

MidWest AG
Industries Exposition
2024



Exhibitor Prospectus
August 19 & 20 (Set up days)
August 21 & 22 (Show days)
McLean County Fairgrounds
1106 Interstate Drive
Bloomington, IL

Invitation to Exhibit

You are invited to exhibit at the Annual Midwest Ag-Industries Exposition...MAGIE 2024! MAGIE is the most successful outdoor trade show in agribusiness and provides you with big returns for your exhibition dollar. In just two days you can meet with some of the top agribusiness professionals in the nation *and* display your products and services to the best dealers in the business... dealers who are the prime buyers in your marketing area.

MAGIE is known for its quality attendance, recognized professionals and discriminating buyers. MAGIE 2024 is "The Industry's Premier Outdoor Trade Show!"

Location

MAGIE 2024 will be held in Bloomington, IL at the McLean County Fairgrounds. The Fairgrounds are located at the junction of Interstates I-74, I-55, I-39, Route 51, Route 9 and Route 150.

This location appeals to all Illinois ag retailers as well as to those from Iowa, Indiana, Wisconsin, Missouri, Kentucky and the entire Midwest.

We know you will enjoy the accommodations and Bloomington-Normal has dozens of fantastic restaurants and entertainment spots. There is also a full service airport facility located on the southeast side of Bloomington.

Be a part of MAGIE's history and MAGIE's future---see you in Bloomington at the McLean County Fairgrounds.

Show Hours

Wednesday, August 21 8:00 A.M. – 5:00 P.M.
Thursday, August 22 8:00 A.M. – 2:00 P.M.

**Attn: 2023 Exhibitors
Please register online to
Exhibit by **April 26th** to reserve
the same booth as last year.**

Order Your Exhibit Space Now!

If you have any questions or need additional information, call Illinois Fertilizer & Chemical Association at (309) 827-2774 or email us at leslief@ifca.com.

Registration

We will provide each exhibitor complimentary passes according to booth size (minimum of 2 passes; maximum of 12). Additional exhibitors should pre-register to receive a discounted rate. We will send you an exhibitor registration link after your contract is executed.

Parking

Parking is free for exhibitors and visitors in designated areas of the grounds. **(No vehicles are allowed on show area during Exposition hours unless part of exhibit.)**

Electricity

Electricity is available in each booth on a pre-arranged basis for an additional \$200 per 20 amp, 120 volt duplex outlet.

Water

Ample water for use in applicators and other equipment is available on a pre-arranged basis only.

Tents and Display Items

Exhibitors must arrange for tents. If you ship items please use Excel Decorators shipping services. Do not ship any items to the IFCA office.

Tents

BlueRock Event Solutions

(217) 768-3996

Contact: Amanda

sales@bluerockeventsolutions.com

Let's Party Rental

(309) 663-7177

Contact: Shelly

hello@letspartyrental.com

Create A Scene (Peoria)

(309) 745-5440

Contact: Kristy Howell

kristy@createasceneevents.com

Exhibitor Services

EXCEL Decorators

PO Box 4205

Springfield, IL 62708

Phone: (217) 528-4024

Demonstrations

Ground and aerial application equipment can demonstrate from 8:00 a.m. to closing each day. Chemical applications are **not allowed**. Water and/or foam markers may be used.

Food Services

Food service and soft drinks will be available on the grounds. Exhibitors may dispense free snacks and non-alcoholic beverages during show hours. **Distribution of alcoholic beverages are not allowed during show hours.** (Please no wrappers --YOU are responsible for cleaning up your booth space!)

Exhibit Space Information and Pricing

Ride and Drive Exhibitors:

700– 818; (50'w x 75') **\$1,750.00 each**
Additional static display space (50'w x 25')..... **\$300.00 each**

Static Displays:

100 - 103 (50' w x 30')..... **\$900.00 each**
200 - 600's (50'w x 60') **\$1,050.00 each**
A - P (25' x 25') **\$750.00 each**
1 - 30 (10' x 10') price includes electricity **\$750.00 each**

Ride and Drive Exhibitors:

700 - 818

These lots offer equipment access to the demonstration track. Each exhibitor is limited to purchasing only **two** lots in the 600 row but may purchase additional space running north in the north lot and west in the south lot in increments of 50' x 25' for their static displays and tents.

Static Displays:

100 - 600's; A - P

These spaces have been designated for static exhibits but have a larger turf area to display a greater variety of equipment.

1 - 24 (smaller lots)

These spaces are housed under a 40' x 140' pole tent that provides an excellent opportunity for the smaller exhibitor - perfect for technology displays, ag labs, chemical firms and other related products and service suppliers. Smaller booth sizes and a prime location to enhance traffic flow.

SPECIAL NOTE ON TENTS

If you do not use the listed Tent Companies for your tent or if your exhibit requires any digging on grounds, you must check with the show manager prior to installation. This is required to insure that no electrical lines are damaged.

