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Tradeshaw Packages 2020

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www.lely.com

Why is this important?

Exhibiting at a tradeshow has many benefits to building the Lely business. Establishing a presence, whether big or small, provides a powerful platform for meeting new customers, reaching out to existing clients, and building a more established and reliable brand.

Tradeshow Packages

To order tradeshow packages, contact:

Lely North America

Customer Services and Support Team

641-621-2730

marketinglna@lely.com

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Tradeshow Package 1

Fits 10 x 10 Exhibit Space

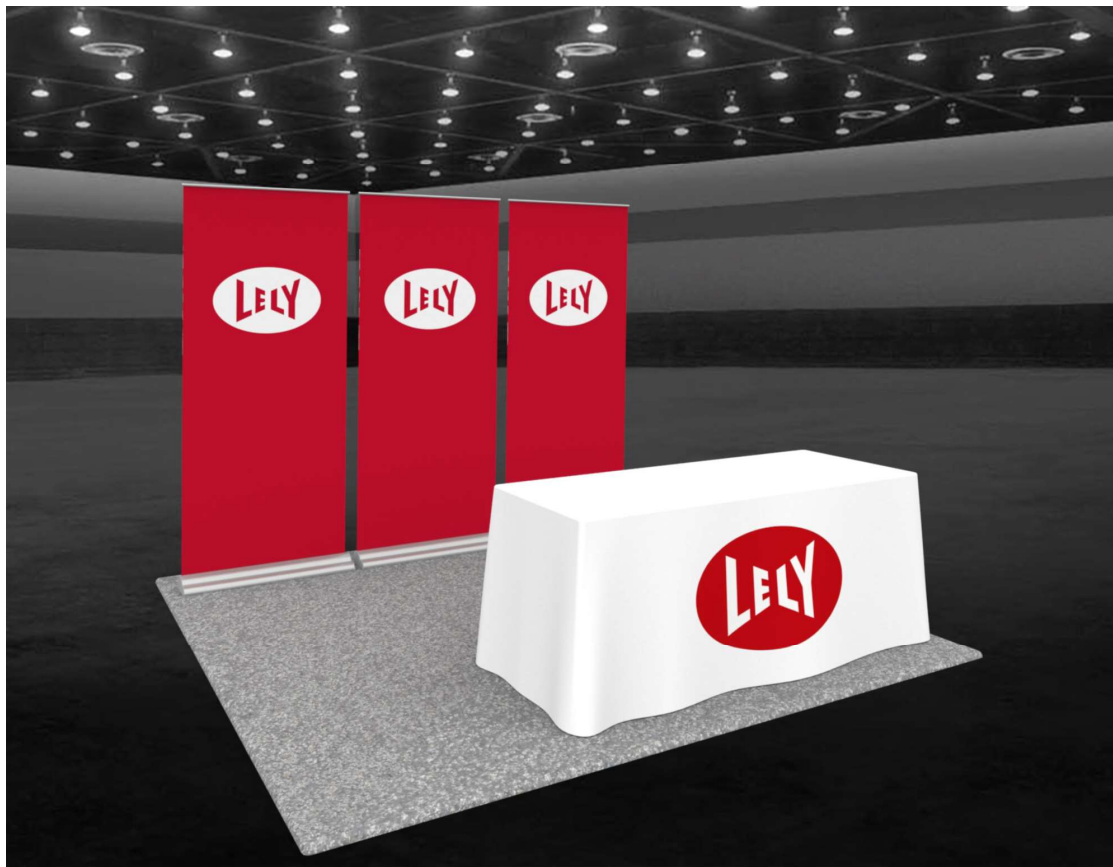
Customizable Options:

Three Orient pull-up banners options can be chosen from the Lely Total Solutions portal here: www.lelytotalsolutions.com/category-s/142.htm

Package Includes:

- Three (3) Orient 800 pull-up banner units with Flatmaxx vinyl graphic, pole and carry bag.
Dimensions: 31.5" wide x 84" high
- One (1) 8' table throw with Lely logo.
Table throw covers front and sides. Rear area open.

Approximate Price: \$680.00



Visit Lelytotalsolutions.com for layout options. Picture is not true to available options.

Tradeshow Package 2

Fits 10 x 10 Exhibit Space

Customizable Options:

One Hop-up exhibit option can be chosen from the Lely Total Solutions portal here:
www.lelytotalsolutions.com/category-s/139.htm

Package Includes:

- One (1) 8' Hop-up exhibit with fabric graphic and carry bag.
Dimensions: 89.5" wide x 89.5" high
- One (1) Hop-up counter with frame, fabric graphic, and carry bag.
Dimensions: 48" wide x 12" deep x 39" high

Approximate Price: \$850.00



Visit Lelytotalsolutions.com for layout options. Picture is not true to available options.

Tradeshow Package 3

Fits 10 x 20 Exhibit Space

Customizable Options:

One Hop-up exhibit option can be chosen from the Lely Total Solutions portal here:
www.lelytotalsolutions.com/category-s/139.htm

Two Orient pull-up banners option can be chosen from the Lely Total Solutions portal here:
www.lelytotalsolutions.com/category-s/142.htm

Package Includes:

- One (1) 10' Hop-up exhibit with fabric graphic and carry bag.
Dimensions: 118.5" wide x 89.5" high
- Two (2) Orient 800 banner units with Flatmaxx vinyl graphic, pole, and carry bag.
Dimensions: 31.5" wide x 84" high
- Two (2) Hop-up counter with frame, fabric graphic, and carry bag.
Dimensions: 48" wide x 12" deep x 39" high

Approximate Price: \$1,540.00



Visit Lelytotalsolutions.com for layout options. Picture is not true to available options.

Tradeshow Packages Order Form

To order tradeshow packages:

1. Complete this form.
2. Email to Lely North America -**marketinglna@lely.com**
Customer Services and Support Team
641-621-2700

LELY CENTER INFORMATION:

Lely Center Name: _____
 Main Person of Contact: _____
 Address: _____
 City/Province, State, Postal Code: _____
 Phone: _____

TRADESHOW INFORMATION:

Name of tradeshow: _____ Dates of tradeshow: _____
 Your in-hands date for materials to arrive: _____
 Shipping information:
 If you need materials shipped to the Lely Center location above, please check here:
 Address: _____
 City, Province/State, Postal Code: _____

TRADESHOW PACKAGE ORDERING:

Please visit the Lely Total Solutions Portal for display options. **www.lelytotalsolutions.com**
Hop-up exhibit options can be chosen from the Lely Total Solutions portal here -
www.lelytotalsolutions.com/category-s/139.htm

Orient pull-up banner options can be chosen from the Lely Total Solutions portal here -
www.lelytotalsolutions.com/category-s/142.htm

- Package 1** Pull-Banner 1: _____ Pull-Banner 2: _____ Pull-Banner 3: _____
 Package 2 Hop-up 1: _____
 Package 3 Hop-up 1: _____ Pull-Banner 1: _____ Pull-Banner 2: _____

If you have any special requests, please note here:

FAQ

If you are attending local exhibitions and events and desire to have Lely products on the stand, Lely offers several different items in several different ways to educate your audience about Lely automations. We encourage you to:

- **Be bold and different, change it up!**
- **Establish goals, metrics and KPI's.**
- **Collect leads!**

Review the following pages to understand how you can access Lely's portfolio.

When do you need my Exhibition Material request?

Preferably three (3) months in advance of your exhibition. You need to send the completed order form to **marketinglna@lely.com**.

Who will approve your request?

In general we manage the 'first come, first served, procedure. If exhibition materials are not requested on time, we will discuss the request with the Regional Sales Managers to decide which request has the highest priority.

Who will arrange the shipment?

If the request is approved, we request the shipment at the Lely North America Customer Service Desk. You will receive confirmation several weeks prior to your exhibition when the shipment is arranged. For questions, please always communicate via **marketinglna@lely.com**.

We kindly ask you to make your own shipping arrangements, in a closed truck, for the transport back to the storage facility in which you received the displays immediately after your exhibition. Please communicate the estimated time and date of arrival back on to the storage facility so we can schedule the unloading. The loading and unloading can only take place between 8:00 a.m. and 5:00 p.m.

Who will pay for transport?

Transportation costs are to be paid by the user of the materials.

What do we need to unload the exhibition materials?

Please make sure that the booth number or booth location is clearly stated on the request form. You will receive an estimated time of arrival. Of course there must be someone available with a forklift and a license to drive a forklift to help unload the materials. For the heavier items (like the Lely Collector), you have to use at least a three-ton forklift.

Who is responsible for damage?

In case of damage, contact us as soon as possible. If you receive damaged materials, please take pictures before you use them. From the moment the exhibition materials leave our premises, you are responsible. If the materials are damaged during shipment it is your responsibility to charge the costs to the logistic company. In case of damage, we will work to restore the materials as soon as possible after we receive them. We will send you the invoice afterwards.

Exhibition Materials Process

Request

Actions and responsibilities

Order Form

Responsible: Lely Center

Approval or decline

Responsible: Lely North America

Shipping

Actions and responsibilities

Shipping request

Responsible: Lely North America

Shipping arrangements

Responsible: Lely North America

Filling in the claim form

Responsible: Warranty & Returned goods

Exhibition

Actions and responsibilities

Claim Form before and after

Responsible: Lely Center

Insurance

Responsible: Lely Center

Return Shipping

Actions and responsibilities

Shipping Request

Responsible: Lely North America

Shipping

Responsible: Lely Center

Claim Form

Responsible: Warranty & Returned goods

Exhibition Display Order Form page 1 of 2

To order exhibition materials:

1. Complete this form.
2. Email to Lely North America -**marketinglna@lely.com**
Customer Services and Support Team
641-621-2700

LELY CENTER INFORMATION:

Lely Center Name: _____
 Main Person of Contact: _____
 Address: _____
 City/Province, State, Postal Code: _____
 Phone: _____

TRADESHOW INFORMATION:

Name of tradeshow: _____ Dates of tradeshow: _____
 Your in-hands date for materials to arrive: _____
 Shipping information:
 If you need materials shipped to the Lely Center location above, please check here:
 Address: _____
 City, Province/State, Postal Code: _____

Complete this form and email it to Lely North America at **marketinglna@lely.com**.
Please call if you have any questions regarding your order.

OPTION 1

Purchase* option for the Lely Astronaut A5 and Lely Vector displays.

**Talk to your Regional Sales Manager for more details on extended purchasing terms.*

YES / NO

- : Lely Astronaut A5 robotic milking system display
- : Lely Vector automatic feeding system display

If you have any special requests, please note here:

Exhibition Display Order Form page 2 of 2

OPTION 2

Exhibition materials rental.

YES / NO

- : Art of Milking Display
- : Lely Astronaut A5 - Arm Display
- : Lely Discovery 120 Collector Display
- : Lely Commodity Feeder Display
- : Lely Aftermarket Display - Lely Liners
- : Lely Aftermarket Display - Astri
- : Lely Touchscreen Monitor

If you have any special requests, please note here:

OPTION 3

Exhibition materials purchase.

**Up to 12 weeks of lead time may be required for specific items.*

YES / NO

- : Art of Milking Display
- : Lely Astronaut A5 - Arm Display
- : Lely Discovery 120 Collector Display
- : Lely Commodity Feeder Display
- : Lely Aftermarket Display - Lely Liners
- : Lely Aftermarket Display - Astri

If you have any special requests, please note here:

Lely Discovery 120 Collector Display

Display Description:

Size of the display: 180" long x 48" wide x 72" tall
Weight approximately: 1,800 lbs
Available: 1



Video option available: Lely Discovery 120

www.quicksite.io/5c099dd5e4b0a811679e7804/channel/tradeshow

** Available to purchase.*

Available to check out.

See black out dates.



Lely Aftermarket Display - Lely Liners

Display Description:

Size of the display: 26" wide x 28" deep x 84" tall

Weight approximately: 225 lbs

Available: 1



Lely Aftermarket Display - Astri

Display Description:

Size of the display: 26" wide x 28" deep x 84" tall

Weight approximately: 225 lbs

Available: 1

** Available to purchase.*

Available to check out.

See black out dates.



Lely Touchscreen Monitor

Display Description:

Size of the monitor: 52"W x 30" H

Approximate height of monitor on the stand: 70"

Available: 1

*Fragile item

** Available to check out.*

See black out dates.



Lely Commodity Feeder Display

Display Description:

Size of the display: 37" long x 37" wide x 84" tall
Weight approximately: 270 lbs
Available: 2

** Available to purchase.
Available to check out.
See black out dates.*



Lely Astronaut A5 - Arm Display

Display Description:

Size of the display: 93" long x 63" wide x 108" tall

Weight approximately: 1,000 lbs

Available: 2



Video options available: Lely Astronaut A5 Milking Steps

www.quicksite.io/5c099dd5e4b0a811679e7804/channel/tradeshow

A5 Hybrid Arm

www.quicksite.io/5c099dd5e4b0a811679e7804/channel/solutions/ca84725b-055b-4bc6-984d-302926484339

** Available to purchase.*

Available to check out.

See black out dates.



Art of Milking Display

Display Description:

Size of the display: 97" long x 25" wide x 84" tall

Weight approximately: 600 lbs

Available: 2

*Fragile item



Video options available: The Art of Milking - A5

<https://www.quicksite.io/5c099dd5e4b0a811679e7804/channel/solutions/ca84725b-055b-4bc6-984d-302926484339>

* Available to purchase.

Available to check out.

See black out dates.



Lely Vector automatic feeding system

Display Description:

Size of the display: 177" x 157" x 260" (HxWxD)

Weight approximately: 5,511 lbs

Buy the Lely Vector with extended terms.*

**If you would like a Vector at your local events, contact your Regional Sales Manager for details about extended terms.*

If Lely Center desires to purchase platform and stairs, contact Lely North America, marketinglna@lely.com. See black out dates.



Lely Astronaut A5 robotic milking system

Display Description:

Size of the display: 103" x 138" x 96" (HxWxD)

Weight approximately: 4,365 lbs

Buy the Lely Astronaut A5 with extended terms.*

**If you would like an A5 at your local events, contact your Regional Sales Manager for details about extended terms.*

If Lely Center desires to purchase platform and stairs, contact Lely North America, marketinglna@lely.com. See black out dates.



Lely Display Blackout Dates Set 1

During the following dates the Lely display items are reserved for the following events:

Salon de l'agriculture, January 14 – 16, 2020
 2670 Avenue Beauparlant
 Hyacinthe, Québec J2S 4M8
www.salondelagriculture.com
Booth Size: 20x40

New York Farm Show, February 27 – 29, 2020
 New York State Fairgrounds
 581 State Fair Blvd, Syracuse, NY
www.newyorkfarmshow.com
Booth Info: HT – B93, **Booth Size:** 40x32

SIMAQ, January 30 – February 1, 2020
 Quebec
Booth Size: 20x20

Canada's Outdoor Farm Show, September 15 – 17, 2020
 Woodstock, ON
www.outdoorfarmshow.com
Booth Info: Britespan Dairy Innovation Center

World Ag Expo, February 11 – 13, 2020
 4500 S. Laspina St. Tulare, CA 93274
www.worldagexpo.com
Booth Info: DS93 and DS94

World Dairy Expo, September 29 – October 3, 2020
 Madison, WI
www.worlddairyexpo.com
Booth Info: Arena Building

DISPLAY CALENDAR 1

Note: Lely has two sets of several display units. The following black out dates indicate existing reservations as of November 2019. Visit <https://www.lelytotalsolutions.com/Articles.asp?ID=258> for up-to-date calendar.

The following pieces Art of Milking, Commodity Feeder, A5 Arm, Astri and Liner displays are reserved to be utilized on these dates.

January							February							March							April						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4							1	1	2	3	4	5	6	7				1	2	3	4
5	6	7	8	9	10	11	2	3	4	5	6	7	8	8	9	10	11	12	13	14	5	6	7	8	9	10	11
12	13	14	15	16	17	18	9	10	11	12	13	14	15	15	16	17	18	19	20	21	12	13	14	15	16	17	18
19	20	21	22	23	24	25	16	17	18	19	20	21	22	22	23	24	25	26	27	28	19	20	21	22	23	24	25
26	27	28	29	30	31	23	24	25	26	27	28	29	29	30	31	26	27	28	29	30							

May							June							July							August								
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa		
					1	2		1	2	3	4	5	6			1	2	3	4							1			
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8		
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15		
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22		
24	25	26	27	28	29	30	28	29	30	26	27	28	29	30	31	23	24	25	26	27	28	29	23	24	25	26	27	28	29
31																					30	31							

September							October							November							December							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
			1	2	3	4	5				1	2	3	1	2	3	4	5	6	7				1	2	3	4	5
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12	
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19	
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26	
27	28	29	30	25	26	27	28	29	30	31	29	30	27	28	29	30	31											

Lely Display Blackout Dates Set 2

During the following dates the Lely display items are reserved for the following events:

Keystone Farm Show, January 7 – 9, 2020
York Fairgrounds
York, PA

Vermont Farm Show, January 28 – 30, 2020
Champlain Valley Exposition
3625, 105 Pearl St, Essex Junction, VT 05452
www.vtfarmshow.com
Booth Size: 10x10

National Farm Machinery Show, February 12 – 15, 2020
Kentucky Exposition Center
937 Phillips Lane, Louisville, KY 40209
www.farmmachineryshow.org
Booth Info: West Wing #3380

Canadian Dairy Xpo, April 1 – 2, 2020
Stratford Rotary Complex
353 McCarthy Rd, Stratford, ON N5A 7S7, CA
www.dairyxpo.ca

Ottawa Valley Farm Show, March 17 – 19, 2020
EY Centre
4899 Uplands Dr, Ottawa, ON K1V 2N6, CA
www.ottawafarmshow.com
Booth info: Hosted by Dundas Agri-Systems

Central Plains Dairy Expo, March 25 – 26, 2020
Denny Sanford Premier Center
1201 N W Ave, Sioux Falls, SD 57104
Sioux Falls, SD

DISPLAY CALENDAR 2

Note: Lely has two sets of several display units. The following dates shaded blue indicate existing reservations as of November 2019. Visit <https://www.lelytotalsolutions.com/Articles.asp?ID=258> for up-to-date calendar.

The following pieces Art of Milking, Commodity Feeder, A5 Arm displays are reserved to be utilized on these dates.

January							February							March							April						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4						1	1	2	3	4	5	6	7				1	2	3	4	
5	6	7	8	9	10	11	2	3	4	5	6	7	8	8	9	10	11	12	13	14	5	6	7	8	9	10	11
12	13	14	15	16	17	18	9	10	11	12	13	14	15	15	16	17	18	19	20	21	12	13	14	15	16	17	18
19	20	21	22	23	24	25	16	17	18	19	20	21	22	22	23	24	25	26	27	28	19	20	21	22	23	24	25
26	27	28	29	30	31		23	24	25	26	27	28	29	29	30	31					26	27	28	29	30		

May							June							July							August						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2		1	2	3	4	5	6			1	2	3	4							1	
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31		23	24	25	26	27	28	29
31																					30	31					

September							October							November							December						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5					1	2	3	1	2	3	4	5	6	7			1	2	3	4	5
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
27	28	29	30				25	26	27	28	29	30	31	29	30						27	28	29	30	31		

Other 2020 Events

Fort Wayne Farm Show Jan. 14-16, 2020
 Allen County War Memorial Coliseum
 4000 Parnell Ave, Fort Wayne, IN 46805
Booth info: Hosted by Prenger's & Kaeb's, **Booth Size:** 8'D x 80'L

Great Lakes Regional Dairy Conference (GLRDC),
 February 6 – 8, 2020
 Soaring Eagle Casino and Resort
 6800 Soaring Eagle Blvd, Mt Pleasant, MI 48858
www.glrdc.org

California Dairy Sustainability Summit, March 25 – 26, 2020
 Sacramento, CA
www.cadairysummit.com
Booth Info: 223, **Booth Size:** 10x10

Wisconsin Technology Days, July 21 – 23, 2020
 UW-Extension Eau Claire County
 227 1st Street West, Altoona, WI 54720
www.cadairysummit.com

Empire Farm Days, July 29 – 31, 2020
 2973 NY-414, Seneca Falls, NY 13148
www.empirefarmdays.com
Booth Info: Exhibit Field – 731, **Booth Size:** 10x10

Brown Swiss Cattle Breeders Association of America
 Held during *World Dairy Expo*
 September 29 – October 3, 2020
 Madison, WI



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