



December 7, 2017

Dear Potential Exhibitor:

You are invited to participate in an exciting trade show at the 2018 NACAA (National Association of County Agricultural Agents) Annual Meeting and Professional Improvement Conference in Chattanooga, TN, on July 29-31, 2018. The conference will be held in beautiful east Tennessee at the Chattanooga Convention Center.

Trade show exhibitors will have an opportunity to interact with approximately 1,500 Agriculture Extension Educators from across the United States. These conference attendees have a major influence on agriculture, green industry, and consumer horticulture purchases through their educational programs. Conference attendees are expected to represent over 40 states, 1,200 counties, and six million annual educational contacts through programs for a variety of agricultural sectors including commercial landscaping, consumer horticulture, forestry, fruit and vegetable production, livestock production, nursery production, pesticide safety, row crops, wildlife and natural resources management, and more.

Any companies or organizations related to agriculture or the green industry are strongly encouraged to jump on board for a fabulous trade show at the 2018 NACAA Conference. Electricity, WIFI, hospitality area with snacks and refreshments, and 2 meals per person for up to two people per booth will be included for a total price of \$750 for a 10 foot by 10 foot space. We also plan to provide an incentive for attendees to visit trade show booths including qualifying for a prize drawing if they visit at least 18 booths. We will provide a stamp for exhibitors to document their visit.

Several special interactive exhibits are planned for the trade show to encourage conference participants and their families to spend more time in the trade show area. An ice cream social will be held in the trade show on two evenings and trade show exhibitors are encouraged to be present to meet with conference participants in the evening.

We hope you will take advantage of this opportunity and thank you for your consideration. Registration can easily be done online with a credit card or by mailing the registration form and a check. Please review the enclosed registration form for more details. If you have any questions about the trade show, please contact Ty Petty at 423-735-1637 or ty@utk.edu or Amy Dismukes at adismuke@utk.edu. We hope to see you in Chattanooga in 2018!

Sincerely,

Ty Petty
Exhibits Committee Chair

Amy Dismukes
Exhibits Committee Co-Chair