



ARA CONFERENCE
& EXPO | 2024
DECEMBER 3-5 | HOUSTON

ARA 2024

**Exhibitor Webinar
Know Before You Go**

Today's Presenters

Holliann Burnett

Expo Operations Manager

Kirstin Sciartelli

Expo Sales Manager



**ARA CONFERENCE
& EXPO | 2024**
DECEMBER 3-5 | HOUSTON

AGENDA



- Exhibit Hall Overview
 - Hours
 - Floorplan
- Exhibitor Logistics
 - Official vendors
 - Exhibitor Portal
 - **COI* Mandatory Item**
 - Registration Info
 - Exhibitor Service Kit
 - Booth Information
- On-site Sales for 2025
 - Commitment Form
- Sponsorships & Membership
- Additional Resources



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EXHIBIT HALL

ARA 2024 EXHIBIT HALL HOURS



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INSTALLATION			
Monday	December 2, 2024	4:00 PM- 6:00 PM	*NEW THIS YEAR
Tuesday	December 3, 2024	6:00 AM- 2:45 PM	
EXHIBIT HOURS			
Tuesday	December 3, 2024	5:00 PM – 7:30 PM	Opening Reception in Expo
Wednesday	December 4, 2024	7:00 AM – 8:00 AM	Networking Breakfast in Expo
		11:45 AM – 1:00 PM	Lunch in Expo
		1:00 PM – 4:30 PM	Extended Expo Hours
		4:30 PM – 6:30 PM	Networking Reception in Expo
Thursday	December 5, 2024	7:00 AM – 8:00 AM	Networking Breakfast in Expo
		8:00 AM – 10:00 AM	Keynote Speaker in Expo
DISMANTLE			
Thursday	December 5, 2024	10:00 AM	

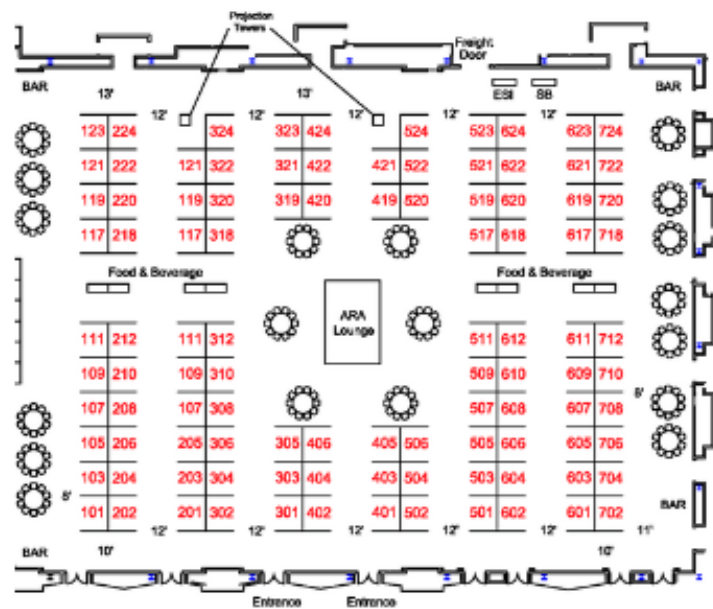
For complete event details, check out the [Full Event Schedule](#) online or in the mobile app.

Expo Hall Floorplan:

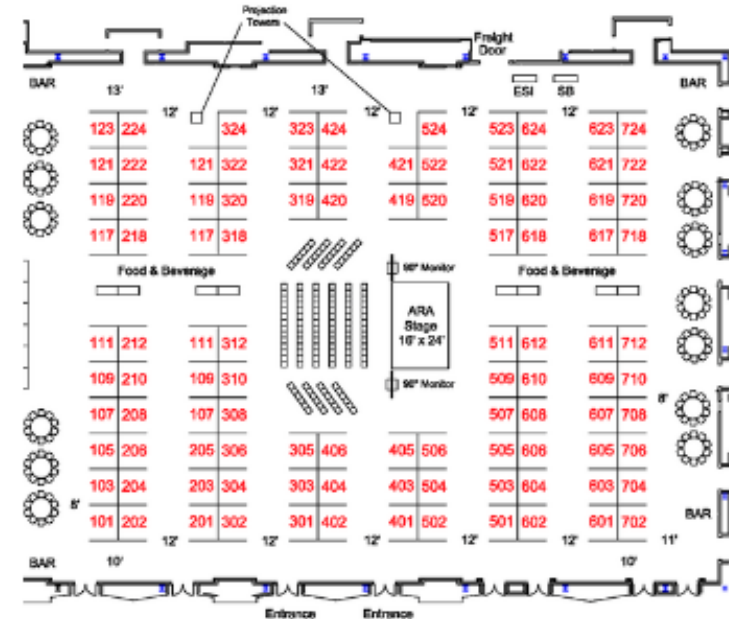


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Expo Floorplan Tuesday through Wednesday



Expo Floorplan Thursday



New this year! The floorplan will shift after the Wednesday Networking Reception and replace the ARA Lounge with a stage in the center to accommodate Thursday morning's speaker former NASA Astronaut and U.S. Air Force Colonel Mike Mullane.



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EXHIBITOR LOGISTICS

Exhibitor Logistics: Official 2024 Vendors



Service	Provider	Contact Info
Booth Furnishings, Cleaning, and Labor	Exhibit Services, Inc.	Click HERE to order or call 813-355-6788
Catering	Marriott Marquis Houston Eric McQuiggin Barrera	Menu Here Eric.Mcquiggin2@marriott.com
AV & Electrical	Premiere Multimedia Group – Monitor Rentals Encore – electrical	Click HERE to view AV monitor rentals. Click HERE to view electrical and internet ordering options.
Housing	The official hotel for ARA 2024 is: Marriott Marquis Houston 1777 Walker St. Houston, TX 77010	Book through this link: Hotel: 2024 ARA Conference & Expo (swoogo.com)
Registration	ARA	You will receive an email from ara@discoversb.com with your registration code.
ARA Exhibits Department	Kirstin Sciartelli	ARA@discoversb.com or 301-979-9471
ARA Sponsorship Department	Donnie Taylor	dtaylor@aradc.org or 202-595-1725

Exhibitor Portal:



- [ARA 2024 Exhibitor Portal](#)
 - Update company profile
 - **Upload Certificate of Insurance***
 - [Rainprotection Program](#)
 - View Registration Info
 - View Hotel Info

*Denotes required task



ARA 2024 Exhibitor Portal

Welcome to the 2024 Exhibitor Portal, where companies and organizations can:

- Rent Exhibit Space
- Manage Exhibit Space

Exhibitor Prospectus

ARA 2024 Exhibitor Portal:

You may quickly sign up with the **Purchase Exhibit Space** button below. Please note you cannot use your access key from previous years to log in.

Manage your Exhibit Space:

You may log in to upload your company description, logo, complete tasks, and submit payment. All confirmed Exhibitors are required to log in with the Access Key sent in the official booth confirmation email.

**ARA reserves the right to restrict direct sales companies from participating in the conference. Registrations from direct sales companies will be deleted at ARA's discretion.*

ARA 2024 Exhibitor Portal

Purchase a 2024 Exhibit Space

[View Floor Plan](#)

Click **Purchase Exhibit Space** below if you have not purchased an exhibit space yet for 2024

Your access key from previous years will **NOT** allow you to login.

[Purchase Exhibit Space](#)

Manage your Exhibit Space

[Lost your Access Key? or Need help?](#)

[Log In/Manage](#)

Questions? Exhibits Sales Manager: Kirstin Sciartelli - exhibits@aradc.org / (301) 979-9471

Registration (Comp codes)



- [ARA 2024 Registration Link](#)

- Members receive 2 complimentary passes per 8x10
- Non-Members receive 1 complimentary pass per 8x10
- You will receive a code for registering your staff within 7 days of your exhibitor registration
- Use your comp code to claim your complimentary registrations at the **end** of the registration process

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HOME REGISTER CONTENT - SPONSORS EXPO HOTEL AUCTION FAQs

1 Begin Registration 2 Your Information 3 Agenda 4 Additional People 5 Confirmation

Already Registered? [View or modify your existing registration](#)

Registrant Email Address *

Select a registrant type *
 Member - \$550.00
 Non-member - \$1,100.00
 Spouse - \$175.00

Business/Organization Type *

Registration Listing *
 Yes
 No
I agree to list my name, company, title, work phone, city, state and zip on the attendee list viewable only by those who have completed event registrations.

ARA Code of Conduct *
 Yes
By selecting "Yes" and the continue button below, I agree to adhere to the ARA Code of Conduct (linked below)

[CODE OF CONDUCT](#)

Leaders of Industry *
 Yes
 No
FEC requires acknowledgment of voluntary participation in ARA Political Action Committee (ARAPAC) events & communications. This in no way obligates you financially. By checking Yes you

Booth Information:



- Back and side drape and ID sign included
 - No furniture included
 - Cannot have anything taller than 8 ft. in your booth (pop up signs, backdrops, etc.)
- **Booth sizes:** 8' deep x 10' wide, 8' deep x 20' wide or 8' deep x 30' wide
 - **Provided with your booth:** Pipe & drape and ID sign ONLY! Order tables, chairs, etc using the Order Booth Furnishings Tab.
 - **Drape colors:** 8' Black Backwalls and 3' Black Sidewalls
 - **Marriott Marquis Houston Texas Grand Ballroom Flooring:** The exhibit area is carpeted with typical ballroom carpeting. Booth carpeting and padding may be ordered, if you want to match company colors, stand out from other exhibitors or have a nice cushion under your feet while you work in the booth.

Exhibitor Service Kit:



- Exhibitor Service Kit
 - Order furniture
 - Pipe & drape & ID sign ONLY
 - Material Handling
 - Shipping Information
 - Labor
 - AV
 - Electrical

EXHIBIT SERVICES
INC.

Exhibitor Information
Tradeshow General Contractor Since 1988

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Welcome ARA Exhibitors!

Thank you for planning to exhibit at the 2024 Agricultural Retailers Association Conference and Expo. We are looking forward to welcoming you to Houston and appreciate your support of ARA's meeting and mission! The Service Manual is designed to help you have a successful and hassle-free experience at the meeting. Please read this Exhibitor Service Manual thoroughly, as it contains all the information you will need to plan your exhibition participation, as well as multiple opportunities to expand your outreach and visibility to ARA attendees. Please pay close attention to deadlines and use the order forms for each service included. If you have any questions that have not been covered in this Service Manual, please feel free to contact us at any time. You may also contact the official show contractors concerning their services, as outlined on the following page. Once again, thank you for your support - we look forward to seeing you there!

Sincerely,

Kirstin Sciertelli
ARA Exhibit Sales Manager
ARA@discoversb.com
301-979-9471

Holliann Burnett
ARA Exhibit Operations Manager
ARA@discoversb.com
301-363-2388

Booth Information Important Dates Electrical and Other Vendor Forms

Material Handling Deposit Shipping to the Advanced Warehouse Shipping Direct to Show Site

Outbound Shipping Information Booth Furnishings Labor



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2025 ARA CONFERENCE & EXPO

2025 ARA Conference & Expo

Salt Lake City, Utah

The Grand American Hotel

December 2-4, 2025

KEY DATES

May 15, 2025

- Sponsorships open to 2024 sponsors

June 2, 2025

- Sponsorships open to all
- Expo booths open to 2024 exhibitors who signed commitment forms

June 16, 2025

- Expo booths open to all 2024 exhibitors

July 1, 2025

- Expo open to everyone



ARA 2025 Commitment Letter



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If booth prices increase for 2025, by committing to a booth, ARA will honor the 2024 pricing:

2025 Premium Booth (8x10)
Member: \$2,250
Non-Member: \$3,000

2025 Standard Booth (8x10)
Member: \$2,000
Non-Member: \$2,750

Please return this signed letter to the Show Management Desk located inside the Exhibit Hall



COMMITMENT LETTER FOR 2025 ARA EXHIBIT BOOTH

The 2025 ARA Conference & Expo will be held in Salt Lake City, Utah at the Grand American Hotel from December 2-4, 2025. By signing this letter, you are committing to having an exhibit booth at the 2025 Conference.

EXHIBIT SPACE RATES AND PREFERENCES

All booths are standard 8x10 units or multiples thereof.
If booth prices increase for 2025, by committing to a booth, ARA will honor the pricing below.

2025 Premium Booth (8x10)	2025 Standard Booth (8x10)
Member: \$2,250	Member: \$2,000
Non-Member: \$3,000	Non-Member: \$2,750

Are you a member of ARA (select one) Yes No

Preferred Booth Size (select one) 8x10 8x20 8x30

COMPANY INFORMATION

Company Name: _____
Company Address: _____
City/State/Zip/Country: _____
Website: _____
Primary Booth Contact: _____
Phone: _____
E-mail: _____

My company understands the Commitment Form is NOT an exhibit space reservation form but is a legal and binding agreement. My company agrees to accept the booth selection position by turning this form into the Show Management table onsite in Houston. My company hereby releases ARA and its employees from any liability.

PAYMENT AND CANCELLATION

Payment must be received in full when the exhibit booth is selected once the floorplan is complete and available. All payments must be made via credit card, no phone or money orders are accepted. Cancellation requests must be received via email at exhibits@aradc.org by Oct 15, 2025, to be issued a 50 percent refund. If space is canceled after this date, said payment will be forfeited. All member dues must be paid in full prior to the conference in order to set up your booth.

AUTHORIZATION

Name: _____
Signature: _____ Date: _____

****Please return this signed letter to the Show Management Desk located inside the Exhibit Hall****

Form Completed & Turned In

Date: _____ Time: _____



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SPONSORSHIPS & MEMBERSHIP

Sponsorships & Membership

CONTACT

Donnie Taylor
ARA Senior VP, Membership &
Corporate Relations
dtaylor@aradc.org | 202-595-1725

<https://www.aradc.org/join>

<https://aradc.org/members>

[Sponsorship Commitment Form](#)

Sponsorship Commitment Form
2025 ARA Conference & Expo

Please complete this form and upload your company logo. We will confirm this information within 2 business days and send you an invoice from billing@aradc.org.

Contact Information

Name *

Company *

Title *

Phone *

Email Address *

Marketing Information

Primary contact information for sponsor benefits coordination *

Please include the name, title, email, and phone number of the sponsorship benefits contact at your organization. If this person is you, just write n/a.

How would you like your company/organization listed? *

Company/Organization Name

What is the website we should link your logo to on our promotional website? *

Company or product website:

Company Description

To appear on a pop-up box on the conference site when company logo is clicked.





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ADDITIONAL RESOURCES

Additional Resources & Links

- [ARA 2024 Exhibitor Portal](#)
- [ARA 2024 RainProtection COI Form](#)
- [ARA 2024 Prospectus](#)
- [ARA 2024 Exhibitor Service Kit](#)
- [ARA 2024 Welcome Letter](#)
- [ARA 2024 Official Vendors](#)
- [ARA 2024 Marketing Toolkit](#)
- [ARA 2024 Conference Website](#)
- [ARA 2024 Floorplan](#)

Please contact the Exhibit Operations Team at:

Email: ara@discoversb.com

Phone: 301-979-9471





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SEE YOU IN HOUSTON!
