

Tennessee Beef Agribition
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Lebanon, Tennessee 37090

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January 8, 2018

Dear Agribusiness Representative:

The dates for the upcoming Tennessee Beef Agribition are set – **March 9-11, 2018**. We would like to thank you for supporting us last year in Lebanon, TN. We learned a lot and hopefully the changes that we made last year improved traffic flow and customers. We are still listening to your suggestions and have made improvements that many of you suggested. We still have lots to learn so please be patient as we work to make each year better. Our annual trade show is a great way to contact new producers and visit with longtime friends and customers as well. One of the biggest changes last year was in the show schedule itself. All breed shows will again be held on Friday, March 9, with all breed sales to be conducted on Saturday, March 10. The Junior Show will be held on Sunday, March 11. We feel that this made for an improved crowd on Friday and the Saturday attendance was greatly improved. Thanks for your continued support of Tennessee Beef Agribition.

Trade show prices and spaces have remained the same for several years:

Trade show specifics include: Exhibit space approximately 10'x10' at \$325 for the first booth, each additional booth \$275. Outside booths for equipment are 30'x 50'-\$150 (this is a larger booth space for the same fee) and 20'x 30' - \$125. The purchase of an inside booth is required to have an outside exhibit; number of outside booths-2 outside for every one booth inside; maximum number of outside booths- 6 for any group/business. Booth space is assigned on a first come, first serve basis. Each booth is furnished with one 6' draped table, two chairs, and a booth ID sign. Electrical drops are within 15' of each booth space. If you have special electrical needs, please indicate; additional charges may follow. **Trade show set up day is Thursday, March 8, 2018; 9:00 a.m. – 5:00 p.m.** The trade show ends on Saturday at 5:00 p.m. However, we would be happy for your booths to remain through Sunday, March 11, if desired.

The George E. Fern Company handles any additional booth needs such as carpet, etc. The contact is Judy at 615-256-0357. They will mail a packet with more information to you and be on hand at the show to meet your needs.

Hotel accommodations are available at: Econo Lodge (615-444-1001 for \$69.95), Comfort Suites (615-443-0027 for \$109.00; ask for Tennessee Beef Agribition rooms), Quality Inn (615-444-7020), Hampton Inn (615-444-3445), Ramada Inn (615-444-7400). To make reservations, call the hotel by February 22 and tell them you are with the Tennessee Beef Agribition Vendors. You must mention Tennessee Beef Agribition to receive these rates. Remember, vacant rooms are difficult to locate the weekend of Agribition.

A registration form is attached for your convenience. The form also has space for your silent auction item donation. The youth involved in the Junior Show benefit from the funds made with the silent auction. Thank you for your continued support of this activity!

All the things you have enjoyed in the past are still here – crowd is good; there's no registration cost for crowd to attend and parking is free – this is an informal show at the WARD AG CENTER. It has certainly a pleasure meeting and working with each of you. Please send me any suggestions or advice that you might have. We are working on improvements every day and hope that you will be pleased with the outcome.

Sincerely,

A handwritten signature in cursive script, appearing to read "Diane", written in black ink.

Diane R. Major
Trade Show Co-Chairperson