



Direct Marketing Conference

November 13th & 14th, 2008

Where: Lexington Convention Center
430 West Vine Street
Lexington, Ky. 40507

Trade Show Schedule:

Thursday, November 13th

Noon All trade show vendors may begin set-up
4:30PM Set-up complete
5:00PM-7:30PM Trade show open for cocktail/heavy
hors d' oeuvres reception

Friday, November 14th

6:30AM-Noon Trade show open
Noon Trade show closes at noon

Set-Up: All vendors may start set-up at noon on Thursday.
Booth must be ready by 4:30PM
Parking and unloading instructions will be provided to you upon receipt of your registration.

Hotel: To book your hotel at a reduced rate of \$91 per night please call the Hyatt Regency Lexington reservation line at 859-253-1234 and ask for "Kentucky Department of Agriculture" by October 27th. The hotel is connected to the Lexington Convention Center and located at 401 West High Street, Lexington, KY 40507.

Equipment provided:

A booth package to include: (\$75 per booth)

10'x10' booth with 8' high back drape and 3' high side arms in a color selected by conference
(1) 6' or 8' skirted table in a color selected by conference
(2) Samsonite folding chairs
7"x44" booth sign.

PLEASE NOTE:

If you would like a larger booth, there will be a limited amount of 10'x20' booths available so please get your request in early.

Should your exhibit require power and/or an Internet line, these are available for an additional fee.
All exhibitors must supply their own **extension cords, lighting and plugs.**

On-site storage space is limited and we may not be able to accommodate all requests- Please let us know if you require storage when you complete your application.

Any exhibitors who would like to be included in meal functions there will be an additional cost of \$25 per person.

Cost per person includes:

Thursday- Reception with heavy hors d'oeuvres

Friday- Breakfast with keynote speaker

**Kentucky Department of Agriculture
Direct Marketing Conference
November 13th & 14th, 2008**

Exhibitor Application

COMPANY NAME _____

CONTACT NAME (please print) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____

TELEPHONE DAY (____) _____; EVENING (____) _____; FAX (____) _____

PRODUCTS AND SERVICES TO BE EXHIBITED _____

STORAGE _____

SPECIAL NEEDS _____

____ Yes, I would like you to make available via the conference Web site one of my order forms for participants to request delivery of products to the show. *Sorry, no catalogs. Order form must contain all information and specifics such as Web catalog address, charges, contact information, etc. and be limited to one page. Please email forms to: Janet.Eaton@ky.gov*

PLEASE COMPLETE:

QTY			AMOUNT
_____	10' x 10' EXHIBIT SPACE	\$75.00	\$ _____
_____	10' x 20' EXHIBIT SPACE	\$150.00	\$ _____
_____	1000 WATT ELECTRICAL OUTLET	\$51.00	\$ _____
_____	WIRED OR WIRELESS INTERNET ACCESS SERVICE	\$300.00	\$ _____
_____	CONFERENCE REGISTRATION (optional; includes meals)	\$50.00	\$ _____
_____	MEAL OPTION ONLY	\$25.00	\$ _____
TOTAL ORDER			\$ _____

Please mail completed application and payment (checks only) by Monday, October 13th to:

**MAKE CHECKS PAYABLE TO: Kentucky State Treasurer
Attn: Janet Eaton
Kentucky Department of Agriculture
100 Fair Oaks Lane, Fifth Floor
Frankfort, Ky. 40601
Phone: 502-564-4983
Janet.Eaton@ky.gov**