

# 25th Annual



## EXHIBITOR PROSPECTUS

U.S. Cellular Center  
Cedar Rapids, Iowa  
MAY 3, 4, 5, 2010

Celebrating 25 Years  
of Engineering Advancement

[www.amc-online.org](http://www.amc-online.org)

1907-2007



Iowa Section



Mississippi Valley  
Section

1907-2007



Quad City Section

## ***Cedar Rapids: the perfect location for AMC***

When you come to Cedar Rapids for the conference and exposition, you'll be in the very heart of U.S. agriculture. Top decision-makers in the agricultural machinery industry are sure to attend.

The Crowne Plaza Hotel serves as the conference headquarters, and will host the technical sessions. The adjoining US Cellular Center will host the exhibits. The hotel and center are immediately accessible to Interstate 380 and are just minutes from the Cedar Rapids Airport. Exhibitors will have first access to a block of rooms and hospitality suites at the Crowne Plaza Hotel.

### ***To succeed...***

in the ever-changing, fast paced agricultural machinery industry, you must be prepared to react swiftly to your customer's design changes. The 2010 Agricultural Machinery Conference will help you understand these technological changes in design and help you be proactive to provide your latest product or service. Join engineers, technicians and other professionals in technical sessions and company exhibits that will help you fulfill your customer requirements.

### ***Technical sessions***

A dozen technical sessions will take place during the two-day conference. These sessions provide an excellent opportunity for you to network with peers and learn the future trends of the industry. Exhibitors are encouraged to attend and participate in the technical sessions.

- Proposed 2010 topics:**
- New products
  - Tier 4 engines
  - Harvesting
  - Soil-machine interface
  - Hydraulics

## **AMC OVERVIEW**

### **Monday, May 3**

- Registration..... 7:00 a.m.-5:00 p.m.
- Continuing Education Seminars..... 8:00 a.m.-12 Noon
- Exhibit set-up ..... 12 Noon-5 p.m.
- Continuing Education Seminars..... 1:00 p.m.-5:00 p.m.

### **Tuesday, May 4**

- Registration..... 7:30 a.m.-4:30 p.m.
- Concurrent Sessions ..... 9:00 a.m.-10:30 a.m.
- Continental Breakfast ..... 7:30-9:00 a.m.  
(Exhibit Floor)
- Exhibits open ..... 9:30 a.m.-5:00 p.m.
- Luncheon & Keynote Speaker..... 12 Noon
- Concurrent Sessions..... 2:30 p.m.-4:30 p.m.

### **Wednesday, May 5**

- Registration..... 7:30 a.m.-4:30 p.m.
- Concurrent Sessions ..... 8:30 a.m.-10:30 a.m.
- Continental Breakfast ..... 7:30-9:00 a.m.  
(Exhibit Floor)
- Exhibits open ..... 9:00 a.m.-2:30 p.m.
- Luncheon & Keynote Speaker..... 12 Noon
- Concurrent Sessions..... 2:30 p.m.-4:30 p.m.
- Exhibits close ..... 2:30 p.m.
- Exhibit dismantling ..... 2:30 p.m.-6 p.m.

## ***Exhibit your company's products and systems at the 2010 AMC exposition***

Over 500 agricultural professionals are expected to attend AMC in 2010. This is an excellent opportunity to showcase your latest products and systems and develop or maintain relationships with engineers and designers from OEMs.

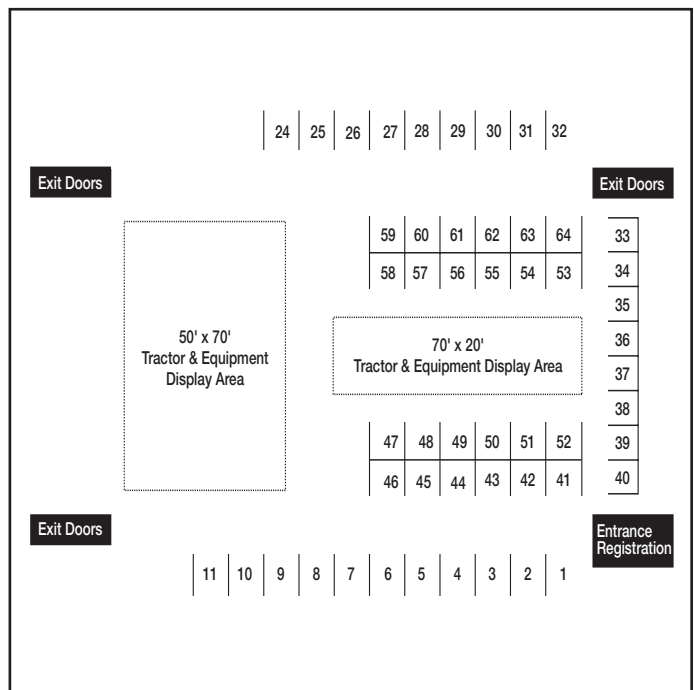
To reserve exhibit space, fill in the space reservation form and return it to Pam Strum. The cost to exhibit is \$550. If you have questions, call Pam Strum, 309-645-0599.

### **Here's what your exhibit includes:**

- Standard draped and carpeted booth with company sign, draped table and one chair
- Removal, storage and return of empty crates
- General cleaning
- Listing in the meeting program and in the directory of exhibits
- Access to sleeping rooms at the Crowne Plaza Hotel at the special convention rate
- 24-hour guard service

### **PLEASE NOTE:**

- All booths are 8 ft. deep x 10 ft. wide units. Exhibitors may reserve up to two booths. Product should be stressed over booth construction.
- Booth assignments will be made on a first come, first served basis.
- Luncheon tickets must be purchased separately.
- Be sure to specify you are with AMC when making sleeping room reservations at the Crowne Plaza Hotel.
- Free refreshments provided during exhibit hours.



# AMC Exhibit Space Reservation Form

## BOOTH DATA

Submittal of this form does not guarantee your booth selection. Reservation is by first come/first served. A booth reservation is guaranteed by submittal of payment by March 12, 2010.

**Booth Size:** 8 ft. deep x 10 ft. wide  
(limited to not more than two)

**Cost per booth:** \$550

Please reserve the following booth(s) for my company: First Choice \_\_\_\_\_  
Second Choice \_\_\_\_\_  
Third Choice \_\_\_\_\_

We request, if possible, that booth assignment near the following potential exhibitors be avoided: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please mail this space reservation along with payment to the address below. A registration confirmation, request for company and product description, and hotel and travel information will be sent by return mail. As soon as your booth location is confirmed, information on electrical, booth equipment, and freight shipments will be sent to you. These services are handled by Spielmans Event Services, Cedar Rapids, IA.

## SEND RESERVATION FORM TO:

AMC Exhibits  
Attn: Pam Strum  
317 Arbor Vitae  
Metamora, IL 61548  
Telephone: 309-645-0599  
E-mail: pstrum@mchsi.com

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Division \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/ZIP \_\_\_\_\_  
Telephone \_\_\_\_\_  
FAX \_\_\_\_\_  
E-mail \_\_\_\_\_  
Website Address \_\_\_\_\_  
Signature \_\_\_\_\_  
Exhibit Contact \_\_\_\_\_  
Exhibit Contact Address \_\_\_\_\_  
Exhibit Contact Phone \_\_\_\_\_

## CANCELLATION POLICY:

No refunds will be given on cancellations received after APRIL 1, 2010.

[www.amc-online.org](http://www.amc-online.org)

For general information about the conference, sponsorships and the exposition please contact:

Jim Houch  
Exhibits Co-Chair  
P.O. Box 170  
Eureka, IL 61530-0170  
Phone: 309-467-5200  
Mobile: 309-657-0690  
jimhouch@gmail.com

Pam Strum  
AMC exhibits  
317 Arbor Vitae  
Metamora, IL 61548  
Phone: (309) 645-0599  
pstrum@mchsi.com

Rachel Dudley  
Exhibits Co-Chair  
2025 Black Engr. Building  
Ames, IA 50011-2161  
Phone: 515-450-9755  
rfdudley@iastate.edu

## CONTINENTAL BREAKFAST

A portion of your exhibitor's fee goes to sponsor a continental breakfast to all exhibitors and attendees each morning of the conference, 7:30 to 9 am.

## LUNCHEON TICKETS

Exhibitors should plan to attend the luncheon each day, as conference attendee's luncheons are included in their registration fee. Exhibitors may reserve and pay for their Tuesday and Wednesday luncheons at the same time as registering to exhibit.

### TUESDAY LUNCHEON

# of tickets \_\_\_\_\_ X \$20.00 ea. = \$ \_\_\_\_\_

### WEDNESDAY LUNCHEON

# of tickets \_\_\_\_\_ X \$20.00 ea. = \$ \_\_\_\_\_

## PAYMENT INFORMATION

Exhibit Space \$ \_\_\_\_\_  
Luncheons \$ \_\_\_\_\_

**TOTAL PAYMENT:** \$ \_\_\_\_\_

#####

Enclosed is check # \_\_\_\_\_  
(Payment must be in U.S. Dollars-payable to AMC)

Purchase Order \_\_\_\_\_

Charge to the following card:

MC  VISA

Card Number \_\_\_\_\_

Expiration Date: Month \_\_\_\_\_ Year \_\_\_\_\_

Print Cardholder Name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Please e-mail or mail this form with payment to:

AMC Exhibits  
Attn: Pam Strum  
317 Arbor Vitae, Metamora, IL 61548  
Email: pstrum@mchsi.com



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*For more information: [www.amc-online.org](http://www.amc-online.org)*

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