



Guidelines for Exhibitors & Hospitality Night

2021 Rural & Small Agents Conference

PLEASE READ CAREFULLY

1. **Membership dues for 2021 must be paid in full prior to registering to exhibit or becoming a Hospitality Night sponsor at Rural & Small. Booth confirmations will be sent once dues are received.** If you are interested in becoming a member, contact KAIA at 1-800-229-7048 or info@kaia.com.
2. Industry Partners will have first choice of booth and hospitality suite locations. After Industry Partners have made their selections, KAIA will begin assigning booth and suite locations on a first-come, first-served basis **based on the date the Exhibitor Registration Form AND Payment are received.** The deadline to reserve booth space or a hospitality suite is Friday, May 28.
3. Each 10' x 10' booth is \$500. In addition to the booth fee, **each company representative staffing the booth must be registered for the conference.** Registration is \$225 per person.
4. **The exhibit hall is closed to anyone who is not registered for the conference. Attendees are asked to wear their name badges at all times.** If a representative of your company is not wearing a name badge, KAIA will assume they are not registered and will invoice the company for any additional registrants.
5. Exhibitors should remain setup until 1:45 p.m. on Tuesday. **No early teardown.**

BOOTH SET UP INFORMATION.

Booths will be setup by Henry Helgerson Company out of Wichita, Kansas. Each 10'x10' booth includes pipe and draping, two chairs, a table, a wastebasket and access to electricity. **Exhibitors can begin setting up at 7:00 a.m. on Monday, June 7 in the exhibit hall. If you wish to setup on Sunday, June 6, contact Karlyn Judd to make special arrangement.**

Tony's Pizza Events Center has a wireless Internet connection available throughout the arena. If you would like to order any additional items for your booth, please complete the provided order form from Helgerson's or contact them directly at (316) 943-1851. See the Exhibitor Agenda for specific trade show hours and activities. Helgerson's will begin exhibit teardown at 3:30 p.m. on Tuesday, June 8, and all exhibits must be cleared from the exhibit hall by 5 p.m.

EXHIBITOR DRAWINGS.

If you wish to draw for prizes at your booth, please have the name(s) drawn and posted at your booth by Tuesday's "Lunch with Exhibitors." If your prize is not claimed by the end of the afternoon break on Tuesday, please attach the winner's name to the prize and display it on the message table that will be available at the entrance of the exhibit area.

HOSPITALITY NIGHT INFORMATION.

If your company is interested in becoming a host or sponsor during hospitality night at District Eat & Play the evening of Tuesday, June 8, please contact Karlyn at KAIA at 1-800-289-9218 or info@kaia.com. The hosting opportunities are subject to availability.

INDUSTRY PARTNER DISCOUNTS.

Industry Partners receive discounted booth rates and complimentary conference registrations based on their level of partnership. Please refer to your Industry Partner benefits brochure for the discounts and registrations that may apply for your company, or call KAIA at 1-800-229-7048 to check your partnership level.

ATTIRE & SPECIAL THEME THIS YEAR.

Dress throughout the conference is business casual. We encourage you to get creative and incorporate a theme into your booth, hospitality suite and prize giveaways.

ATTENDEE LIST.

An attendee list for the conference will be emailed to registered exhibitors prior to the conference.

SHIPMENT INFORMATION.

If you wish to ship booth items in advance to the event center, please contact Tony's Pizza Event Center at (785) 826-7200 and make them aware of your booth shipment. You may ship your items to the attention of:

Attn: KAIA Rural & Small Conference
Tony's Pizza Event Center
800 The Midway
Salina, KS 67401

**If you have any additional questions about the Conference or Trade Show,
please contact KAIA at 1-800-229-7048 or info@kaia.com**