

February 8 and 9, 2012
Victoria Inn Hotel and Convention Centre
1808 Wellington Avenue Winnipeg, MB

October 11, 2011

Dear Potential Exhibitor and Sponsor:

Once again, it is time to mark your calendars for the **6th Annual Manitoba Special Crops Symposium** which will take place on February 8 and 9, 2012 at the Victoria Inn Hotel and Convention Centre in Winnipeg, MB.

Whether large or small, exhibiting at the Manitoba Specials Crops Symposium is a prime business opportunity to touch sunflower, pulse and corn growers from across Manitoba and to increase your visibility among the special crops industry.

Our event will feature concurrent session speakers on corn, sunflower, edible beans and soybeans as well as a tradeshow, and the 2012 Annual General Meetings for MCGA, MPGA and NSAC. The symposium committee is pleased to announce Dr. Patrick Moore as our keynote speaker on Wednesday, February 8th.

This Exhibitors' Registration Package includes everything you need to know about exhibiting, sponsoring and advertising at the **2012 Manitoba Special Crops Symposium**. Please review the innovative and NEW sponsorship ideas and opportunities outlined in the enclosed material and plan to attend this exclusive special crops event. To guarantee your sponsorship opportunity contact Jacquie Cherewayko at (204) 324-2804.

For the most up to date information on our Symposium's momentum, we encourage you to visit our website at www.manitobaspecialcrops.ca featuring speakers, tradeshow and sponsor information for the 2012 symposium. We look forward to your involvement and support of this year's event.

Regards,

Dennis Lange
Manitoba Agriculture, Food and Rural Initiatives
Manitoba Special Crops Symposium
Tradeshow Chair
Ph. (204) 750-4530

Monika Robertson
Manitoba Pulse Growers Association
Manitoba Special Crops Symposium
Symposium Chair
Ph. (204) 745-6488

TRADESHOW INFORMATION

TRADESHOW DETAILS

Location:

Victoria Inn Hotel and Convention Centre, 1808 Wellington Avenue, Winnipeg MB

Dates & Times:

Wednesday, February 8, 2012 8:30 a.m. to 4:30 p.m.

Thursday, February 9, 2012 8:30 a.m. to 4:30 p.m.

Booth Pricing:

Once again, the committee has continued with the early bird registration discount. Companies that register prior to or on December 5, 2011 will receive the reduced rate of \$400 for an 8' x 10' booth space. After December 5th, tradeshow booth rates will increase to \$450. Display space will be allocated on a first come first serve basis. The deadline for booth registration is Friday, January 13, 2012.

Payment: Full payment must accompany your exhibit registration form (page 7). Registration will be confirmed by the office, stamped and dated. Payments are to be sent via cheque to MB Special Crops Symposium Box 969 Altona, MB ROG 0B0.

Cancellation:

The balance is refundable only if notice of cancellation is received by committee member no later than January 27, 2012. No refund of payment will be made if booth cancellation of booth space occurs after January 27, 2012.

BOOTH INFORMATION

Booth Size: 8' x 10'

Each booth rental includes:

- ◆ 8' x 10' draped booth space
- ◆ 1—6' draped table
- ◆ 2 chairs
- ◆ Free wireless internet
- ◆ Buffet lunch on both days
- ◆ Wine and Cheese reception on February 8th
- ◆ Coffee, tea and water throughout the show

Electrical Services:

Exhibitors are solely responsible to purchase electrical services for their booth at a cost of \$50.00 per booth. All electrical services will be provided through Central Display and can be obtained by making the selection on the Exhibitor Registration Form.

Additional Costs:

For additional chairs, tables or furnishings contact Central Display at (204) 237-3367 to place your order.

Door Prizes:

Door prizes are welcome at the Manitoba Special Crops Symposium, and exhibitors are encouraged to hold draws at their booths. Please note it will be your responsibility to contact the winner of your booth's door prize.

Tradeshow Hours:

February 8th & 9th —8:30 a.m. to 4:30 p.m.

Set-up Time:

Tuesday, February 7, 2012 beginning at 6:00 p.m. till 9:00 p.m.

Wednesday, February 8, 2012 beginning at 7:00 a.m. till 8:00 a.m.

Removal Time:

Exhibitors can begin removal on Thursday, February 9th after 3:00 p.m. following the last tradeshow break until 6:00 p.m. Any booths not removed by 6:00 p.m. will be dismantled and stored by Central Display. Exhibitors must contact Central Display directly for the return of their display. Fees may apply for this service and charged directly to the exhibitor.

Dismantling of the displays prior to the official removal time is not permitted.

Official Show Guide:

All exhibitors booked before January 14th will be listed in the Official Show Guide, however Show Management assumes no responsibility for any errors or omissions within the Official Show Guide.

Special Note:

The Manitoba Special Crops Symposium and the Victoria Inn Hotel and Convention Centre assume NO liability for lost, stolen or damaged articles during the show's entirety.

ACCOMODATION INFORMATION

Victoria Inn Hotel and Convention Centre will be the official hotel for the Manitoba Special Crops Symposium. Conference rates have been obtained for February 7-9, 2012 at a rate of \$125 plus tax for a standard room with free parking available **until January 8, 2012**. Upgraded rooms also available at a discounted rate. Reservations can be made by contacting the hotel at 1-877-VIC-INNS referencing the event code, 413470.

SPONSORSHIP OPPORTUNITIES

The Manitoba Special Crops Symposium attracts over 800 producers, industry representatives and media from various areas in the special crops sector. Sponsoring at this show is an ideal way to profile your company. In addition, to increase your company's visibility see below the opportunities available through sponsorship and/or advertising.

WINE AND CHEESE SPONSOR

\$5,000

An exclusive opportunity to host the wine and cheese reception on February 8, 2012 following the conclusion of the Manitoba Special Crops Symposium agenda program. As the wine and cheese sponsor, you will receive a complimentary tradeshow booth with electricity; prominent signage at the wine and cheese reception; a complimentary full page ad in the 2012 show guide distributed to all attendees on site at the event; prominent display of the organization's company logo on the website, including a link to the company's website, and logo to appear in the 2012 show guide and event agenda.

KEYNOTE SPEAKER SPONSOR

\$5,000

An exclusive opportunity to sponsor our 2012 keynote speaker, Dr. Patrick Moore. As the keynote speaker sponsor you will have the opportunity to address the delegates prior to Dr. Moore's Address to provide a company update (max. 5 minutes) and to introduce Dr. Moore as the official speaker. Your company will receive a complimentary tradeshow booth with electricity; prominent signage in the speaker room; a complimentary full page ad in the 2012 show guide distributed to all attendees on site at the event; prominent display of the organization's company logo on the website, including a link to the company's website, and logo to appear in the 2012 show guide and event agenda.

Dr. Patrick Moore, founder of the environmental movement



Patrick Moore is a former environmental activist, known as one of the early members of Greenpeace, in which he was an activist from 1971 to 1986. Today he is the co-founder, Chair and Chief Scientist of Greenspirit Strategies in Vancouver, a consulting firm that provides paid public relations efforts, lectures, lobbying, opinions and committee participation to government and industry on a wide range of environmental and sustainability issues. He is a frequent public speaker at meetings of industry associations, universities, and policy groups.

He has sharply and publicly differed with many policies of major environmental groups, such as Greenpeace, on other issues including forestry, biotechnology, aquaculture, and the use of chemicals for flame retardants. He is an outspoken proponent of nuclear energy and skeptical of human responsibility for climate change.

Dr. Moore will address the attendees Wednesday, February 8th, 2012

MARKETING SPEAKER SPONSOR

\$2,000

An exclusive opportunity to sponsor our 2012 marketing speaker, Michael Krueger. As the marketing speaker sponsor you will have the opportunity to address the delegates prior to Mr. Krueger's address to provide a company update (max. 5 minutes) and to introduce Mike as the marketing speaker. Your company will receive prominent signage in the speaker room; prominent display of the organization's company logo on the website, including a link to the company's website, and logo to appear in the 2012 show guide and event agenda.

Michael Krueger is the founder and president of The Money Farm based in Fargo, North Dakota.

LUNCH SPONSOR

\$5,000

(two opportunities available)

All delegates have lunch in the tradeshow area between sessions. They also use this time to view exhibits and in addition to your tradeshow booth, consider exclusively sponsoring a day's buffet lunch. As a lunch sponsor, you will receive a complimentary tradeshow booth with electricity; prominent signage at the lunch buffet; a complimentary full page ad in the 2012 show guide; prominent display of the organization's company logo on the website, including a link to the company's website, and logo to appear in the 2012 show guide and event agenda.

****Two opportunities available—February 8th and 9th, or if you wish to be the official Manitoba Special Crops Symposium's event lunch sponsor for both days it will be available at a rate of \$8000.***

COFFEE SPONSOR

\$1,500

(two opportunities available)

A great spot for networking! Delegates gather for a coffee refreshment break between sessions over the course of the day. As a coffee sponsor, you will receive prominent signage at the coffee refreshment station; prominent display of the organization's logo in 2012 show guide.

POP and JUICE SPONSOR

\$1,500

(two opportunities available)

An exclusive opportunity during lunch to touch all delegates as they select a refreshment. As a pop and juice sponsor, you will receive prominent signage at the lunch buffet refreshment station; prominent display of the organization's logo in 2012 show guide..

SPEAKER ROOM SPONSOR

\$1,000

(multiple opportunities available—Corn, Pulse and Sunflower)

Each speaker room has powerful innovative sessions. As a speaker room sponsor, you will have the opportunity to supply company signage (banner stand or banner) in front of the selected speaker room. In addition, a company representative will have the opportunity to provide welcoming remarks (5 min max.) at the opening of the day's speaker sessions as well as acknowledgement at the beginning of both AM and PM sessions.

EVENT SUPPORTER

\$500

An opportunity to promote your company as an event supporter to the Manitoba Special Crops Symposium. As an event supporter you will receive display of your company's logo on the website and the 2012 Manitoba Special Crops Symposium show guide that is distributed to all attendees at the site event.

ADVERTISING OPPORTUNITIES

The Manitoba Special Crops Symposium attracts over 800 producers, industry representatives and media from various areas in the special crops sector. You will not want to miss this excellent opportunity to advertise into this key show guide to reach your target audience.

The On-Site Show Guide is distributed to all attendees that register upon arrival at the Manitoba Special Crops Symposium. Each of the 800 + attendees receives a copy to use as their central resource during the conference.

Ads are to be supplied by the advertiser to the Manitoba Special Crops Symposium ready to print in a .jpg or .pdf format, as per the size listed by no later than the closing date. Please see the rate card sheet below for further information.

CLOSING DATE FOR ADS is JANUARY 20, 2012

ADVERTISING SPECIFICATIONS

Standard Units:

Full Page Ad	7" 1/4 x 9" 3/4
1/2 Page Ad	7" 1/4 x 4" 5/8
1/4 Page Ad—Vertical	3" 1/2 x 4" 5/8
1/4 Page Ad—Horizontal	7" 1/4 x 2" 1/4
1/8 Page Ad—Vertical	3" 3/8 x 2" 3/8
1/8 Page Ad—Horizontal	2" 3/8 x 3" 3/8

All ads will be printed in Black & White.

All advertisements to be sent via email to info@manitobaspecialcrops.ca. Contact Monika at (204) 745-6488 with questions.