

Frequently Asked Questions (FAQ)

69th Annual Mid-South Farm & Gin Show

February 26 & 27, 2021

Renasant Convention Center, Memphis, Tennessee

We are still planning for an **in-person show** as well as a **virtual component** known as a hybrid event.

Whether you are going to participate in-person, virtual or both, please fill out the online application. If you are only participating virtually, please type "virtual" in the box that asks for your "1st booth location choice".

Below are some frequently asked questions we have been fielding over the past few weeks. We will continue to update this list. Please give us a call if you have other questions.

What is the 2021 pricing for booth rental?

Inside booth spaces = \$6.00 per square foot (10ft x 10ft = \$600)

Outside booth spaces = \$3.25 per square foot (10ft x 10ft=\$325)

What assurance do we have that our company representatives will be safe?

Everyone will be required to wear a face mask, hand sanitizing stations will be throughout the building, social distance guidelines and one-way traffic flow will be used throughout the building. The Convention Center as part of the renovations made improvements to safety and sanitary measures, following directives from CDC, Federal, State, County and City health officials. In addition to following these guidelines, the Renasant Convention Center has received its accreditation from GBAC STAR™, the gold standard for the cleaning industry's outbreak prevention, response, and recovery accreditation for facilities.

Will the building renovations be completed?

Yes, all renovations will be complete at the Renasant Convention Center. These renovations will include important safety and sanitary measures, following directives from CDC, Federal, State, County and City health officials. In addition to following these guidelines, the Renasant Convention Center has received its accreditation from GBAC STAR™, the gold standard for the cleaning industry's outbreak prevention, response, and recovery accreditation for facilities.

Can I get my same booth space for the 2021 show?

The 2021 show will be a transition year show, in terms of booth placement and traffic flow. The renovations and social distancing guidelines resulted in a new exhibit floor layout. The traffic flow, layout and booth numbering in all exhibit areas has changed. We will work with exhibitors to identify and secure preferred exhibit space.

What happens if the in-person event is cancelled?

The Mid-South Farm & Gin Show **will still show in a virtual format** in the event the in-person exhibit is canceled. This online experience features the trade show floors, Ag Update Seminars, and other seminars planned as part of the show. Attendees can participate from a computer or mobile device. Additionally, content will be available via the online platform for **one year** beyond the show dates for exhibitors, attendees, and others. **PLEASE NOTE: in the event of an in-person show cancellation, exhibit space rental will be fully refunded.**

What if I can't or don't choose to participate/exhibit in person?

If you can't or prefer not to participate and/or exhibit in person, you have the option of securing exhibit space on our virtual show website. When you let us know you only want space on the virtual show website, you'll receive access, and can begin building your exhibitor presence. If you choose this option, we'll contact you with specific details on this option.

What will the virtual show website include?

The virtual show website means anyone, exhibitor or attendee, who wishes to participate virtually, will be able to view online the tradeshow floor, and participate in any seminars presented at the show. The virtual show website will be accessible via computer or mobile device.

The virtual show website will feature the tradeshow floors, Ag Update Seminars, and other seminars scheduled for the show. We continue to add features and options to the virtual show website, and we will update this information as it becomes available. **What we know now is exhibitors will have automatic access to the virtual show website for publicity and recognition, and for interaction with customers and other attendees.** Exhibitors, attendees and others will also have access to the virtual show website for **one year** beyond the show dates. This gives you the opportunity to continue connecting with customers and prospects after the show concludes.

Please view this link: [Sponsorship Information](#) to see cost for participation on the virtual show website, in addition to other sponsorship opportunities.

Are there chat or networking features on the virtual show website?

Exhibitors will have the option to set up a zoom link on their virtual site. They provide the zoom link information to us. The exhibitor mans the link during hall hours. Attendees can click on the link to see and speak directly with the exhibitor.

Exhibitors can provide a "text us number" (just like they do for a call us number.) The exhibitor would set up a phone number for Attendees to text questions to the exhibitor. It would be up to the exhibitor to set it up and manage it, then provide the information to us to add to their virtual show page.

Will attendees be allowed to climb on equipment?

Allowing attendees access to equipment within your booth will be up to each company. If you decide to allow access, then proper sanitizing of surfaces between each contact will need to be managed by your booth staff. If you decide to not allow access, the appropriate barrier to deny access will need to be provided by you.

Can/should we make hotel reservations?

Room blocks are reserved at Memphis-area hotels as in previous years. We have precautions in place in the event of any disruptions due to meeting restrictions or other mitigation measures.