



Exhibitor Information Packet



Washington-Oregon Potato Conference
Trade Show Exhibitor Information and Instructions
www.potatoconference.com

TRADE SHOW BOOTH SET-UP TIMES - **NO EARLY SETUP**** *Exhibitor Check in and badge pick up will be held at the registration table and in the tradeshow office.***

Outdoor Equipment Vendors:

Monday, January 22, 1p.m. – 4 p.m.

Indoor Vendors:

Monday, January 22, 1p.m. – 4 p.m.

Tuesday, January 23, 8 a.m. – 10 a.m.

Outdoor Exhibit Space

Outdoor space will be sold at \$100 per piece for those vendors who also have inside space or \$500 per piece for those who wish to only be outside.

Trade Show Hours

Tuesday, January 23, 10 a.m. – 5 p.m.

Wednesday, January 24, 9 a.m. – 5 p.m.

Thursday, January 25, 9 a.m. – 2 p.m.

NO OUTSIDE FOOD OR DRINK WILL BE PERMITTED IN THE BUILDING. Any exhibitor that wishes to hand candy out to attendees must have individually wrapped candy.

Food and Beverages - If you wish to order food or beverages (kegs) please contact Ann Van Dyke at annvandyke@blakalpacking.com for rules and regulations. Food and beverages allowed in your booth provided by the Convention Center will have regulated hours.

Trade Show Close & Exhibit Tear-down – The Trade Show will officially close at **2 p.m. on Thursday**, January 25, 2024. All exhibits may begin tearing down at this time. Please do not dismantle your booth before the close of the show. ***Early dismantling will jeopardize participation in future Trade Shows.***

Covid-19 Health & Safety-We are committed to providing the cleanest, healthiest environmental possible for all our guests. We will have masks available for all exhibitors and attendees, and hand sanitizer available at the registration desk.

All Children must be accompanied by an adult at all times.

Booths must be staffed during Trade Show hours.

EXHIBIT HALL LAYOUT DIAGRAM – The booth layout is on the enclosed diagram. The standard booths are 8’ deep by 10’ in length. Our exhibition contractor will provide an 8-foot backdrop for each booth with 3-foot side drapes between booths. Two chairs and a table will be furnished for each booth at no extra charge. A dual outlet 110 power source and identification sign will be provided for each booth at no additional cost to the vendor. **All additional requests need to be made directly to the Three Rivers Convention Center at 509-737-3703 or on attached form.**

ADVANCE SHIPPING – Booth equipment may be shipped directly to the Three Rivers Convention Center at 7016 W. Grandridge Blvd., Kennewick, WA 99336. Please include ‘WA OR Potato Conference’ and your booth number on all shipments. The Three Rivers Convention Center can be contacted at 509-737-3703. You may contact Roni Gierke at ronig@3riverscampus.com

CANCELLATION POLICY – Notification of cancellation must be made in writing to the Potato Conference at least fourteen (14) business days prior to the Trade Show opening. When notification is received, 75 percent of the fee will be refunded. No refunds will be made after the fourteen-day deadline.

Name Badges – Badges for those staffing the booth or those attending the Conference can be purchased online at www.potatoconference.com for \$10.00 pre-show or \$20.00 during the show. All Exhibitors and Attendees **MUST** have their own badge and be wearing it at **ALL** times.

No name badges will be pre-printed. All badges will be printed on-site at Registration or in the Show Office in the Three Rivers Convention Center. No one will be allowed to enter the Trade Show without their badges, so if you have booth staff that will be working later in the week, they can print their badges at the time of their arrival at Registration.

Trade Show Reception – The Trade Show Reception will be held **Tuesday, January 23, 2024 at 5 p.m.** in the Trade Show Great Hall. **All wine and beer will be complimentary.** Hard alcohol will be available for sale.

Washington State Potato Foundation Annual Banquet – The annual WSPF banquet will be held on **Wednesday, January 24, 2024.** If you are interested in attending please contact Kellee Balcom directly at 509-528-4144 or kbalcom@potatoes.com.

Hotel Accommodations – The Conference board has worked with Tri-Cities area hotels to negotiate Conference rates for vendors and Conference participants. Please check the Potato Conference website for hotel information at www.potatoconference.com.

Security – The Three Rivers Convention Center has advanced security systems in place. *The Conference board will make every effort to safeguard the exhibits, but can assume no liability for loss or damage occurring during the time of the Show. Exhibitors are cautioned to provide safeguards on valuable merchandise and provide insurance coverage as they deem necessary.*

2024 Booth	Company	2024 Booth	Company	2024 Booth	Company	2024 Booth	Company	2024 Booth	Company
L-1	Simplot Grower Solutions	50, 51	Agro Liquid	89	Western Trailer Sales Co.	200	Digital Marketing Group	231	Restrain
L-6	Fairbank Equipment (G&R Ag Products)	52	NW Farm Supply	90	Soil Tech Wireless	201	WSPC	232	AWAA (Air-Trac, Inc.)
L-7	SRx Sulfur (Two Rivers Terminal)	53	Co-Energy	93, 94	Skone Irrigation/Reinke	202	OPC	233	Columbia River Transport
L-8	Western Laboratories	54	Shur-Co	95	Pacific Building Systems	203	Washington Policy Center	234	Heartland Ag
L-9	Trident Ag Products	55	McGowan Rice, Construction	96	Precision Fertigation	204	WEG Automation Sales	235	Gear Mapper
L-10	Group Ag Company	56	Ellips USA	97	Spudnik Equipment Company	205	SQM North America	236	TEP, Inc
L-11	CHS Sunbasin Growers	57	Ceres Imaging	98	Teton West Of WA	206	FB Sciences/Valent Biosciences	237	AAA Urethane, Inc
L-12	Lad Irrigation	58	Renewable Soils	99	Jim's Pacific Garages, Inc.	207	Washington Grown	238	Yakima Label
L-13	Edmonton Potato Growers	59	Harriston Mayo	100	IRZ Consulting	208	HarvestMaster	239	Ag Spray Equipment
L-14	Suberizer, Inc.	60	Monty's Plant Food	101	Extreme Industrial Coatings	209	Agworld	240	K & N Electric
L-15	Ag Enterprise	61	Natural Resources Conservation Service	103	Corteva Agriscience	210	PNW Ag Network	241	Acuitus Ag
L-16	Corrells Scale Service	62	Cascade Agronomics	104	Senninger Irrigation	211	Gro Pro	242	Diamond K Gypsum
L-17	KJ Medelez LLC	63	Central Machinery Sales	105	Parkland Potato Varieties	212	A & M Supply, Inc.	243	Frontier Performance Lubricants
L-18	Modern Ag Products	64	Double T Construction	106	Ag Engineering & Development	213	Gowan	244	Aqua Tech
L-20	Bayer	65	AgWest Farm Credit	107	Matrix Sciences	214	Stop Claims	245	Idaho Crop Improvement
L-21	Trinity Trailer Mfg.	66	Rashco Farm Supply	108	IVI/Industrial Ventilation	215	Tomcat's Welding & Fabrication LLC	246	ICL Group
L-22	Irrigation Specialists	67	Perfect Blend Fertilizers	109	AgPro Systems	216	Autonomous Pivot	247	Tri Steel Mfg./Logan Farm Equipment
L-23	BASF	68	Vantage	110	The McGregor Company	217	Nutrien Ag Solutions	248	PVMI
L-24	Agro Eco Power/ Texas Refinery Corp	69	Soiltest Farm Consultants	111	Agri Service	218	Dragon-Line LLC	249	Spokane House of Hose
L-25	JMC Ventilation/Refrigeration	70	Plattte River Sales	112	Sloan-Leavitt Insurance	219	American Radiator	250	Stoller USA
L-26, L-27	AMVAC	71	Dobbs Peterbilt	113	Oxbo International	220	Vital Grow Distribution	251	Booker Auction Company
		72	Montana Potato Advisory Comm.	114	Vive Crop Proection	221	Findoor PNW	252	Valley Fab Corp
L-28	Ag World Support Systems	73	Agri-Stor Company	115	Advancing Eco Agriculture	222	Vitality Ag & Feed LLC	253	Northern Konstar/Cangrow Crop Solutions
L-29	SAN Agrow	74	Teleos Ag Solutions	116	Miller Chemical	223	Redox Bio-Nutrients	254	Altitude Agri-Services
L-30	Koch Agronomic Services	75, 76	SS Equipment Inc.	117	Certis Biologicals	224	R&H Machine	255	WA ST Dept. Natural Resources
L-31	Tyco, Inc./ Schaeffer Mfg.	77	Lockwood Mfg.	118	H&N Electric	225	Balchem Metalosate Fertilizer	256	WA State Dept. of Labor & Industries
		78	Maximum H2O	119	Nichino America	226	Heliae Agriculture	257	Path for Produce
		79	Potato Country	120	QLF Agronomy	227	Columbia Safety	258	Pure Energy Group
		80	Better Built / All Star Mfg.	121	Van Doren Sales	228	Wheatland Bank	259	Allan Equipment
		82	Total Employment Management	122	Soil Craft	229	Valley Wide Cooperative	260	Idaho Hydro Tech
		83	AV Labs	123	Coleman Oil Company	230	Rainmaker Earth		
		84	NACHURS	124, 125	Yara North America				Outdoor Space:
		85	Lemken	126	Innovak Global				Lockwood (2)
		86	RDO Equipment Co	127	Day Wireless				Lad Irrigation (2)
		87	Syngenta	128	Agnema				M&M Potato
		88	PNW Machinery LLC	129, 130	Wilbur-Ellis Co				Oxbo International
									RDO Equipment (2)
									Trinity Trailer

EXHIBITORS' MENU - THREE RIVERS CONVENTION CENTER

Payment for your pre order will be collected on-site at arrival

FAX ORDER TO 509-737-3729 OR E-MAIL TO: mdeaton@3riverscampus.com

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Your Name - above	
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	Booth Number
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Company / Organization - above	
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WA/OR Potato Conference 2024	
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Event Name-above	EVENT DATE(S)
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YOUR CONTACT PHONE NUMBER - above

STAFF ONLY SECTION	
Received on	
Order filled by	

THE EVENT IS PROVIDING YOU WITH A 8' x 10' BOOTH THAT INCLUDES:
 Black Pipe & Drape - 10' back & 3' tall sides, (1) 8' skirted table
 (2) padded chairs & (1) waste basket

QTY	Event Equipment	5 Day Adv	Day of Event
	Fork Lift - per use	\$25	\$30
	Audio visual cart with power	\$15	\$20
	Gaff tape - per roll	\$50	\$50
Booth Extras			
	5' X 6' Oval table	\$10	\$15
	Tall cocktail table Limited Quantity	\$10	\$25
	6' x 18" wide classroom table	\$10	\$15
	6' X 30" wide standard table	\$10	\$15
	8' X 30" wide standard table	\$10	\$15
	Chairs	\$5	\$7
	Barstools with back Limited Quantity	\$15	\$20
	Linen, per table	\$8	\$12
	Table skirting - standard colors available	\$10	\$15
	Pipe and drape - full height - per 10' panel	\$10	\$15
	Pipe and drape - waist height - per 8' panel	\$10	\$15
Internet Services			
	Wi-Fi access	FREE	FREE
	Hard line access - per hook up	\$50	\$100

QTY	Video Equipment	5 Day Adv	Day of Event
	LCD Flat screen TV 42" Limited Quantity	\$225	\$250
	Laptop w/ Windows and Office - per day	\$150	\$175
Electrical Services			
	Multi port power strip	\$10	\$15
	Extension cord	\$50	\$50
	Flip Chart on Easel	\$25	\$30
	Easels	\$10	\$12
Banner Hanging			
	Hanging Banner for you on pipe and drape	\$20	\$35
	Banner hanging from ceiling per banner	\$100	Advance only
Housekeeping			
	Extra Wastebasket	\$5	\$10
	Pallet Removal - per pallet	\$10	\$15
Shipping & Drayage Services			
	Receiving / storage (package) per package	\$10	
	Receiving / storage (pallet) per pallet	\$30	
	Post event storage per package	\$10	\$10
	Post event storage per pallet	\$30	\$30

NO OUTSIDE FOOD OR BEVERAGE MAY BE BROUGHT IN TO THE FACILITY

Sales Tax of 8.7% is automatically added to all orders.

This is the ADVANCE sheet DAY OF prices listed for your info.

Load-in is through the REAR of the building ONLY.

Sub Total =	0.00
+ TAX	0.00
Grand Total =	0.00

Schedule Overview 2024

Monday, January 22

1pm - 4pm Booth Move In
5pm - 9pm Early Bird Reception
SpringHill Suites

Tuesday, January 23

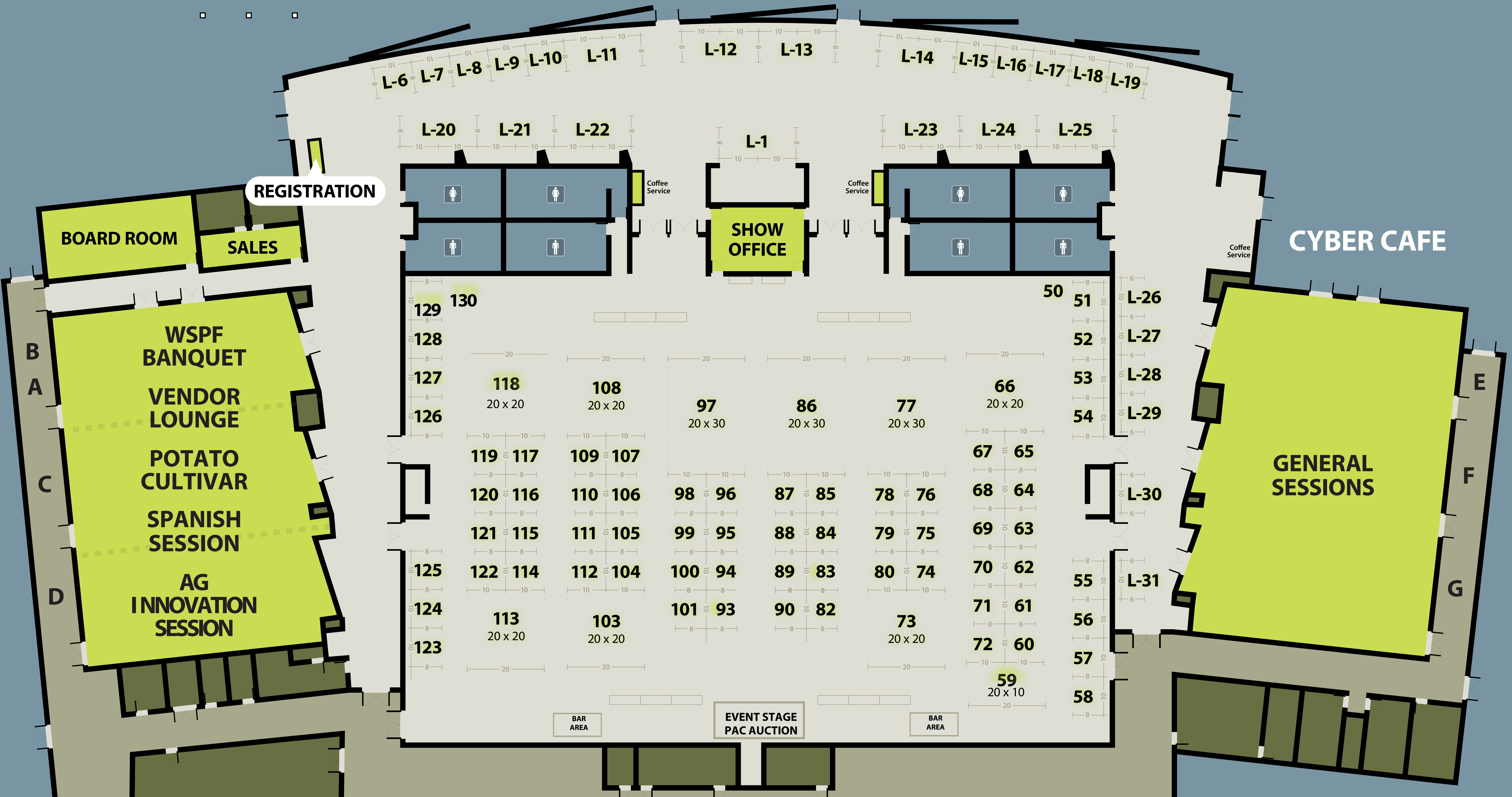
7am Registration Opens
8am - 10am Booth Move In
8am-10:30am Ag Innovation: Cutting-Edge Ag Tech
10am - 5pm Trade Show
1:30pm - 5pm Cultivar Performance Workshop
5pm - 8pm Trade Show Reception &
Potato PAC Auction @TRCC

Wednesday, January 24

7:30am Continental Breakfast, Registration Opens
7:55am - 12pm General Sessions
9am - 5pm Trade Show
10am-2pm Flavor Chip Challenge
12pm - 1:30pm Hosted Potato Bar
1pm - 4:35pm General Sessions
6pm - 9pm Leadership Recognition Banquet

Thursday, January 25

7:30am Continental Breakfast, Registration Opens
8am-12pm Spanish Language Program, TRCC Room CD
8:05am - 12pm General Sessions
9am - 2pm Trade Show
12pm - 1pm Lunch, TRCC
1pm - 4:10pm General Sessions



BOARD ROOM

SALES

REGISTRATION

SHOW OFFICE

CYBER CAFE

GENERAL SESSIONS

WSPF BANQUET

VENDOR LOUNGE

POTATO CULTIVAR

SPANISH SESSION

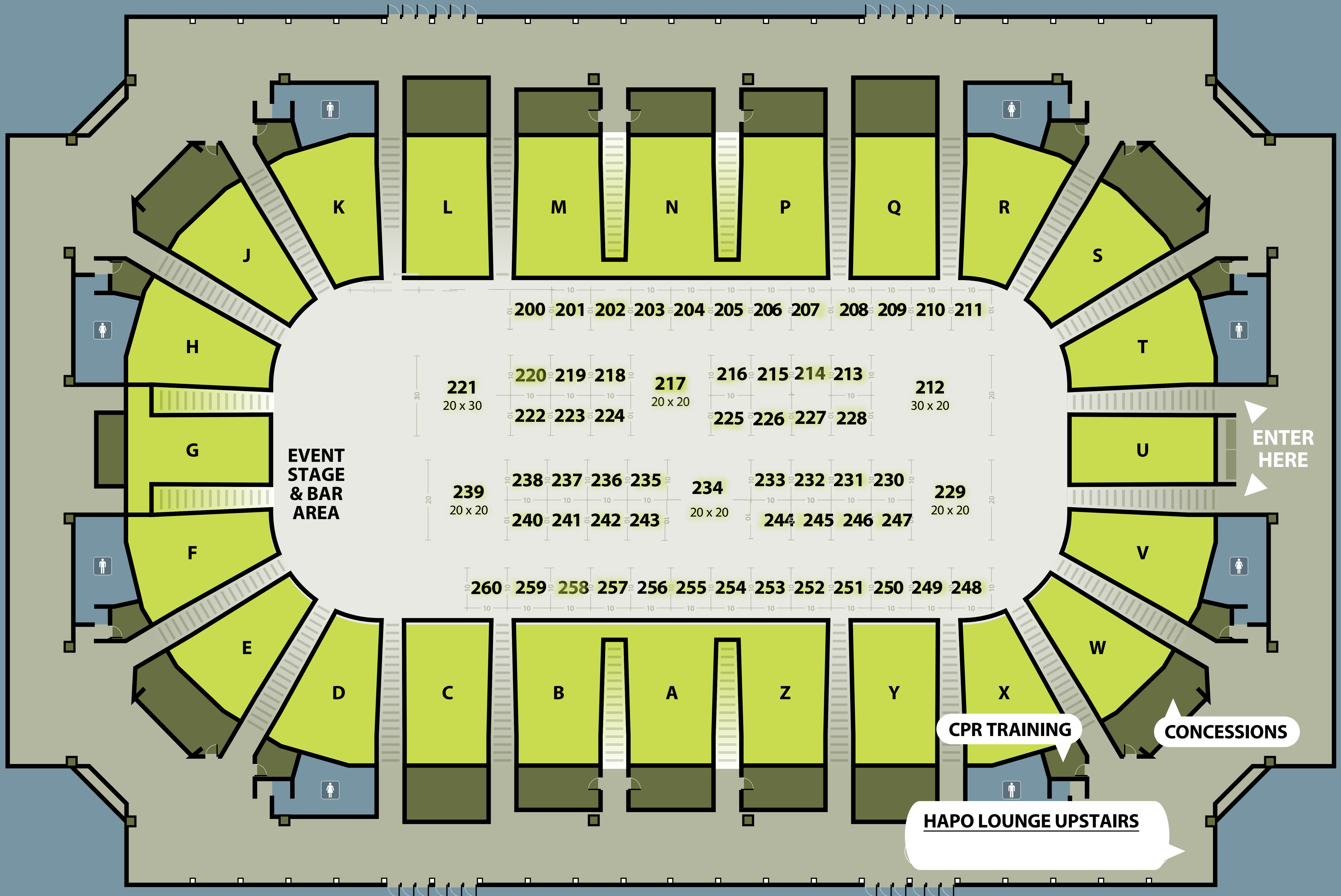
AG INNOVATION SESSION

129	130							50	51	L-26				
128									52	L-27				
127	118 20 x 20	108 20 x 20	97 20 x 30	86 20 x 30	77 20 x 30	66 20 x 20			53	L-28				
126									54	L-29				
	119	117	109	107		67	65							
	120	116	110	106	98	96	87	85	78	76	68	64	L-30	
	121	115	111	105	99	95	88	84	79	75	69	63		
125	122	114	112	104	100	94	89	83	80	74	70	62	55	L-31
124													56	
123	113 20 x 20	103 20 x 20	101	93	90	82		73 20 x 20	71	61	72	60	57	
													58	
									59 20 x 10					

BAR AREA

EVENT STAGE
PAC AUCTION

BAR AREA



EVENT
STAGE
& BAR
AREA

ENTER
HERE

CPR TRAINING

CONCESSIONS

HAPO LOUNGE UPSTAIRS

200 201 202 203 204 205 206 207 208 209 210 211

221 20 x 30
222 223 224
217 20 x 20
216 215 214 213
225 226 227 228
212 30 x 20

239 20 x 20
238 237 236 235
234 20 x 20
233 232 231 230
244 245 246 247
229 20 x 20

260 259 258 257 256 255 254 253 252 251 250 249 248

Vendor Food and Beverage Schedule

3 Rivers Convention Center

Tuesday

- Vendors Lounge Located in the hall behind registration – 8:00am-11:00pm pastries & coffee, hosted
- Cyber Café - 10:00am – 2:00pm, fee
- Trade Show Reception & Potato PAC Auction 5pm-8pm, hosted

Wednesday

- Vendors Lounge Located Room CD
7:30-1:00pm pastries & coffee available in the morning
- Cyber Café – 7:30-3:00pm, fee
- Potato Bar – 12:00pm-1:30pm Great Hall (Vendors 11:30am-1:30pm)
Hosted, seating is available Room CD
- Potato Foundation Leadership Dinner-6:00pm (ticket purchase required)

Thursday

- Vendors Lounge (Room A) – 7:30-11:00am pastries & coffee
- Cyber Café – 8:am -1:00pm,fee

Toyota Center

Tuesday

- Vendors Lounge- location in the room next to the concession stand
9am-11am pastries & coffee available in the morning, hosted
- Concession stand 9:00am-2:00pm, fee
- AM Hashbrowns – The Fry Van located next to WSPC Booth, hosted
- Bar and French Fries – (back of the Trade Show) Noon-4pm, hosted

Wednesday

- Vendors Lounge - 9am-1pm pastries & coffee, hosted
- Concession Stand – 9am-2:00pm, fee
- Hosted Baked Potatoes- a limited amount will be at 11:30am
- Bar And French Fries - 11:30am – 4pm

Thursday

- Vendors Lounge – 8:30am-11:30am pastries & coffee, hosted
- Concession stands – 9am-1:00pm, fee
- AM Hashbrowns – The Fry Van next to WSPC booth, hosted

Additional Information:

There are vending machines in both venues. If you have any questions please feel free to contact the trade show office or registration desk. Just a reminder, the venue does not allow any outside food to be brought in. Other food and beverage events that are takings place are private and being hosted by an individual group other than the Washington Oregon Potato Conference.

WASHINGTON POTATO PAC



The Washington Potato PAC is a non-partisan political action committee dedicated to helping agriculture friendly candidates get elected to state office.

PAC was formed in 2002 and has made contributions to candidates from all parts of the state who have demonstrated support for agricultural issues ranging from employment and transportation to crop protection and water use.

The major fundraising events for the PAC are an annual auction held at the WPOA Summer Convention, an auction in January at the WA/OR Potato Conference trade show reception, and direct requests for donations.

The PAC accepts donations at any time during the year.

POTATO PAC

P.O. Box 2247

Pasco, WA 99302

Phone: 509-521-4701

E-mail: wa.potato.onion@gmail.com



2024 LEADERSHIP BANQUET

Wednesday, January 24, 2024 6:00pm-8:30pm at 3 Rivers Convention Center

\$5000 BANQUET SPONSOR

Be the title sponsor of the event and underwrite the cost of all the entertainment. Emcee the festivities; get a VIP table, extra beverages and VIP treatment. Oh yeah we'll throw in a standard golf team in June too. (\$2000 value for June 24 tourney). Recognition in program, in all media presentation and year round on the website.

\$2500 HAPPY HOUR SPONSOR

Get a table at the banquet and be the company everyone thanks for their 'before dinner' drinks!

(2 sponsors needed)

BANQUET TABLE SPONSOR

\$1250 GIFT

\$1500 Contribution if received after 1/09/24. Reserved dinner seating for ten, 2 bottles of wine and evening entertainment.

\$3600 YEAR ROUND SPONSOR

Pay now for both WSPF events for the year: the Leadership Banquet and the Summer Golf Scramble. This option offers a table of 10 at the banquet (value \$1250) and a VIP Golf team (value \$2500) scheduled for June 24, 2024 at Meadow Springs Country Club.

Name _____ E-mail: _____

Company: _____ Phone: _____

Address: _____

City: State: Zip: _____

AMOUNT OF SPONSORSHIP _____

PAYMENT METHOD:

Check is enclosed Please bill me Credit Card (Visa/Mastercard/AmEx)-Add 6%

Credit Card Number: _____ Exp Date: _____

CVS Code: _____ Billing Address:(if different than above) _____

Contributions or questions can be directed to:
Washington State Potato Foundation
PO Box 5051, Pasco, WA 99302 (509) 528-4144 phone (509) 271-0006 fax
Complete form on www.potatofoundation.org e-mail: kbacom@potatoes.com

SCAN TO REQUEST INVOICE





CPR, FIRST AID, AED TRAINING

The **Washington State Potato Foundation** looks forward to seeing you at the **2024 Potato Conference**, and providing this training for growers, shippers and vendors in our industry in need of this certification.



FREE TO YOU
*It's our way of saying, **thanks** for making this industry **great**.*

Training takes place at Toyota Center and require paid registration for the Washington Oregon Potato Conference.

Call, text or email Kellee at 509.528.4144 or kbalcom@potatoes.com

TO REGISTER:

Just point your phone camera at corresponding QR code below and follow web link to register for training or just call, **text or email Kellee 509.528.4144** or kbalcom@potatoes.com with a list of your attendees.

First 15 spots guaranteed for each class.
Additional classes will be scheduled upon demand.

We will do our best to train all employees from your corporation, but please understand the first 3 will receive priority. Once classes fill to capacity, we will seek additional trainers and/or sessions.

TUESDAY

23

JANUARY



ENGLISH

8:00AM-
11:45AM

TUESDAY

23

JANUARY



SPANISH

1:30PM-
5:15PM