeast AgNet/Citrus Exposm, 5053 NW Highway 225-A, Ocala, FL 34482. On outside of envelope write "Attention Citrus Exposm RRE Application." Letter must include the following information:
 - Note non-profit or other status of the applying entity and offer a brief description.
 - Reasoning in **200 words or less** addressing why your organization should qualify for a RRE. Your letter should clearly state answers to the following questions specifically. Application letter should be **no longer than one typewritten page**:
 - Does your organization regularly communicate with its intended constituents, stakeholders, customers or other target audiences?
 - Does your organization employ staff or contract other individuals who are charged with communications responsibilities?
 - Has your organization ever purchased or designed for use an exhibit of any kind, for use in any type of trade show or other event for exposure?
 - Is your organization, in its regular course of business, responsible to communicate its theme, its goals, its mission, or its contracting information to a target customer audience of any kind?
 - Does your organization employ or contract salespeople to represent products, services or concepts in any way?
 - What is the specific message or purpose of the RRE exhibit space you propose, and why do you feel Citrus Exposm should provide reduced-rate space to your entity versus others paying the published rate?
 - NOTE: Application letters not including any part of the requested information or received in a different format will likely be disqualified.

For companies and representatives of commercial entities who wish not to exhibit but still want to attend Citrus Exposm, individual attendance fees and sponsor packages for small company personnel teams are available. Find the information in the appropriate sections of the website at www.CitrusExpo.net.

Over the years Citrus Exposm has consistently proven it's status as the industry's premier citrus seminar and trade show program for growers and related decision-makers at all levels of the industry. We hope your organization will consider purchasing an exhibit and joining our efforts to host citrus growers for this valuable program of grower seminars and vendor exposure activities.

Thank You.