



2011 Illinois Fertilizer & Chemical Association  
Annual Convention and Trade Show

Exhibitor Prospectus

January 18-20, 2011

Peoria, Illinois

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Schedule of Events

Tuesday, January 18, 2011

- 8:00 a.m. - 3:00 p.m. .... Exhibitor Move-in
- 9:00 a.m. - 4:00 p.m. .... Educational Seminars
- 4:30 p.m. .... IFCA Annual Meeting @ Pere Marquette
- 6:00 p.m. .... IFCA Reception

Wednesday, January 19, 2011

- 8:00 a.m. - 11:30 p.m. .... Educational Seminars
- 11:30 a.m. - 5:00 p.m. .... Trade show hours
- 11:30 a.m. - 1:30 p.m. .... Lunch on Trade Show Floor
- 3:45 p.m. - 5:00 p.m. .... Social on Trade Show Floor

Thursday, January 20, 2011

- 7:30 a.m. - 9:00 a.m. .... Breakfast on Trade Show Floor
- 8:00 a.m. - 12:00 p.m. .... Trade Show Hours
- 9:00 a.m. - 12:00 p.m. .... Educational Seminars



# IFCA is pleased to invite you to join us at our 2011 Convention and Trade Show

**Productivity • Profitability • Responsibility**

Dear Exhibitor:

Enclosed you will find the prospectus and details about the 2011 IFCA Convention & Trade Show. Please consider this your invitation to participate in one of the most consistently successful shows for the fertilizer and ag chemical industry in the nation. Please make sure you read through this contract carefully as you make plans to join this important industry event!

**The 2011 Show will be held January 18 - 20, 2011 at the Peoria Civic Center**

**Important Notice: This years set up date starts on Tuesday instead of the traditional Monday.**

Trade Show hours are:  
Wednesday, January 19 - 11:30 a.m. - 5:00 p.m.  
Thursday, January 20 - 8:00 a.m. - 12:00 p.m.

<b>BOOTH RATES</b>	<b>IFCA Member</b>	<b>Non-Member</b>
10' x 10' booths (in shaded areas)	\$800.00	\$1,200.00
All other 10' x 10' booths	\$700.00	\$1,050.00

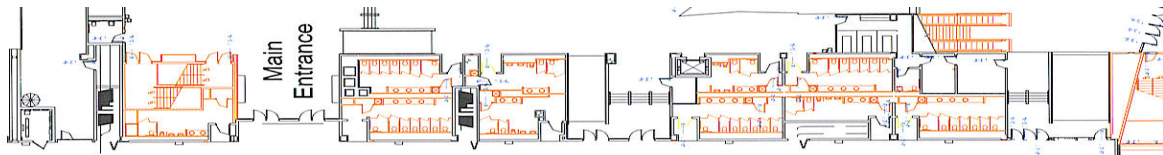
We are limiting exhibitors to no more than two booth spaces from any one company in the premium shaded spots around the social areas. If you desire more than two booths and want to be near the social area, you can, for example, select booths such as 228 & 229 as well as booths 318 & 319 or a similar configuration.

Please read thoroughly the official regulations of the contract. **Last year's exhibitors have the option to reserve the same booth(s) as last year, they are indicated on the next page.** We will do everything possible to assign booths based on exhibitors request and the date we receive your signed contract.

Thank you for your interest in the IFCA Convention and Trade Show. It's a great place to start off the year learning about industry trends, picking up educational credits and networking with your peers. We look forward to working with you!

**Call us at 309.827.2774 with any questions!**

# ILLINOIS FERTILIZER & CHEMICAL ASSOCIATION ANNUAL TRADE SHOW - 2011



The Peoria  
Civic Center  
Hall D

Accu-Steel Cover Bldgs	427	DuPont Crop Protection	125, 126	John Deere - Spray Centers of IL	345, 346 401, 402	Rich-Connell Agri-Search	232
ADM Fertilizer	422	EMD Crop BioScience, Inc	240	Junge Control, Inc.	344, 403	Rosen's	236 - 238
AGCO Corp	228, 229	Enviropac	111	Kahler Automation	330, 417	SGS Mowers Soil Testing Plus, Inc	431
Agribusiness Insurance	328, 329	Farm Chem Corp	507, 508	KSI Conveyors	423	Skinner Tank Company	607
Agrium, Inc.	145, 146	Farm Credit Services of Illinois	332	Linco Equipment, Inc.	305	Software Solutions	119
Agro-Chem West	438	Fast Distributing	604	Lincoln Land Community College	225	Southern Illinois Scale	317
Agrotain International	313	FBSciences	147	Macon General Contractors	504	Spectrum Analytic, Inc.	327
Altorfer, Inc.	230	Fertilizer Dealer Supply	440, 441	MANA	205	Squibb Taylor	200
Agworks, Inc.	500	Foundation for Agronomic Research	324	Marcus Construction	420	SST Development Group	224
AMVAC Chemical	222	Frank & West	414	MBC Buildings/Winkler Structures	326	Stahly	117, 118
Arthur J. Gallagher	144	Garco Products, Inc.	608	McCord Terra Tire Sales	244	Stueve Construction	502
ASMARK Institute	122, 123	Gowan Company	505	Michigan Millers Mutual	124	Superior Services	439
BASF	432 - 434	GROWMARK, Inc.	105, 106	Mid-State Tank	314, 315	Syngenta Crop Protection	425, 426
Bayer CropScience	444, 445	GVM Richland	245 - 247 300 - 302	Midwest Cover-All	606	Terayne Ag Specialties	306
Becker Underwood, Inc.	603	Hagie Manufacturing	415	Midwest Laboratories, Inc.	421	Terracon Consultants, Inc.	322
Cady, Inc.	109	Heartland Ag	334, 413	Miller-St. Nazianz	609	The Andersons, Inc.	311
Career Paths Unlimited	113	Heartland Tank Services, Inc.	241, 242	Monsanto	226, 227 320, 321	Transammonia, Inc.	307
Central Illinois Scale	325	Helena Chemical	127, 220	Mosaic Company, The	303	Twin State, Inc.	201, 202
CF Industries	429	H.J. Baker/Tiger-Sul Products	319	Murray Equipment	120	United Suppliers	347, 400
Circle K Mfg Co	223	Illini Sprayer Company	100, 101	Na-Churs Alpine Solutions	605	Valent USA	110
Corn Belt Fabric Structures	503	Illinois Ag Aviation	424	Nationwide Agribusiness	333	Van Diest Supply Co.	443
Crop IMS	430	Illinois Agri News	140	New Century Ag Recruiters	318	Vertical Software, Inc.	207
Crop Production Services	203	Illinois Department of Agriculture	601, 602	Potash Corp.	442	Waconia Mfg, Inc.	210
DASCO Incorporated	506	Illinois Department of Transportation	600	Precision Laboratories	141, 142	Walz Scale	114
Dome Corp of N. America	509	Inter-Chem	501	Precision Tank & Equipment	233, 234	Westheffer Co., Inc.	323
Dow Agrosciences	436, 437	International Commodities Export	121	Ranco	221	Winfield Solutions, LLC	309, 310
Doyle Equipment	115	Jenner Sales	137, 138 209	Raven Industries	102, 103	Yargus Manufacturing, Inc.	136, 211
Dultmeier Sales	418, 419						

# Exhibitor Information

## Exhibitor Registration

Please pre-register all exhibitor personnel. Booth rental charges include free registration for two people for every 100 square foot of exhibit space rented. Admittance to the exhibit area and other Convention functions will be by badge only.

## Lodging

The IFCA Convention Committee has chosen to go through the Peoria Housing Bureau for hotel registration in 2011 (see enclosed sheet). We encourage you to return the form as soon as possible for best selection. Events will be scheduled at the Pere-Marquette and the Convention Center. (Please note that companies are only allowed 12 rooms in a block at the downtown hotels).

## Installation and Removal of Exhibits

**Move in** on Tuesday will be 8 a.m. to 3 p.m.

**No mobile equipment** will be allowed on the trade show floor. All exhibit materials must be in booth space by 3 p.m. on Tuesday, January 18, 2011.

**Absolutely** no one will be allowed in the exhibit hall after 3:30 p.m. on Tuesday so the decorators can put carpeting on the floor.

**Exhibits must remain in place** until 12:00 p.m. on Thursday, January 20, 2011. All exhibits, packing cases and materials must be removed from the Hall by 5 p.m. January 20 so another show can move into the Hall.

## Show Contractor

The official contractor and decorator for the IFCA Trade Show is :

Excel Decorators, Inc.  
3600 Winchester Road  
Springfield, IL 62707  
Phone: (217) 528-4024

Excel will inform exhibitors when and where to consign shipments to the Peoria Civic Center prior to the show opening. Upon making shipment, forward one copy of the bill of lading to Excel's office.

## Terms of Payment

**Full amount** of space rental payable upon submission of the Contract to IFCA. Space unoccupied at the opening of the Trade Show may be rented or used by the IFCA without obligation or refund.

A full refund will be made to the Exhibitor if cancellation notice is received by the IFCA before December 17, 2010. No refund will be made after that date.

## Restrictions (WILL BE ENFORCED)

- ◇ The IFCA reserves the right to restrict exhibits before or during exhibit hours which, because of noise, method of operation, or any other reason become objectionable or otherwise detract from or are out of keeping with the character of the Trade Show as a whole. If a design or exhibit warrants clarification, exhibitor should contact IFCA.
- ◇ **Solid side wall panels, partitions or booths must not exceed 3 feet in height when exhibit space is adjacent to other booths.** Back panels of booths must not exceed 8 feet in height.
- ◇ Exhibitors must have written approval from the Centerplate at the Convention Center (309) 680-3300 to serve beverages or food in a booth.
- ◇ Circulars or advertising matter of any kind is restricted to the exhibitor's booth only. Distribution of souvenirs and samples is permitted, providing it is done in a dignified manner and does not interfere with other exhibits.
- ◇ Cans or containers of any size or kind brought into the Trade Show shall be **EMPTY** of all product. No containers of gasoline, paints or chemicals are allowed in the Trade Show.
- ◇ No exhibit shall be a "wet type" exhibit. No fluids of any type shall be allowed to spill on the floor.
- ◇ Use of any solvents on objects touching the show floor is prohibited.
- ◇ All exhibits must conform to Peoria Fire Marshall regulations.