

EXHIBITOR PROSPECTUS

27th Annual



**Five Sullivan Brothers Convention Center • Waterloo, Iowa
May 7 - 9, 2012**

**Sustain
the Power
Yesterday,
Today,
Tomorrow.**



www.amc-online.org

Location & Accommodations: Waterloo, Iowa

The 27th Annual Agricultural Machinery Conference is celebrating its second year in its new location, Waterloo, Iowa. The Conference will once again be held at the Ramada Hotel and Five Sullivan Brothers Convention Center in downtown Waterloo.

AMC Hotel Room rates, \$69.96+tax (single), \$75.95+tax (double). Please call 319-233-7560 to reserve your room. Please identify yourself as being part of AMC. www.ramadawaterloo.com

Waterloo is in the very heart of U.S. agriculture and the agricultural machinery industry. More than 220 agricultural manufacturers call Iowa or its surrounding states home. The conference is easily accessible and located at the intersections of Highways 63, 20, 218, and Interstate 380. Top decision-makers in the agricultural machinery industry are sure to attend the AMC.

The Five Sullivan Brothers Convention Center serves as the conference headquarters and will host the technical sessions. The same building contains a 19,000 sq.-ft. hall for the exhibits. The convention center, hotel, and parking are all connected via skywalks for convenience.

Proceeds from the conference are used to help fund the operations of the ASABE Iowa Section, ASABE Quad City Section, and the SAE Mississippi Valley Section.

To succeed...

in the agricultural machinery industry, you must react swiftly to your customer's design changes. AMC 2012 will help you to understand these technological changes in design and to help you be proactive to provide your product or service.

AMC OVERVIEW

Monday, May 7

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.
AMC Opening Ceremonies	5:00 p.m.

Tuesday, May 8

Registration	7:30 a.m.-4:30 p.m.
Concurrent Sessions	9:00 a.m.-10:30 a.m.
Continental Breakfast & Speaker	7:30-9:00 a.m.
(Exhibit Floor)	
Exhibits open	9:00 a.m.-5:00 p.m.
Luncheon & Keynote Speaker	12 Noon
Concurrent Sessions	2:30 p.m.-4:30 p.m.
Evening Social	4:30-6:00
(Exhibit Floor)	

Wednesday, May 9

Registration	7:30 a.m.-4:30 p.m.
Concurrent Sessions	8:30 a.m.-10:30 a.m.
Continental Breakfast & Speaker	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.

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 2012 topics:

- New products
- Tier IV engines
- Biofuels
- Hydraulics
- Materials
- Hybrid technology

Exhibit at the 2012 AMC exposition

Over 500 agricultural professionals are expected to attend AMC in 2012. This is an excellent opportunity to showcase your latest products and systems and develop or maintain relationships with engineers and designers from OEMs.

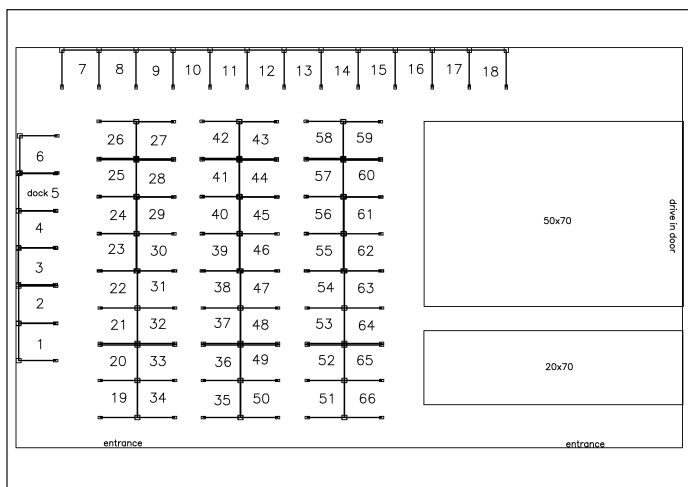
The cost to exhibit is \$550 for registrations received by 2/15/2012. The cost after that date will be \$600. If you have questions, call Pam Strum, 309-645-0599.

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 directory of exhibits
- Access to sleeping rooms at the Ramada and Five Sullivan Brothers Convention Center at the special convention rate

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 are made on a first come, first served basis.
- Luncheon tickets must be purchased separately; \$25.00 each
- Be sure to specify you are with AMC when making sleeping room reservations at the Ramada Hotel in Waterloo.



AMC Exhibit Space Reservation Form

BOOTH DATA

Submission of this form does not guarantee your booth selection. A booth reservation is guaranteed by submittal of payment by March 12, 2012.

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

Cost per booth: \$550 if paid by February 15, 2012
\$600 if paid by March 12, 2012

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.

Booth assignments will begin 3/01/2012. Returning exhibitors have until that date to advise if they would like their same location as last year. Booths will then be filled on a first come, first served basis.

After booth assignments, an Exhibitor Packet will be sent via email to all exhibitors.

SEND RESERVATION FORM TO:

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

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

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

or, visit www.amc-online.org

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.

A breakfast speaker will be featured each morning.

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 \$25.00 ea. = \$ _____

WEDNESDAY LUNCHEON

of tickets _____ X \$25.00 ea. = \$ _____

PAYMENT INFORMATION

Exhibit Space \$ _____

Luncheons \$ _____

TOTAL PAYMENT: \$ _____

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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@kac-peoria.com & pstrum@mchsi.com

* American Express is not accepted

CANCELLATION POLICY:

No refunds will be given on cancellations received after March 31, 2012.

www.amc-online.org

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AMC
Pam Strum
317 Arbor Vitae
Metamora, IL 61548



Presorted
FIRST CLASS
U.S. POSTAGE
PAID
Permit #70
Ft. Atkinson, WI