



**Farm  
Progress  
Show**  
by informa...



# Exhibitor Manual

**BOONE, IOWA**  
SEPTEMBER 1-3, 2026



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# IMPORTANT DATES & DEADLINES

## APRIL 2026

4/22 Vendor Day

## JUNE 2026

6/15 Final Exhibit Space Payment Due

## JULY 2026

7/1 Deadline to update Product Categories & Exhibitor Info in ERC for Show Program

7/31 Field & Drone Demo Registration Deadline

## AUGUST 2026

8/7 Final day to request advance shipment of exhibitor materials and tickets  
Certificates of Insurance uploaded into Exhibitor Resource Center  
Food & Drink Giveaways sent to show management for approval

8/18 **Exhibit gates and loading dock open, weather permitted**  
Final mowing of exhibit field to be completed this week  
Show supplies may be shipped to show office  
Temporary buildings may be erected

8/26 Show office opens - onsite exhibitor materials may be picked up  
All steel tracked equipment must be in place

8/28 Final day for after-hours events to be submitted to show management  
Varied Industries Tent exhibitors may begin to set up

## SEPTEMBER 2026

9/1

9/2

9/3



Show Hours  
8 AM - 4 PM Daily

9/4 All exhibits in Varied Industries Tent must be removed

9/18 All signage must be removed from display areas and/or seed plots  
Exhibit space must be returned to original condition



# EXHIBITOR RESOURCE CENTER (ERC)

## MAP YOUR SHOW ERC

The Map Your Show Exhibitor Resource Center (ERC) is your one-stop hub for all exhibitor resources, checklist items, and building your digital presence at the show. Primary contacts for each exhibiting company will receive instructions to log-in to the ERC for the first time. Training videos will be provided for additional help with the ERC.

## [CLICK HERE TO ACCESS THE ERC](#)

## COMPLETE YOUR PROFILE

The "Complete Your Profile" section of the ERC allows you to customize the information visible to the public through both the online directory and the mobile app. In this profile, you can add valuable resources such as your company description, logo, product categories, photos/videos, special offers, contact information, etc. Companies with upgraded packages (Gold & Diamond) will have access to additional features in this section to increase their visibility. Building out your profile in the ERC will allow you to maximize the value of the digital components of the event.

## \*NEW FOR 2026\* PURCHASE SPONSORSHIPS

Exhibiting companies can now view and purchase sponsorship opportunities to promote their brand directly from the ERC! Simply click on the "Purchase Sponsorships" widget on the ERC Dashboard to see what opportunities are currently available. For more information about sponsorships, contact Dena Morgan at dena.morgan@farmprogress.com.

## EXHIBITOR CHECKLIST

In the ERC, the Exhibitor Checklist is your resource for all important exhibitor tasks and their corresponding deadlines. Forms are linked directly from the checklist for your convenience and items can be hidden to customize the experience to your needs.

## ADDITIONAL USERS

The ERC provides default credentials for the ERC to the primary contact as listed on the exhibit space contract. You may add authorized users to the Exhibitor Resource Center after initial setup by clicking on the "Users" tab on the left side of the screen and selecting "Add New User".

Farm Progress Show Hospitality Building P Peyton

### Manage Users

[Add New User](#)

Use this section to manage which team members have access to the Exhibitor Resource Center. After you add a team member, they will automatically receive an email with log in instructions.

Actions	First Name	Last Name	Email	Active	Manage Users	Job Title
...	Emily	Mauermann	emily.mauermann@farmprogress.com	YES	Yes	-

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# GENERAL EXHIBITOR INFORMATION

## 2026 FARM PROGRESS SHOW



September 1-3, 2026



Central Iowa Expo  
1827 217th Rd.  
Boone, IA 50036



8 AM - 4 PM Daily



[www.FarmProgressShow.com](http://www.FarmProgressShow.com)

### VISITOR ADMISSION

Advance Tickets	\$15 + fees
Gate Admission	\$25
Students (ages 13-17)	\$10
Children under 12	FREE

Advance tickets available online at [www.FarmProgressShow.com](http://www.FarmProgressShow.com)

### EXHIBITOR PACKETS

Exhibitor credentials including admission pins and parking passes will be provided through a physical exhibitor packet based on the exhibitor credential allotment found on page 7. By default, packets may be picked up onsite in the Show Office. Exhibitors may request to have their packets shipped in advance.

### HOTELS & CAMPING

There are several nearby hotels and campgrounds in the Central Iowa area. For more information about lodging opportunities for the Farm Progress Show, please visit [www.visitcentraliowa.com](http://www.visitcentraliowa.com). Onsite camping is first-come, first-served. The grounds open to RV and camper parking after 12:00 PM on Monday, August 31, 2026.

### PETS & SERVICE ANIMALS

Pets are not permitted on the show grounds. Service animals are permitted, but must be leashed and properly designated at all times.

### INTERNATIONAL REQUESTS

If you are an international exhibitor and need a letter of invitation to attend, please contact Katie Kramer with the Ames CVB at [katiek@discoverames.com](mailto:katiek@discoverames.com).

### APPROVED VENDORS

A full list of the Farm Progress Show approved vendors and their services can be found on the show website [www.FarmProgressShow.com](http://www.FarmProgressShow.com) under "Exhibitor Resources" as well as in the Exhibitor Resource Center (ERC).

All services must be provided by an approved vendor OR express permission must be given in advance of the work being completed. For vendor-related questions, contact Rick Wild at [rick.wild@farmprogress.com](mailto:rick.wild@farmprogress.com).



# GENERAL EXHIBITOR INFORMATION

## TRAFFIC & PARKING

Exhibitor parking can be found South of the Exhibit Field and may be accessed from 217th Rd. A limited amount of special parking for exhibitors is provided in this lot. *Parking permits must hang from the mirror of your vehicle*, so they are easily seen by security and law enforcement. An allotment of EX Parking Passes will be provided in your exhibitor packet. If you need additional parking passes, you may request those using the link in the ERC. Exhibitor parking fills up quickly, so exhibitors are encouraged to arrive early in order to take advantage of exhibitor parking. Exhibitor traffic flow is shown on the Traffic Map.

Additional parking is available in the visitor lots surrounding the exhibit area.

Vehicles that are part of an exhibit display must be in place by 7:30 AM each morning. No vehicle traffic will be permitted inside the fence during show hours.



## EXHIBIT SET-UP & TEAR DOWN

Exhibitors in outdoor exhibit lots may begin to set up on August 18, 2026. Exhibit area gates will be open daily between 8:00 AM and 5:00 PM until August 28, 2026 when the hours shift to 7:00 AM to 7:00 PM. Exhibitors in the Varied Industries Tent (VIT) may set up beginning August 28, 2026. Equipment on steel tracks must be in place by August 26, 2026.

Exhibitors may not dismantle or remove any exhibits prior to the show closure at 4:00 PM on Thursday, September 3, 2026. Vehicles in the boundaries of the exhibit area may leave the grounds only after the conclusion of the show each day. Trucks or other vehicles for exhibit tear-down are permitted on the grounds AFTER 4:30 PM on Thursday, September 3, or when it is deemed safe, but not before.

Exhibitors are responsible for the set-up and tear-down of their exhibit. If additional time is needed, contact Rick Wild at 314.288.6770.

## SHOW OFFICE

The Farm Progress Show Office is located in the Central Iowa Expo Administration Building located outside Gate 6, at the south end of 6th St. The office will be staffed from 8:00 AM to 5:00 PM daily beginning Wednesday, August 26 through the end of the show.

## EXHIBITOR CORRESPONDENCE

All show correspondence is generated via email through our online registration system (Map Your Show) and sent to the primary email address provided during the registration process. Information can also be found in the Exhibitor Resource Center and under the “Exhibitor Resources” tab at [www.FarmProgressShow.com](http://www.FarmProgressShow.com).



## GENERAL EXHIBITOR INFORMATION

### AFTER-HOURS EVENTS

Any events occurring outside the normal show hours must be approved in advance by Farm Progress Show Management. Details must be provided including the expected number of attendees and the type and hours of the event. Exhibitors should submit their requests for After-Hours Events using the form provided in the ERC in the "Exhibitor Checklist".

After-Hours Events must be submitted through the form in the Exhibitor Resource Center no later than **Friday August 28** to ensure that our staff and security are aware of the event and direct those in attendance to the appropriate gate.

The hosting exhibitor is responsible for the safety and behavior of visitors at the event. All events on the show grounds must conclude by 7:00 PM and have the visitors returned to their vehicles by dusk. **All food and beverages must be contracted through the approved catering vendor for the Farm Progress Show (Hy-Vee).**

### INBOUND SHIPPING INSTRUCTIONS

Supplies for the Farm Progress Show can be shipped (prepaid) to the show site beginning August 18, 2026. Shipments will be delivered to the shipping and receiving area near the show office.

FPS Staff will deliver incoming packages to exhibitors pre-show and during the show as time allows.

Shipping tags must carry the name of the exhibiting company and the lot number or "VIT" if your space is in the Varied Industries Tent. Unlabeled shipments will not be accepted.

Exhibitors may ship using traditional courier services such as FedEx or UPS, or through the General Service Contractor, GES. Please note, GES is a third-party and additional fees will apply.

**SHIP TO:**  
**Your Company Name & Lot #**  
**Farm Progress Show 2026**  
**1827 217th Rd.**  
**Boone, IA 50036**

### OUTGOING SHIPPING

Exhibitors are responsible for shipping out all exhibit materials following the show. Items scheduled for pickup through UPS and FedEx must be brought to the Shipping and Receiving area near the Show Office. All items in the Varied Industries Tent must be removed by Friday, September 4, 2026. Equipment and materials used in outdoor exhibit lots must be removed from the grounds by Saturday, September 18, 2026.





## GENERAL EXHIBITOR INFORMATION

### ADVANCE VISITOR ADMISSION TICKETS

Exhibitors can purchase discounted advance visitor tickets for clients, employees, and friends through the Farm Progress Show website ([www.FarmProgressShow.com](http://www.FarmProgressShow.com)) beginning June 1, 2026. Advance tickets are \$15 (+ fees) which reflects a \$10 discount to those purchased at the gate. For orders of 20+ tickets, group ticket options are available. Please note that exhibitor pins and passes are only to be used by those working the exhibit. Our rules strictly prohibit providing exhibitor credentials to clients, non-booth staff employees, and friends attending the event.

For additional questions about visitor tickets, please contact:  
Farm Progress Customer Service 1-800-441-1410

### MEDIA

During the show, the Media Tent will be available for press conferences and news releases and is located in the SW Quadrant of the show site on Lot 742. To schedule a press conference, request an updated media list, or for other media-related inquiries, contact Dena Morgan at [dena.morgan@farmprogress.com](mailto:dena.morgan@farmprogress.com).

### EXHIBIT AREA RESTORATION

It is the exhibitor's responsibility to restore their exhibit area to its original condition. This includes removing any exhibit materials, ground cover, signs, trash/debris, equipment, etc. by the deadline set by Show Management (September 18, 2026). In addition, outdoor exhibit areas with ground disturbance such as holes or pits must be backfilled with black dirt and reseeded prior to departure. Exhibitors who do not adhere to the restoration protocol as detailed in the "Exhibit Space Policies" portion of this manual will be assessed a minimum \$500 fee for any work done by the Farm Progress Show or its contractors to clean up an exhibitor's display.

### DEMONSTRATION/RIDE & DRIVE POLICIES

Specific policies, requirements, and deadlines for participation in Field Demonstrations, Drone/UAV Demonstrations, and Ride & Drive areas will be outlined in supplemental documentation and posted in the Exhibitor Resource Center. Exhibiting companies who meet the qualifications to participate in these activities must register separately to participate using the corresponding registration forms which can be found in the "Exhibitor Checklist" of the ERC. Correspondence will be sent out to exhibitors via email when these registration forms become available for the 2026 Farm Progress Show.

### EVENT CODE OF CONDUCT

All exhibitors, attendees, contractors, and staff at the 2026 Farm Progress Show are expected to abide by the Informa Markets Event Code of Conduct at all times. The purpose of this Code of Conduct is to ensure that everyone at our events has a great experience by prioritizing safety, respect, and consideration. Anyone who is found to be in breach of this Code of Conduct may be subject to action taken by event management and/or security, if necessary. Please familiarize yourself with the Code of Conduct before attending the event by visiting <https://www.informamarkets.com/en/event-code-of-conduct.html>.



## EXHIBIT SPACE POLICIES

### EXHIBIT SET-UP

Exhibitors are responsible for the set-up and tear-down of their exhibit. Exhibit area gates will open, weather permitting, August 18, 2026. If more time is needed, contact Rick Wild at 314.288.6770. Hours of set-up are 8:00 AM to 5:00 PM until August 28. After this date, the hours for set-up will be 7:00 AM to 7:00 PM.

### EXHIBIT RESTRICTIONS - DISPLAY LOTS

- i. Maximum height on exhibits is 60 feet
- ii. Any underground construction (signage, post holes, tent staking, etc.) deeper than one foot, requires the exhibitor to contact the Farm Progress Show office to have utilities located. Some locations will require the exhibitor to contact Iowa 8-1-1 for further clarification of utility location. Any utility disruption will be the responsibility of the exhibitor should they proceed without following proper procedure.
- iii. No helium-filled balloons will be allowed to fly within 80' of overhead power lines. Any use of helium balloons on any part of the Farm Progress Show site must be approved in writing by Show Management in advance of the Farm Progress Show.
- iv. No hot air balloons will be allowed on the Exhibit Field.
- v. No aircraft or other flying machines of any kind are allowed directly over the show site below 500' without the permission of Show Management.
- vi. All items on display, including tents and tent stakes, must lie within the four boundaries of the assigned exhibit space. These boundaries will be clearly designated by green flags placed on each corner of the exhibit space. The name of the exhibiting company and the lot number will be indicated by a white flag. No equipment, display material, or signs shall protrude into or over another exhibitor's display or into the street frontage. Exhibitors who do not comply with the boundaries will be required to adjust their exhibit as determined by Show Management. Failure to abide by this policy will result in immediate removal of the display from the Exhibit Field.
- vii. NO SMOKING signs should be posted inside your tent and a fire extinguisher must be available.
- viii. No burning candles and/or open flames allowed.
- ix. At its option, Farm Progress reserves the right to exclude display and exhibit material which may be found to be offensive, libelous, or not benefitting the spirit of the event.
- x. No firearms will be allowed in the facility.
- xi. Two-story exhibits are not allowed without Show Management's written approval.

### SET UP & HEIGHTS - VARIED INDUSTRIES TENT (VIT)

Exhibitors located in the VIT may set-up beginning Friday August 28. All exhibits in the VIT must be removed the day after the show closes, Friday September 4.

Exhibits, especially endcaps, may not obstruct the general view of or hide others' exhibits. Exhibitors may not erect a back wall higher than 8' or a side wall higher than 3'. No signs, decoration, banners, advertising material, or special exhibits will be permitted in the aisles. No burning candles and/or open flames allowed. No welding, popcorn poppers, stoves, or heaters may be operated within the VIT.

The VIT has a soybean-based asphalt floor surface. Wood chips are not permitted in the VIT.



## EXHIBIT SPACE POLICIES

### DISMANTLING & REMOVAL OF EXHIBITS

Exhibitors may not dismantle exhibits before 4:00 PM on Thursday September 3. Vehicles will be permitted to leave the grounds at 4:00 PM and not before. No trucks or other vehicles will be permitted to enter the show grounds before 4:30 PM. *Exhibitors must return their exhibit area to its pre-show condition, including reseeding of the exhibit lot.*

- a. All exhibit materials and equipment, including foundations, must be removed from the show site no later than September 18, 2026. Should an extension be required, please contact Rick Wild before September 13.
- b. Exhibit materials and equipment left on the show site are at the exhibitor's risk.
- c. Farm Progress Show Management reserves the right to take ownership over any equipment and/or materials left on the grounds as of September 18, 2026 unless prior approval has been received from Show Management.
- d. All areas must be cleaned and all debris, including foundations, ground cover, and other building materials, must be removed by the exhibitor.
- e. Black dirt must be hauled in to fill any holes that were dug prior to and during the show. Any disturbed areas must be reseeded, or exhibitor will be assessed a minimum of \$500 fee for any work done by the Farm Progress Show or its contractors to clean up an exhibitor's display.
- f. Any exhibitor who has an area larger than 200 square feet which is disturbed (grass cover destroyed) will be required to submit a restoration plan to Show Management before September 13, 2026.
- g. Customers who buy equipment or buildings from exhibitors should be informed that they must remove such equipment by September 18, 2026. Farm Progress reserves the right to take ownership over any equipment and/or materials left on the grounds as of September 19, 2026 unless prior approval has been received from Show Management. The buyer and/or exhibitor must bear risk of loss or damage while the equipment and/or material remains on the show site.
- h. Any ground cover such as sawdust, wood chips, corncobs, etc. must be completely removed from the display area by the exhibitor no later than September 18, 2026.
- i. Any material not removed by the exhibitor will be removed by a contractor designated by Farm Progress Show Management and the exhibitor will be assessed a fee for any work done by the Farm Progress Show or its contractors to clean up an exhibitor's display.
- j. Exhibitors should have their exhibit lots checked by Show Management before departure to ensure that there will be no fees assessed for display cleanup.

### REMOVAL OF SIGNS

All signs in display areas or seed plots must be claimed by September 18, 2026 or they will be discarded.

### REMOVAL OF LITTER FROM EXHIBIT LOTS

- a. Exhibitors are responsible for keeping their exhibit areas clean during the show.
- b. The dumpsters on the exhibit field are for use by visitors during the show and light exhibitor use during set-up. Exhibitors with a large amount of trash should arrange for their own dumpster.
- c. At the conclusion of the show, exhibitors should clean their exhibit site of all litter. Anything left on the site will subject the exhibitor to fees for cleaning up the display area.
- d. There is no curbside trash pickup. DO NOT leave piles of trash at the edge of exhibit lots and expect pickup. Dumpsters will be available to deposit daily trash.



## EXHIBIT SPACE POLICIES

### GUIDELINES FOR TENTS, CANOPIES, AND OTHER MEMBRANE STRUCTURES

- a. Occupant loads of 10-199 people shall require 2 exits.
- b. Occupant loads of 200-499 people shall require 3 exits.
- c. Exit width shall be a minimum of 72 inches.
- d. Aisle width between tables shall be a minimum of 44 inches.
- e. Exits shall be clearly marked and exit signs shall be illuminated.
- f. Combustible trash shall be removed at least once a day.
- g. Fireworks shall not be used within 100 ft. of any tent.
- h. Maintain 3 feet clearance between the fabric envelope and all contents.
- i. Outdoor exhibitors may use their own 10x10 “pop-up” tents, but they must be taken down completely upon show close each evening and in the case of inclement weather.

### ERECTION OF DISPLAY BUILDINGS

- a. Temporary buildings may be erected for display purposes at the Farm Progress Show. Buildings may begin to be erected on August 18, 2026. If additional time is needed, contact Rick Wild.
- b. Any groundwork or leveling necessary should be cleared first with Show Management. Temporary concrete foundations may be poured, but they must be removed after the show and no later than September 18, 2026 or exhibitor will be assessed a fee of no less than \$500 for any and all work done by Farm Progress or its contractors to clean up an exhibitor’s display.
- c. Any underground construction (signage, post holes, tent staking, etc.) deeper than one foot requires the exhibitor to contact Show Management to have utilities located. Some locales will require the exhibitor to contact Iowa 8-1-1 for further clarification of utility location. Any utility disruption will be the responsibility of said exhibitor should they proceed without following proper procedure.
- d. All material used must be cleaned up and hauled away after the show. All exhibit space must be returned to its original state, which includes reseeding. Exhibitors who fail to adhere to this policy will be assessed a fee of no less than \$500 for any work done by the Farm Progress Show or its contractors to clean up an exhibitor’s display.
- e. No permanent structure, landscaping or buildings (including sign foundations, gravel, lot corner decorations, irrigation systems, grain handling systems, concrete pads, or fencing), may be left after the show without approval from Farm Progress Show Management and Central Iowa Expo.

### GROUND COVER MATERIAL FOR EXHIBIT AREA

- a. Sawdust shavings, crushed corncobs, agricultural limestone (30-60 mesh), woods chips, and pecan or peanut hulls may be used for ground cover in the display area. All wood-based products must be virgin material - no shredded pallets or any other material which may contain metal.
- b. The use of gravel or crushed rock is not permitted without prior permission from Farm Progress Show Management and Central Iowa Expo. If you are interested in having your lot graveled, please complete the form found in the Exhibitor Resource Center.
- c. As Central Iowa Expo hosts other shows and events throughout the year, exhibitors should exercise due care to cause as little disruption to the show grounds as possible. The grass and ground cover on the site should be left in the same condition found upon arrival.
- d. **No Roundup or other herbicides will be allowed.** Growth regulators may be used only if



## EXHIBIT SPACE POLICIES

### ADDITIONAL SET-UP INFORMATION

- a. Any holes, pits, postholes, or other ground disturbances must be backfilled with dirt (not wood chips or rock), compacted, and sodded or seeded.
- b. Any concrete pads or sign bases must be removed and the ground brought back to grade and sodded or seeded. Concrete pads may only be left after the show with prior approval from Farm Progress Show Management and Central Iowa Expo.
- c. Trees and shrubs may not be disturbed without prior approval from Farm Progress Show Management and Central Iowa Expo.
- d. Utility fixtures may not be disturbed without prior approval from Farm Progress Show Management and Central Iowa Expo.
- e. Any exhibitors using air conditioning in their exhibit must have a plan for disposal/storage of water condensation that the unit produces. Exhibitors may not discharge the water at the edge of the street during show hours. Air conditioning systems and their associated generators must be fenced in for safety and noise containment.
- f. Electronic marketing messages must be audio/visual. All technologies such as transponders to intercept phones, pager, and/or computers are prohibited.

### NOISE & MUSIC IN EXHIBIT SPACE

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisle or toward neighboring exhibitors.

*Rule of thumb: Sound and noise should not exceed 94 decibels when measured from the street immediately in front of an exhibit lot.* Exhibitors should be aware that music played in their exhibit space, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of their music.

### FOOD & DRINK GIVEAWAYS

- a. Farm Progress Management must approve all food and drink items to be given away. This policy will be strictly enforced without exception.
- b. Exhibitors must submit a written request to show management detailing the specific food and/or drink item(s) they plan to give away. Requests for exemptions must be made in writing to [shows@farmprogress.com](mailto:shows@farmprogress.com) no later than August 7, 2026.
- c. No alcohol is to be served without explicit approval from show management. Exhibitor must complete appropriate written request, abide by security requirements, and may not serve any alcohol before 2 PM.
- d. All food & beverage purchases should be contracted through the approved catering vendor for the 2026 Farm Progress Show (Hy-Vee).

### AVAILABILITY OF WATER

- a. Water will be provided for human consumption and food tent use only.
- b. Independent power wash companies will be available for hire to aid in cleaning of equipment.
- c. Access to bulk water can be found near the loading dock.



## EXHIBIT SPACE POLICIES

### SECURITY

Guards will be on 12-hour duty during the show. Despite these precautions, Farm Progress Show management is not responsible for losses due to theft, vandalism, and other causes. Each exhibitor is responsible for his/her own products before, during, and after the show dates. Exhibitors with valuable equipment may wish to have their own security. Please contact show management for appropriate passes.

### ELECTRICITY

Electrical service is available at the Farm Progress Show for both indoor and outdoor exhibitors. Outdoor exhibitors may opt-in to the electrical service which ensures a 120v access point within 80' of the exhibit space at an additional charge as outlined in the Exhibit Space Application. If you need to confirm/edit your electrical access, please contact your sales representative or the events team at [shows@farmprogress.com](mailto:shows@farmprogress.com). Varied Industries Tent (VIT) exhibitors will have electrical access points throughout the tent at no additional charge. A limited supply of extension cords are available for checkout in the show office, however, exhibitors are encouraged to bring their own extension cords.

Any exhibitor with additional electrical needs will need to contract with directly with the electrical vendor prior to the show. Exhibitors must follow the electrical access policies as described below:

- a. Heavy use of electrical power may require additional work and/or charges from the on-site electrician.
- b. Only those exhibitors requesting electricity on their show application or those in the VIT will have access to standard-use electrical service.
- c. If an exhibitor orders, and later decides not to use electrical service, it is the exhibitor's responsibility to communicate cancellation of electrical service in writing prior to August 7, 2026. If Farm Progress does not receive notice, the exhibitor will be billed at the rate specified in the exhibit contract. No refund will be made to the exhibitor.
- d. Only single-phase power is available.
- e. Exhibitors needing 120-volt power will find their electrical outlet within 80 feet of the back corner of their lot.
- f. Exhibitors should bring their own extension cords. However, a limited supply of extension cords will be available on a first-come, first-served basis at the show office.
- g. There will be 240-volt power available, however, some additional wiring may be required from the on-site electrician and charges may be incurred.
- h. Romex is not to be used as a flexible cord, nor used in contact with the ground.
- i. Any hookups more extensive than plugging in an extension cord require the use of a licensed electrician. The order form for electrical services and contact information for the electrical vendor can be found under the Exhibitor Resources tab at [www.FarmProgressShow.com](http://www.FarmProgressShow.com) and in the ERC.

### USE OF OTHER COMPANY PRODUCTS

Exhibitors may use equipment from other companies to enhance their displays provided the company manufacturing that equipment is a qualified exhibitor at the show. Use of equipment from a company that is not qualified to participate in the show will result in a charge to qualify or exclusion of that equipment or product from the show. For questions on this policy, contact Matt Jungmann at [matt.jungmann@farmprogress.com](mailto:matt.jungmann@farmprogress.com).



## GOLF CARTS & ATVs

### GOLF CART POLICY

Show management strongly discourages the use of golf carts and ATV's during show hours. Should an exhibitor require the use of a golf cart or ATV/UTV, **the following rules apply and must be adhered to at all times:**

- a. Pedestrians always have the right of way!
- b. A GC/ATV pass will be prominently posted on the vehicle. This pass may be picked up at the show office onsite. One golf cart or ATV is allowed per outdoor lot. Additional GC/ATV passes in excess of your allotment cost \$100/each and must be purchased in the show office. No golf carts or ATVs are allowed for those in the Varied Industries Tent (VIT).
- c. The Farm Progress Show is a pedestrian event. The vehicle displaying a GC/ATV tag will have limited use during show hours on show days. Acceptable use includes restocking exhibit materials and travel to/from field demo and Ride & Drive areas only.
- d. You accept full responsibility for any accident or injury caused by the use of this vehicle on the grounds - before, during, and after the event.
- e. You will maintain a speed limit not to exceed 5 miles per hour at all times when the vehicle is in use on the exhibit field and surrounding areas.
- f. Only licensed drivers 25 years and older will operate the vehicle.
- g. You will not exceed carrying the number of individuals for which the vehicle provides seating.
- h. You will park this vehicle in your exhibit lot when it is not in use - not on the perimeter or street.
- i. The golf cart/ATV will not be used as a moving billboard displaying excessive signage.
  - i. Exhibitors may display no more than 100 square inches of marketing/branding/logo facing the front and rear of their ATV/UTV/Golf Cart. OEM Labeling on the machine is excluded from this 200 square inch total limit. No banners, flags, or other marketing attachments.
  - ii. Approved marketing sponsors will be allowed approval through sponsorship purchases to display marketing messages on ATVs, UTVs, and/or Golf Carts.
  - iii. This policy shall apply to all Farm Progress Show controlled property including exhibit field, parking areas, and field demonstration areas. Static exhibits will be excluded.
  - iv. Farm Progress Show management will have a Safety Management Team onsite enforcing these policies. Refusing to adhere to the policies being enforced may lead to removal from the show site without refund for admittance.
- j. The operator will remove the key from the vehicle at such time that the vehicle is vacated.
- k. Farm Progress is not responsible for accidents or incident involving any vehicle on the show site. Exhibitor is responsible for all damage caused by vehicles in their control.
- l. No golf carts or ATVs will be allowed to have a trailer attached.
- m. Farm Progress Show management, at its discretion, reserves the right to fine, impound, or eject any vehicle found to be in violation of any of these rules.

### EXHIBITOR GOLF CARTS & ATVs

Outdoor exhibitors may request one GC/ATV pass per outdoor lot. Additional passes must be purchased for \$100/each. All exhibitor passes must be picked up in the show office. **Only the exhibit manager may pick up exhibitor GC/ATV passes.**

Golf Cart rentals are available through M&M Golf Carts. **Reservations will open on June 1, 2026** and can be made by calling the Farm Progress Events Line [212-600-3668](tel:212-600-3668) and selecting Option 2.



# EXHIBITOR INSURANCE

## INSURANCE REQUIREMENTS

a. A certificate of insurance is required for your exhibit and must be uploaded through the Exhibitor Resource Center (ERC) no later than August 7, 2026.

The terms of the certificate of insurance are:

i. Exhibitor shall, at its own expense, secure and maintain insurance for the entire duration of the Event (move-in through move-out). All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

1. Workers' compensation and employer's liability insurance complying with the laws of Iowa; and

2. Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including cover age for personal injury, contractual and operation of mobile equipment, products and liquor liability (if applicable); and

3. Automobile Liability insurance (required if bringing automobiles into the show venue) with limits not less than \$500,000 each occurrence combined single limit for bodily injury and Exhibitor shall obtain a waiver of subrogation from the carrier of each policy described above and the carrier of each other policy that provides fire, explosion or any other risk coverage insuring the Exhibitor's property, in each case releasing in full such carrier's subrogation rights.

ii. The Exhibitor's Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insureds (i) Farm Progress Limited (FP) and (ii) Progress City USA. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, satisfactory to FP, shall be promptly furnished to FP. Certified copies of the Certificates of Insurance or policies shall provide that they may not be cancelled without 30 days' advance written notice to FP. The Exhibitor shall obtain a waiver of subrogation from the carrier of each policy described above and the carrier of each other policy that provides fire, explosion or any other risk coverage insuring the Exhibitor's property, in each case releasing in full such carrier's subrogation rights.

b. Certificate of Insurance (COI) forms must be submitted to Farm Progress by all international exhibitors, exhibitors with complex booth structures (defined as multi-story or displays with a canopy/ceiling) and exhibitors hosting attendee interactive demonstrations. Exhibitors who do not upload their COI into the ERC may be subject to fees associated with the optional exhibitor insurance coverage.

c. Since many international policies are not valid in the United States, all international exhibitors are required to purchase insurance through the application process which is supplied through ExhibitorInsurance.com, our designated insurance provider. The cost of the policy will be automatically added to all international exhibitor contracts. Coverage is subject to underwriting review, review the ineligible risks to ensure coverage. International exhibitors can opt-out of this coverage by uploading a valid Certificate of Insurance satisfactory to Farm Progress and with written approval from Show Management.

**d. If your insurance company requests an address to be used for the show, please use Farm Progress Limited, 255 38th Avenue, Suite P, St. Charles, IL 60174.**

e. Please note: Proof of insurance is required from any subcontractor used by an exhibitor who is not listed as an approved vendor for the Farm Progress Show.



# SUSTAINABILITY

## EVENT SUSTAINABILITY

The Farm Progress Show is proud to be recognized as a leader in event sustainability. We are committed to fostering a sustainable future for agriculture and beyond. As an exhibitor, your participation plays a vital role in helping us achieve our sustainability goals. Together, we can create an event that not only showcases innovation but also minimizes environmental impact and promotes responsible practices.

## OUR SUSTAINABILITY GOALS

**Reduce Waste:** We aim to minimize waste generated during the event by encouraging recycling, composting, and the use of reusable materials.

**Energy Efficiency:** The Farm Progress Show is proud to be powered by renewable energy sources and our field demonstration equipment is fueled by soy-based biodiesel.

**Community Impact:** We strive to make a positive impact on the local community through our support of local businesses and volunteer groups, offering rural health services onsite, and supporting partner organizations such as Farm Rescue.

**Agriculture Sustainability:** We understand that farmers are the future - which is why we are committed to highlighting the latest in agricultural technology, innovation, and sustainable farming practices to help American agriculture continue to feed our growing world.

## SUSTAINABILITY RESOURCES ON-SITE

Our team is committed to providing resources to help our exhibitors meet their event sustainability goals. To support your efforts, we have provided the following on-site services:

- Clearly marked recycling and composting stations throughout the event grounds, including pallet recycling near the loading dock.
- Water bottle refilling stations to reduce single-use plastic bottle usage.
- Better Stands reusable display guidelines available in the ERC.
- Post-show landscaping material sales in cooperation with our landscaping vendors.
- Guidance on sustainable practices through our exhibitor support team.

## JOIN US IN MAKING A DIFFERENCE

By working together, we can continue to make the Farm Progress Show a model for sustainable events in the agriculture industry. Thank you for your commitment to sustainability and for helping us create a better future.

For more information or assistance with implementing sustainable practices, please contact Peyton Fair at [peyton.fair@farmprogress.com](mailto:peyton.fair@farmprogress.com).



## CONTACTS & MISCELLANEOUS INFORMATION

### GENERAL INQUIRIES

E: [shows@farmprogress.com](mailto:shows@farmprogress.com) | T: 212.600.3668

### EXHIBIT SALES

Matt Coniglio | E: [matt.coniglio@farmprogress.com](mailto:matt.coniglio@farmprogress.com) | T: 717.329.7742

### EXHIBITOR INFORMATION & SPECIAL PROJECTS

Coral Defayette | E: [coral.defayette@farmprogress.com](mailto:coral.defayette@farmprogress.com) | T: 308.850.0033

Peyton Fair | E: [peyton.fair@farmprogress.com](mailto:peyton.fair@farmprogress.com) | T: 212.600.3905

### SPONSORSHIPS & ACTIVATIONS

Dena Morgan | E: [dena.morgan@farmprogress.com](mailto:dena.morgan@farmprogress.com) | T: 641.569.6790

### ON-SITE OPERATIONS

Rick Wild | E: [rick.wild@farmprogress.com](mailto:rick.wild@farmprogress.com) | T: 314.288.6770

Nancy Davis | E: [nancy.davis@farmprogress.com](mailto:nancy.davis@farmprogress.com) | T: 212.951.6698

### SHOW DIRECTOR

Matt Jungmann | E: [matt.jungmann@farmprogress.com](mailto:matt.jungmann@farmprogress.com) | T: 309.371.6117

### LOCAL CONTACTS - BOONE, IA

Katie Kramer | Ames CVB | E: [katiek@discoverames.com](mailto:katiek@discoverames.com)

Kris Blocker | Visit Boone County | E: [kris@visitboonecounty.com](mailto:kris@visitboonecounty.com)

### IOWA STATE SALES TAX

Merchandise, tools, vehicles, equipment, etc. which are sold at the show and are not tax-exempt may be subject to applicable Iowa state sales taxes and necessary forms. A copy of these forms will be provided in the Exhibitor Resource Center prior to the show and physical copies will be made available in the show office, if needed. For questions or information about State Sales Tax and its application at the 2026 Farm Progress Show, please reach out to Nancy Davis at [nancy.davis@farmprogress.com](mailto:nancy.davis@farmprogress.com).

### USE OF FARM PROGRESS SHOW TRADEMARKS

No caps, buttons, jackets, or any other souvenirs at the Farm Progress Show shall contain the words "Farm Progress" or "Farm Progress Show" which are registered trademarks. Farm Progress Show Management must approve the use of "Farm Progress Show" name on giveaway items.

If you would like your show team to sport the 2026 Farm Progress Show logo on your apparel, you must email your request to Dena Morgan at [dena.morgan@farmprogress.com](mailto:dena.morgan@farmprogress.com).

