



## World Ag Expo 2010 Team Registration & Show Information Tulare, California...February 9-11, 2010

### Summary

The largest event of its kind in the world, the World Ag Expo is held each year at the International Agri-Center in Tulare, California. Based on the show's 43 year history, growth and momentum in the agriculture industry, this internationally recognized event attracts:

- ★ Exhibitors & Visitors from all 50 states & more than 52 foreign countries
- ★ 2.5 million square feet of exhibits
- ★ 1,600+ Exhibitors displaying the latest in farm equipment, chemicals, communications, technology and more
- ★ Free seminars on a variety of topics important to dairy producers, farmers, ranchers and agribusiness professionals.
- ★ Over 100,000 attendees

### Schedule

Tuesday, Feb. 9 <sup>th</sup>	9:00 am - 5:00 pm	Exhibit Hours
	<b>5:00 pm – 7:00 pm</b>	<b>"4<sup>th</sup> Annual High Ground Ribs &amp; Tunes RV Party"</b>
Wednesday, Feb. 10 <sup>th</sup>	9:00 am - 5:00 pm	Exhibit Hours
	<b>3:00 pm – 5:00 pm</b>	<b>"8<sup>th</sup> Annual High Ground of Texas Tailgate Party"</b>
Thursday, Feb. 11 <sup>th</sup>	9:00 am - 4:00 pm	Exhibit Hours

### Participation Costs

For all High Ground team members, there will be a \$100 Team Participation Fee, or if you are staying in the High Ground Room Block, that cost is absorbed into your prepaid room fee. This participation fee will cover dinner on Sunday, Monday & Tuesday nights and refreshments all week in the Hospitality RV. Each team member will be responsible for your own travel, hotel, & other meals. Breakfast is provided at the hotel. All booth, exhibitor and show costs will be assumed by the High Ground. The High Ground will obtain your exhibitor badges if you commit by the deadline of **Friday, January 15, 2010**. Any badges ordered or changed after that date would be billed to you at a cost of \$10.00 per person. High Ground participants are expected to also serve as sponsors of the Tailgate Party and will receive the additional sponsorship benefits (sponsorships are handled separately). I am happy to secure exhibitor badges for any of your guests, however, you are also welcome to register any guests online at [www.worldagexpo.com](http://www.worldagexpo.com) as attendees.

If you are sharing a room with another High Ground Team Member, the second person is only responsible for the \$100 Team Participation Fee. Please note and check the appropriate registration category when registering yourself and your guest online at [www.regonline.com/2010WorldAgExpo](http://www.regonline.com/2010WorldAgExpo). A separate Registration is required for each person.

### High Ground Booth

We will have the High Ground Booth, promotional materials, regional agriculture and pertinent demographic/industry data, and special regional Dairy and related information at this show. We have reserved a corner space, plus the space next to us making it a 10 x 20 corner booth, at the same location we've had since 1999. This is in the very center of the Dairy Pavilion and on the extra-wide center aisle, a coveted space among exhibitors. Although our booth is located in the Dairy Pavilion, ALL Agriculture based industries are targeted at this show and our activities and materials reflect this. The booth is only a portion of an aggressive marketing program at this event.

### The High Ground of Texas Tailgate Party

The High Ground will be sponsoring the *"8th Annual High Ground of Texas Tailgate Party"* on the afternoon of Wednesday, February 10th, from 3:00 pm to 5:00 pm at the Special VIP Pavilion on the WAE show grounds. Regional economic development organizations, Agri-Business companies and dairy-related companies from the region will be sponsoring/underwriting this event. The event is co-hosted by the High Ground membership and the representatives of the sponsors who attend. Historically, we have had over 75 hosts sponsoring this special event and we serve over 600 special VIP guests each year! Watch for additional details about this exciting event in a separate mailing! This is a **PRIVATE** event with targeted prospects invited to the party and also identified at the show. Back by Popular Demand, entertainment will be provided by the "Texas Crossroads Band" and food will be catered by Lynn Allen, Lee Uzzell & the High Ground Gang. We will be joined by our California friends, Lee & Renee Uzell, who graciously allow us to use their massive cooker for the event.

### The High Ground of Texas Hospitality RV

The High Ground of Texas will, once again, be hosting a Hospitality RV out in the Parking Lot at the World Ag Expo Show this year. It is a great place for prospects, team members, guests, and attendees from the region to convene during the show to meet, visit, rest, regroup, and chill out during the show. In addition, we hold various events at the RV and it is the location of our fantastic "Sponsors Ribs & Suds Sponsor Appreciation Party" on Tuesday night, February 9th! To find the High Ground RV...just look UP! You will find the RV attached to the High Ground BLIMP! (or vice versa!) Our thanks to Amarillo Economic Development Corporation for sponsoring this added marketing initiative each year.

### Travel/Hotel Arrangements (Hurry! High Ground Room Block is almost FULL!)

The High Ground of Texas has retained 34 rooms and/or suites at the Comfort Inn & Suites in Visalia (12 miles from Tulare.) Rooms in Tulare and Visalia are extremely hard to obtain and are reserved on an annual basis. This is unusual, but if necessary, we ask participants to share rooms/suites with other members in order to accommodate as many people as possible, depending on what is needed. **All rooms are reserved on a first come, first serve basis and must be PAID IN FULL IN ADVANCE for all three nights, regardless of your travel plans. Previous High Ground World Ag Expo Team Members are given priority if they are committed and paid by the deadline.** We are obligated to rent these rooms for the **three** nights arriving Monday, February 8th departing Thursday, February 11th. I know that asking people to buddy up is rare, but if you have ever been through the commute to the show before, you know why we do it! Beginning on January 16, 2010, if we are able to secure any extra rooms in our block, they will be offered to High Ground Members on the waiting list and to our Tailgate Sponsors. We are on the waiting list for other hotels in Visalia, but will not know of their availability until closer to the show. All of the other hotels in Tulare and Visalia require a **four** night guarantee and are rented at a much higher rate. A waiting list is maintained by the HG staff and we will assist you in locating

rooms at other locations, probably in Fresno or Bakersfield, depending on your schedule and your flight arrangements. Please contact me to check on your status on our High Ground rooming list/waiting list. In previous years, we have always been able to accommodate everyone, if they are willing to pay in advance and adhere to the three night guarantee.

**PLEASE DO NOT MAKE YOUR OWN RESERVATIONS IN THE HIGH GROUND BLOCK. YOUR ROOM IS PREPAID BY THE HIGH GROUND AND IF YOU CONTACT THE HOTEL DIRECTLY, IT WILL CAUSE CONFUSION AND POSSIBLE UNDER/OVERBOOKING.**

Inclusive Room and Participation Fees are the following:

Hotel Room for Three Night Minimum	\$650.00
Hotel Room for Four Nights	\$800.00
Hotel Room for Five Nights	\$950.00
Additional High Ground Team Participant	\$100.00

We recommend as our carryover hotel in Bakersfield and Fresno:

***Doubletree Hotel  
3100 Camino Del Rio Court  
Bakersfield, CA 93308  
(661)323-7111***

***Holiday Inn-Airport  
5090 East Clinton  
Fresno, CA 93727  
(559)252-3611***

A list of hotels is available on the [www.worldagexpo.com](http://www.worldagexpo.com) website if you would like to make your own arrangements. One room here or there may be more accessible to you than for us trying to get several rooms in a block. My suggestion would be to secure a room wherever you can, in the hopes that the HG will move up the waiting list at one of the other Visalia hotels or acquire additional rooms at our host hotel. If you are uncertain whether or not you are included in the room block or what number you are on the waiting list, please contact me and we'll determine your best course of action.

### **Some Personal Travel Tips...**

My personal advice after working this show for over twelve years...If you plan to attend the show and/or Tailgate Party, flying into Burbank or San Jose on Southwest airlines or Fresno on American is the most economical thing to do. If you plan to make a weekend of it in San Francisco, the vineyards, etc., then flying into San Jose by Southwest would be your best bet. It's a little further drive to Visalia than Burbank, but can be easily done depending on your plans before/after the show. Sheryl Hardy or Kathy Allen can advise you on the San Jose route, as they do this every year. If you have questions about the Burbank route, Dan Redd, Sheila Quirk, Dave Quinn or Janet Claborn can help you with any questions. If you have questions about Vegas route, I can answer any questions. If you are interested in a Fresno itinerary, Buzz David can advise. If you are flying in/out of San Jose, then you should stay in Fresno (if you don't have a room in Visalia). If you fly into Burbank, then Bakersfield is a better choice. If you are short on time and are only flying in for a portion of the show and/or party, then flying directly into Fresno puts you one hour from the show. Note: Southwest Airlines does not fly into Fresno. Finally, if you have business or are making other visits in the Chino area, then flying into Ontario is your closest airport. However, you will have an additional 1½ to 2½ hour drive before/after the show and through potential heavy traffic on the loop to/from the airport in the LA area. You will have to allow the extra time. Finally, there is usually a contingency that will fly into Las Vegas and then rent cars and drive west to Tulare from Las Vegas. It's about a five hour drive, but you most likely avoid any weather delays, traffic issues, save an additional connection's airfare, and of course you can drop a few coins in Vegas either coming or going (or both!). **Bottom Line...it's not**

easy to get to Tulare, California. A commute is necessary at this show no matter where you stay or where you fly into.

The most economical thing to do is to coordinate with other team members on sharing rooms, flights and rental cars. I'll be glad to let you know what others are doing...just give me a call when you are making your plans. A travel list is provided to everyone a couple of times before the show to keep you abreast of what other team members are doing.

We have team members who are arriving early to assist in set-up and others who will be staying through the end of the show on Thursday. Keep in mind, if you are staying in Visalia in the High Ground room block, you are obligated for three nights (Feb 8-11) regardless of your travel plans. The idea scenario is to arrive on Monday and depart on Thursday or Friday. A Hamburger Fry for the High Ground team will be held at the Hospitality RV on Monday evening. **Each team member will be asked to commit to a schedule that will help cover the many obligations of the show. Please mark your desired WAE Team Committee on the Sign Up Form.**

### **FYI**

For more information about the High Ground plans...call the HG office at (806)366-7510 or email [higround@xit.net](mailto:higround@xit.net). For more information about the show, pull up their website at [www.worldagexpo.com](http://www.worldagexpo.com).

### **Team Planning & Final Show Arrangements:**

We will be meeting on **Thursday, January 28, 2010, in Plainview, Texas** to get items together for four purposes, 1) Trade Show Training (everyone planning on attending the World Ag Expo, Renewable Energy World Conference, or Wind Power Show is required to attend this new Trade Show Training); 2) We will load the trailer for the World Ag Expo (you are welcome to send items in advance); 3) Finalize plans for the World Ag Expo; and 4) Finalize plans for the Renewable Energy World Conference & Expo to be held in Austin February 23-25). Additional planning may take place by conference call. Each team member will receive a detailed packet from the High Ground approximately one week prior to the show detailing travel plans, maps, directions, booth attire, work schedules, HG marketing policies, and confirmation numbers.

### **Response:**

Please let me know as soon as possible if you plan to attend the show....however, the deadline to respond is **Friday, January 15<sup>th</sup>, 2010**. The deadline to order Show Badges, without cost or penalty, is Friday, January 15<sup>th</sup>. Knowing who is going and your travel plans as early as possible is critical in making our event run as smoothly and efficiently as possible. Please register online at [www.regonline.com/2010WorldAgExpo](http://www.regonline.com/2010WorldAgExpo). You can pay online with a credit card or print out an invoice and send a check.

### **Member Responsibility:**

**Each High Ground Team Member must be current with their dues to participate.** Any person from a High Ground member community is welcome to attend the show and we will secure a badge for anyone who commits by the January 15<sup>th</sup> deadline.

### **IMPORTANT NOTE...**

**Because our booth marketing strategy for this event is aggressive and highly coordinated, only trained economic development practitioners and utility/electric cooperative members will be allowed to work**

in the High Ground Booth. In order to work in the High Ground booth, each HG Team member must have participated in the new Trade Show Training sessions sponsored by the High Ground on January 28<sup>th</sup> in Plainview. If you are unable to attend this meeting, please contact me to discuss alternative arrangements. The next Training will be held in May in Amarillo prior to the Wind Power Show.

All other High Ground members, community members, board members, sponsors, spouses, etc. are welcome to join the team in all other World Ag Expo show activities and [I am happy to secure badges for everyone traveling with the High Ground.](#)

### Required Attire

This show is primarily held outside, therefore, all-weather attire is necessary. Since it is an Agriculture Show...boots and jeans are appropriate! And historically it has rained at least one day during the show (We've seen it all...sometimes all in one show!). **If you are working in the High Ground booth, you MUST wear a High Ground shirt or jacket (any of our HG logo attire is acceptable). However, it is imperative that all High Ground members have a KHAKI High Ground logo shirt for the Tailgate Party (Wednesday). THIS IDENTIFIES US AS THE HOSTS.** If you need any High Ground shirts, please contact me and I will help you make arrangements to secure High Ground attire from a list of vendors who have our logo. I have khaki shirts in our inventory. And finally, each HG member will be expected to comply with the adopted HG Marketing Policy as it pertains to participation at High Ground sponsored shows. A copy of this policy is available if you do not have one.

### IMPORTANT!

You will not be considered an official team member until you have registered online at [www.regonline.com/2010WorldAgExpo](http://www.regonline.com/2010WorldAgExpo) and when the attached World Ag Expo Schedule and Travel Worksheet is received by email or fax. You will receive a confirmation when your registration/room fees are received and processed. As we have more than 100 High Ground members, sponsors and guests from the region who participate with us, it is important that all participants adhere to this process. The High Ground has a huge presence at this show, participating in or sponsoring more than 8 initiatives in three days, with the Tailgate Party being one of the most promoted and popular events at the show. It is a highly coordinated and scheduled week! Unlike other shows, all High Ground Team members are expected to be available to work at a variety of events and cover a multitude of duties during the show. While free time is scheduled for each team member, so is manual labor! Fair warning! It takes everyone pitching in to pull it all off every year! But it is a highly productive show for us and we THANK YOU for joining us in Tulare, California at the 2010 World Ag Expo!

*Side note....Janet Claborn and I are very honored to be receiving the 2010 Outstanding Dairy Industry Development Award sponsored by Western Dairy Magazine and the World Ag Expo. The ceremony will be held on Thursday, February 11, 2010 at 11:45 at the Dairy Profit Seminars Center.*



**IT'S GOING TO BE ANOTHER GREAT HIGH GROUND EVENT!!**

REGISTER ONLINE AT  
[www.regonline.com/2010WorldAgExpo](http://www.regonline.com/2010WorldAgExpo)

2010 WORLD AG EXPO  
HIGH GROUND TEAM SCHEDULE & TRAVEL WORKSHEET

Yes...I/We have registered online and I/We would like to be on the High Ground Team that participates in the World Ag Expo in Tulare, California, February 9-11, 2010.

ORGANIZATION \_\_\_\_\_

CONTACT PERSON & EMAIL ADDRESS: \_\_\_\_\_

(check all that apply) **Work in Booth\*** **Work the Show** **Tailgate Party Help** **Show Attendee**

NAME \_\_\_\_\_

NAME \_\_\_\_\_

NAME \_\_\_\_\_

**Check/answer the following (if applicable):**

\_\_\_\_\_ I/We would like \_\_\_\_\_ of the HG rooms in Visalia (based upon availability)

**If our room block is full, you will be placed upon a waiting list. Please contact me ASAP about contingency arrangements.)**

\_\_\_\_\_ I/We am making my/our own hotel arrangements in \_\_\_\_\_.

\_\_\_\_\_ I am willing to share a room/suite with \_\_\_\_\_.

\_\_\_\_\_ I am willing to share a room with another HG member in Visalia.

\_\_\_\_\_ I need extra room nights in the block (specify Sunday night and/or Thursday night) \_\_\_\_\_.

I prefer a smoking or non-smoking room (please circle one) **(cannot be guaranteed).**

I plan to fly into (airport) \_\_\_\_\_.

I plan to arrive on (day/time) \_\_\_\_\_.

I plan to depart on (day/time) \_\_\_\_\_.

\_\_\_\_\_ I plan to rent a car or share a car with \_\_\_\_\_.

\_\_\_\_\_ I would share a rental car with someone else, if there are coordinating schedules.

\_\_\_\_\_ I need to order High Ground shirts.

All Team Members are asked to commit to one of the WAE Committees listed below:

- Team #1 Arrive on Sunday or early on Monday, depart early on Thursday. **Responsible for assisting in unloading the trailer, set-up of the equipment, booth and RV on Monday during the day.**
- Team #2 Arrive on Sunday, depart on Thursday. **Responsible for the set-up & clean up of the Hospitality RV on Tuesday & Wednesday before the show and at the end of the day.**
- Team #3 Arrive on Monday or Tuesday, depart late on Thursday or Friday. **Responsible for the tear-down of the RV and the High Ground booth on Thursday.**

**Please register online and then send this form to the HG office no later than January 15, 2009.**

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You will not be considered an official High Ground team member for the World Ag Expo 2009 until you have registered online and this information is received in the HG office by mail (P.O. Box 716, Stratford, TX 79084), email (higround@xit.net), or fax (806-366-7511). You will receive a confirmation from the High Ground once your information is received and processed. Thank you!