



*Log On!*

**Friday & Saturday**

**September 17 & 18, 2021**

**Starkville, Mississippi**

## **EXHIBITOR GUIDE**

***The Longest Running, Live, In-woods Equipment Demo in the Nation!***

- Biennial show permanently located in the heart of the mid-South on the 8300-acre John W. Starr Memorial Forest
  - Easily accessible by four-lane highway
- Over 65 lodging choices within an hour drive (hotels, B&Bs, RV parks/campgrounds, casino-hotel and spa resort)
  - Two-day attendance has averaged 6000 participants from multiple states for the past 6 years
  - Variety of affordable exhibitor site options (tent booths, static sites, open & forested live operation sites)
    - Continuing education courses and family activities provided
    - Contests and prizes as well as Log-a-Load For Kids fundraising activities
  - Exhibitor exposure in Hatton-Brown publications and show publications/website
    - Experienced and accommodating show staff
- Support from Mississippi Forestry Association, Mississippi Loggers Association, and Mississippi State University
  - Mississippi Loggers Association banquet held as show tie-in on Friday evening

***Be part of the Deep South's premier forestry show for 2021 as the Mid-South Forestry Equipment Show celebrates a proud history spanning over 35 years!***

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**For the latest information, "log on" to the show website at**  
**[www.midsouthforestry.org](http://www.midsouthforestry.org)**

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# 2021 EXHIBITOR SITE SELECTION MAP

## Live Area Sites

Gently sloping, low topography. Silty clay loam soils. Each site has approximately 200 feet of road frontage.

## No-Harvest (LNH)

**Primary Site (1 acre) = \$4500**

**Additional Adjacent Site = \$3250**

Sites designed for those exhibitors who wish to operate machinery but who do not require standing timber.

Sites are approximately 1 acre in size.

## Harvest (L)

**Primary Site (2 acres) = \$7500**

**1st Additional Adjacent Site = \$6000**

**2nd Additional Adjacent Site = \$5000**

Two acre sites heavily wooded; loblolly pine 65 years old, 70 feet tall.

## Static Area (S)

**25x50 feet = \$1500**

**50x50 feet = \$2000**

**50x75 feet = \$2250**

**75x75 feet = \$2500**

**100x75 feet = \$4000**

## Tent Booths (T)

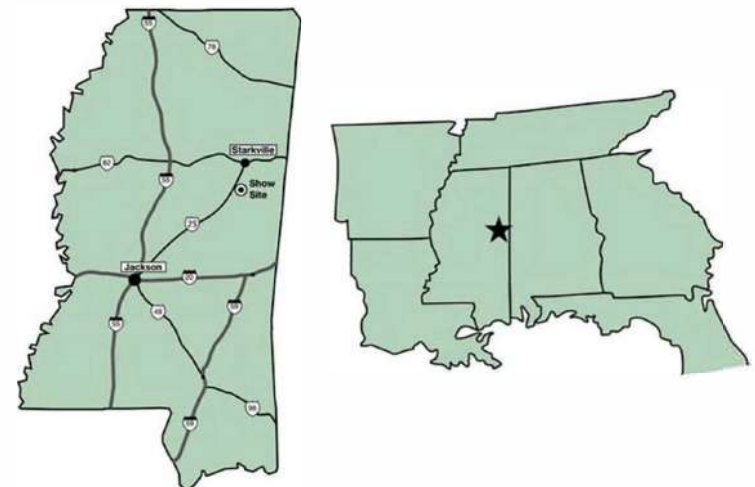
**6x10 feet = \$500**

**12x10 feet = \$750**

*Mid-South Forestry Equipment Show, Inc. is a nonprofit corporation organized to provide technology transfer from forestry and related equipment manufacturers to the forestry community. Minimized revenues are used exclusively to offset the costs of conducting the Show and to make Show improvements designed to achieve the educational outreach purpose of the corporation.*



*Log On!*





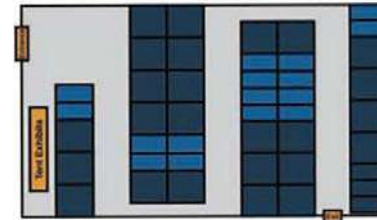
# 2021 Mid-South Forestry Equipment Show Layout



HWY 25

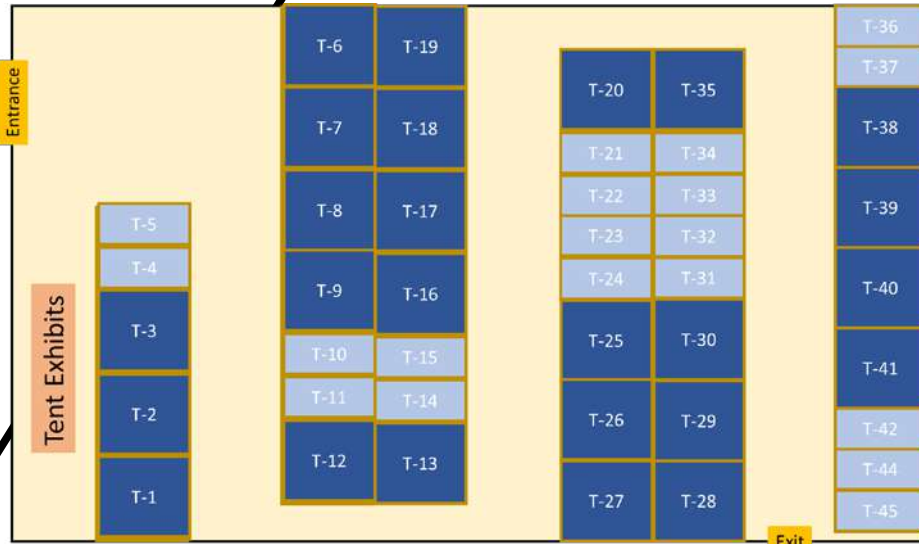


Registration Area,  
Tent Exhibits

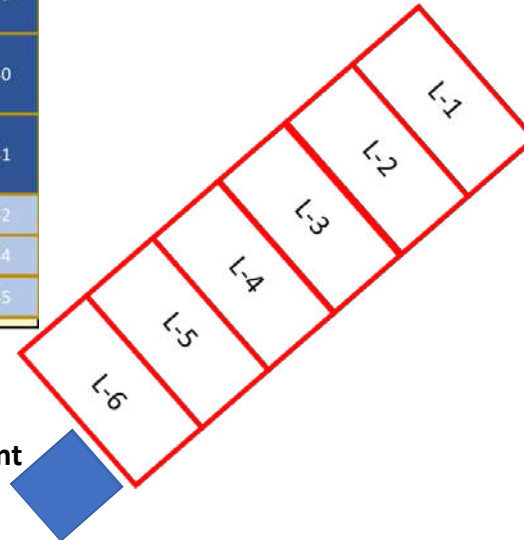


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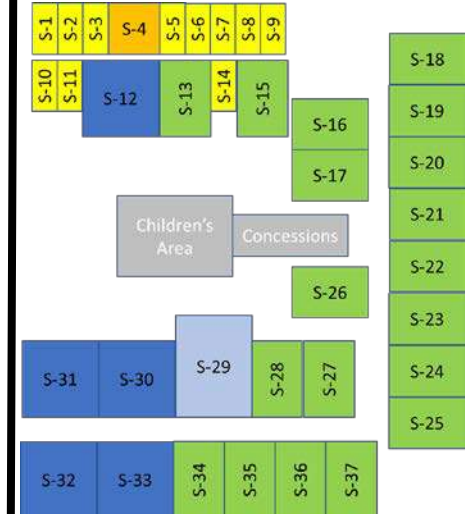
Tent



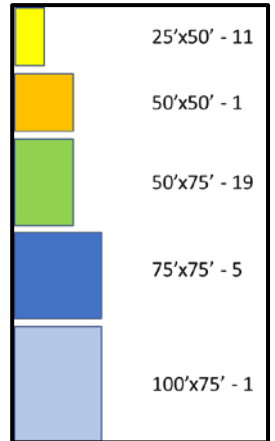
Live Exhibits



Continuing  
Education Tent



Static Exhibits



**NOTICE:** No exhibitor's equipment, tent, or other property may overrun the rented space without prior approval from show management. Exhibitors cannot "sublet" any portion of a site to another exhibitor. Live exhibitors must not demonstrate or display more than three brands of self-contained equipment on any given site. All spaces are available on a first-come, first served basis. Please check show website for up-to-date availability of exhibitor sites.

## Show Particulars

Hours are 8 a.m.–4 p.m. on Friday and 8 a.m.–3 p.m. on Saturday. Attendance is by paid admission. Registered visitors can mingle freely among all exhibits both days. The visitor parking area is a field located adjacent to the show entrance.

## Exhibit Setup

Live and static demo sites are available for setup at 8 a.m., Friday, September 10; tent spaces are available at 8 a.m. Monday, September 13. All exhibits must be in place by 6 p.m., Thursday, September 16. Exhibits must remain in place until 3 p.m., Saturday, September 18 or until show management clears pedestrian traffic. Two forklifts will be provided to accommodate items no heavier than 6,000 pounds. Night security is provided September 10-19. Exhibit materials and equipment should be removed by 12 p.m. on Monday, September 20.

## Furniture and Fixtures

Tent exhibitors are provided a table and two chairs for a 6x10' booth and two tables and four chairs for a 12x10' booth as part of the rental fee. For additional furniture, tent, generator or other needs, contact the official expo accessories provider directly: Outdoor Events, phone: 706-221-1900; fax: 706-221-1901; email: Carol@OutdoorEvents.com

## Food and Beverages

Local food trucks will dispense an assortment of food and beverages. With the exception of water, miniature candy pieces, peanuts, and popcorn, no food or beverages can be given away or sold at the site by exhibitors or their personnel. Live exhibitors, exclusively, will be allowed to serve food at their sites on Saturday only.

## Added Value

Each exhibitor receives a free listing on the Mid-South Forestry Equipment Show website and in the **Official Show Program**, provided exhibit space is reserved prior to the program closing date of August 26, 2021. For more information, see the Official Show Program button on the website homepage.

## Insurance

Exhibitors must provide proof of liability insurance before occupying exhibit space. Pavilion and static exhibitors must have \$500,000 minimum coverage; live exhibitors must have \$1 million minimum coverage. Proof of insurance is due by August 19, 2021.

## Exhibitor Staff Pre-registration

Limited complimentary show admission for exhibitor staff is included as part of the exhibitor site fee. Tent exhibitors will receive two badges per booth; static exhibitors will receive four badges per site; and live exhibitors will receive ten badges per site. The Exhibitor Staff Pre-registration Form must be received by August 19, 2021 to avoid paying registration at the gate on the days of the event.



## Vehicular Traffic During Show

In the interest of safety and given liability insurance restrictions, ATVs, golf carts, and/or vehicles are not allowed to be driven inside the show gates during show hours. Expo management will have a limited number of ATVs on site to assist attendees with mobility concerns. Expo staff will aid exhibitors with pickup and delivery of supplies and materials during show hours as available.

## Show Promotion and Exhibitor Activities

As a special event in which Hatton-Brown Publishers is involved, the Mid-South Forestry Equipment Show will gain national and regional promotion in *Timber Harvesting* and *Southern Loggin' Times* through advertising and editorial support. Exhibitors are asked to share planned activities such as contests, raffles, and the like with show staff in advance such that these may be included in show marketing efforts, to ensure consistency with show-sponsored events, and to allow for liability considerations. The **Official Show Program** closes August 26, 2021. Contact DK Knight via email: dk@hattonbrown.com.

## MANDATORY SAFETY MEETING

### Registration Tent

**Thursday, September 16 at 4:00 p.m.**

All exhibitors are asked to attend, and those who plan to start or operate equipment must have a representative at this meeting. Exhibitors must adhere to the highest safety standards and abide by rules established by the sponsor. Equipment demos must not endanger attendees or other exhibitors or cause unreasonable distraction. Expo officials reserve the right to order the shutdown and/or removal of any equipment or display that they deem unsafe or distracting.

## Accommodations

The show has room blocks with the following hotels in Starkville (7 miles from show site). Be sure to check the show website for blocked rooms with other area hotels and for links to other lodging choices.

Comfort Suites 662-324-9595

Courtyard by Marriott 662-338-3116

Days Inn & Suites 662-270-5995

Hampton Inn 662-324-1333

Hilton Garden Inn 662-615-9664

Holiday Inn Express 662-324-0076

Hotel Chester 662-323-5005

La Quinta Inn & Suites 662-270-4100

Microtel Inn & Suites 662-268-2158

Red Rood Inn 662-323-8251



### **Contact**

The show staff is here to help you!

#### **Show Manager**

John B. Auel

#### **By Mail**

Mid-South Forestry Equipment Show, Inc.  
1594 Blackjack Road  
Starkville, MS 39759

#### **By Phone (8:00 a.m. – 4:00 p.m. Central)**

662-325-7948

#### **By Fax**

662-325-0027

#### **By Email**

[jba9@msstate.edu](mailto:jba9@msstate.edu)

#### **Show Website**

[www.midsouthforestry.org](http://www.midsouthforestry.org)