

## 2026 Indiana Horticulture and Small Farm Conference Sponsor & Exhibitor Information

# Indiana Horticulture and Small Farm Conference

**March 3 - 5, 2026**

**Hendricks County 4-H Fairgrounds and Conference Complex - Danville, Indiana**

Purdue Extension is excited to extend the invitation to join us at the Indiana Horticulture and Small Farm Conference. The 2026 conference offers an opportunity for an expanded audience as the Indiana Horticulture Conference and the Indiana Small Farm Conference will be held together over three days.

Sponsorships help us keep the cost to participants low while offering exciting speakers and locally sourced food. The trade show is an important facet of the overall conference. Participants can learn about the latest available goods and services that can enhance the success of and their satisfaction with farm operation.

Our goal is to provide you, as an exhibitor or sponsor, with the very best opportunity to engage the participants in a safe, convenient manner. You'll be able to meet with small-scale farmers from across the state as well as larger horticulture-focused operations and perhaps gain more exposure to potential clients.

We will again offer a reception in the Expo Hall on Wednesday evening to give you an extended opportunity to engage farmers and other participants. All coffee breaks and refreshments will be served in the Expo Hall. Juniper Spoon will be our caterer. Meals and snacks are locally sourced to the extent possible. This aspect of the conference is always appreciated by our attendees.

In the attached document should be everything you need to register and to take advantage of this great opportunity. To get more exposure for your business, we have added sponsorships at different levels for you to consider. Without you, this event is not possible.



We invite you to sponsor the **2026 Indiana Horticulture and Small Farm Conference**, which has drawn members of the diversified food and farming community. Our customized sponsorship selection process for Silver, Gold, Platinum and Champion levels lets you choose benefits that best meet your marketing and planning needs.

Want to discuss it in person?

Contact **Lori Jolly-Brown** (765) 494-1296; [ljollybr@purdue.edu](mailto:ljollybr@purdue.edu).

## 2026 SPONSORSHIP PERKS

	<b>BLUE RIBBON</b>	<b>BRONZE</b>	<b>SILVER</b>	<b>GOLD</b>	<b>PLATINUM</b>	<b>CHAMPION*</b>
	\$100 - \$399	\$400 - \$749	\$750 - \$1,499	\$1,500 - \$2,499	\$2,500 - \$4,999	\$5,000 +
Sponsor name printed in conference program	X	X	X	X	X	X
Sponsor logo printed in program in color	X	X	X	X	X	X
One (1) registration to conference		X	X	X	X	X
			Choose one (1) of the following	Choose three (3) of the following	Choose five (5) of the following	Choose seven (7) of the following
Table at conference trade show						
1 additional registration						
1 additional registration						
1 additional registration						
1 additional registration						
Logo projected at conference						
Sponsorship-highlighting Facebook post from Purdue Extension Small Farms (>1,500 followers)						
Provide gift or pamphlet to attendees (cost of item not included)						
Please put my entire donation toward scholarships for the conference						

\* Champion-level sponsors will also be acknowledged on the back page of the conference booklet.

Complimentary registrations provide Tuesday-Thursday conference access and vary in number by sponsorship level. This event may sell out; if additional staff from your organization wish to attend, please register them separately online prior to the event.

## 2026 Exhibitor Information

Thank you for considering being an exhibitor at the 2026 Indiana Horticulture and Small Farm Conference!

Our goal is to provide you, as an exhibitor, with the very best opportunity to reach out to the conference participants and share information with them about the goods or services that you provide.

Your exhibits are an important part of the total conference experience.

### Location

The Indiana Horticulture and Small Farm Conference Trade Show will be held in the Hendricks Power Expo Hall at the Hendricks County 4-H Fairgrounds & Conference Complex, 1900 E. Main St., Danville, Indiana. The Expo Hall is heated and secured.

### Exhibiting & Show Hours

Day	Time	Activity
Monday, March 2	3:00 p.m.- 5:30 p.m.	Exhibitor check-in and setup available
Tuesday, March 3	7:00 a.m. - 9:00 a.m.	Trade Show setup. Vehicles used to transport supplies must be moved to a designated parking area after unloading.
Tuesday, March 3	10:00 am - 5:30 pm	Trade Show OPEN
Wednesday, March 4	8:30 am - 6:00 pm	Trade Show OPEN
Thursday, March 5	8:30 am - 12:00 pm	Trade Show OPEN
Thursday, March 5	Noon	Trade Show CLOSES
Thursday, March 5	Noon - 4:00 p.m.	Trade Show exhibit removal. No vehicles or closing activities allowed before noon.

Direct access to conference educational sessions, keynote speakers, general registration, sponsorship, etc., can be found at: <https://indianahortconference.org/>. Additional details will be added as content is finalized.

Direct access to reserve a space in the Exhibit Hall as a commercial, nonprofit, or Tabletop display exhibitor is available at [puext.in/IHSFC26](https://puext.in/IHSFC26) or the QR code below



## Booth Fees

Commercial exhibitor - \$400

Nonprofit exhibitor - \$200

Table Top display fee - \$100

Exhibitor booth fee provides for 1- 10 ft. X 10 ft. booth space (with 1 table & 2 chairs) if paid in full by noon on February 24, 2026. We cannot guarantee that your organization will be listed in printed conference materials if registration is received after January 31. Your booth fee includes **one** registration for Wednesday, Thursday or Friday with access to conference sessions and meals. For additional booth staff members, you must register them for trade show **ONLY** (meaning they will **not** participate in the conference sessions or meals) upon checking in at the Trade Show. However, if you have booth staff who would like to attend the conference, they should register and pay for the conference separately. They will have the option to enter your business name on their registration as a representative of your business. In addition, when registering there is an option for meals to be purchased for additional booth staff. We cannot provide any meals for anyone registered after February 24.

### Unable to attend the Conference?

The **TABLETOP DISPLAY** option gives your business/organization the ability to have materials and advertisements (e.g., brochures, flyers) available to conference attendees on a highly visible **SHARED** table in the exhibit hall. Materials delivered to the trade show ahead of the conference will be made available until supply is exhausted. If registering for this option, please contact Jeff Pell at 317-745-9260 or [jpell@purdue.edu](mailto:jpell@purdue.edu) to arrange for delivery of materials.

Payment for exhibitor space is to be made online when registering. Space will be reserved in the order of receipt of payment. Conference management will determine location in the trade show. Please indicate on the exhibitor registration form if you need electricity for your exhibit. Space is limited and the trade show fills up, so please register early! If you need assistance with the exhibitor registration process, please contact Lori Jolly-Brown at 765-494-1296.

## Care of Building and Booths

Exhibitors or their agents shall not injure or deface the walls or floors of the building or booths. No signs or any other materials or articles shall be attached in any way to the walls or floors without written permission. Furthermore, no booths shall extend vertically to interfere with sight lines of neighboring booths without written permission. (Please see *Rules and Regulations*)

## Electricity

Electricity must be requested in booth applications. Exhibitors must provide their own extension cord that fits the requirements of Indiana Electrical Code (IEC 17). All electrical connections, installations, assemblies, motors or electrical operating gear must meet electrical and fire codes. Electricity will be assigned on a first come, first served basis. (Please see *Rules and Regulations*.)

## Additional Needs

Power cords, specialty tables, table covers, etc., are the responsibility of the exhibitor. If there are questions, or you need additional booth space than the standard 10 ft. X10 ft. space, please contact Nathan Deppe at 765-494-7265 or [ndeppe@purdue.edu](mailto:ndeppe@purdue.edu).

## Booth Cancellations

All cancellations are subject to a 12% registration fee plus \$5 processing fee. NO REFUNDS will be processed after noon on February 24, 2026.

## Restrictions

Purdue University, Purdue Extension, Hendricks County 4-H Fairgrounds and Conference Complex and the Indiana Horticulture and Small Farm Conference Committee reserves the right to restrict exhibits which, because of the noise, method of operation, or any other reason, become objectionable, and also to prohibit or evict any exhibit which may detract from the general character of the Indiana Horticulture and Small Farm Conference and the trade show. This restriction includes contacts, printed matter, or anything of a character which may be objectionable to the exhibit as a whole. In the event of such restrictions or evictions Purdue University, Purdue Extension, Hendricks County 4-H Fairgrounds and Conference Complex and the Indiana Horticulture and Small Farm Conference Committee are not liable for any refunds of rentals or other exhibit expenses. Any persons who fail to reserve an exhibit space and who persist in soliciting in any manner at any time during the length of the time of the trade show and/or related activities may be ejected from the premises.

The Conference Committee reserves the right to make changes as necessary to the best interests of the trade show. No animal exhibits or animals are allowed on the grounds unless they are service animals.

## Security

You will need to cover or otherwise secure your booth display when it is not staffed. If you have special circumstances, let us know. Contact Nathan Deppe at 765-494-7265 or [ndeppe@purdue.edu](mailto:ndeppe@purdue.edu). For security purposes as well as the overall quality of the exhibit hall experience, we ask that the booth be staffed (to the extent possible) during exhibit hall hours.

## Insurance

**PLEASE NOTE: A certificate of insurance (COI) WILL NOT be required to be on file prior to the event in 2026. The organizers will expect that exhibitors will be responsible for providing their own insurance needs during the event to protect their business or organization from risk. Neither Purdue University nor the Hendricks County Fairgrounds will be responsible for liability associated with exhibitor participation or that of their designees before, during or after the event.**

Exhibitors are **HIGHLY** encouraged to have a comprehensive general liability policy that will provide protection and coverage for the duration of the show, including move-in and move-out. Coverage and limits should be sufficient to insure against liability for personal injury or death, property damage, or other losses. If Exhibitor gives samples of food, perfume, soap, paint or paint products, or other products requiring product liability coverage, it is recommended that their insurance include product liability coverage with the same liability limits as the basic liability coverage.

## Marketing

We will make every effort to promote the 2026 Indiana Horticulture and Small Farm Conference and would welcome you to do the same in your marketing materials.

## Rules and Regulations

1. Vendor shall be solely responsible for any and all injuries to persons or damages of property or any other injury, claim, damage or loss of whatever nature, arising directly or indirectly from the project. Vendor agrees to indemnify and hold harmless Purdue University, its Trustees, officers, employees, or representatives from and against any losses, costs, damages, and expenses resulting from claims for bodily injury, property damage, or personal injury arising out of Vendor's negligent actions or omissions in performing work under this agreement.
2. Vendor agrees to keep premises and all equipment in good condition, and to reimburse Purdue University for any damages to the premises, excepting repairs necessitated by ordinary wear and tear. Vendor's liability shall include damages caused by Vendor, its agents, employees, and business invitees.
3. Neither the Vendor, nor anyone under contract to them, shall be permitted upon the roof. In breach thereof, liquidated damages of \$500 per occurrence shall be paid by the Vendor.
4. No alterations may be made to buildings without the express written approval of an authorized representative of Purdue University.
5. It is mutually understood and agreed that no trucks of more than 2 ½ ton rating will be permitted inside any building. It is further understood and agreed that no metal track-type or metal wheel equipment will be allowed inside any building. It is understood that no loading equipment such as front-end loader or backhoe will be allowed to have teeth in loading buckets. Vehicles may park near doors only while loading or unloading. All vehicles must be moved to a parking spot during the event to comply with Fire Marshall and facility guidelines. ANY DAMAGES INCURRED BY NOT FOLLOWING PREVIOUS STATED REGULATION WILL BE CHARGED TO VENDOR.
6. Vendor will ensure removal of all its trash from facility.
7. Vendor agrees that it will at all times during the term of this Agreement comply with all ordinances, orders, laws, and requirements of all governmental authorities, respecting licenses, sanitary and health requirements, police regulations, fire prevention and nuisances. (Vendor shall comply with SIGN REGULATIONS OF THE TOWN OF DANVILLE, INDIANA – 71-AO-4#13: No advertising or business sign, sign structure, or device shall be affixed to, displayed, or located upon any utility pole, fence, light standard, tree, public transportation or school bus passenger shelter or bench, traffic control device, or similar structure, equipment, or appurtenance located upon any public right-of-way, utility easement, or other public or private property.)
8. Vendor agrees that no qualified individuals with a disability will be excluded from participating in or be denied the benefits of services, programs or activities performed under this Agreement. The Americans with Disabilities Act Accessibility Guidelines are to be used as the access design standard for all space(s) in this lease, including any facility alterations and construction within the leased space(s).

9. Vendor is expected to deal honestly and fairly with the public. Any attempted fraud or misrepresentation will be considered sufficient cause for eviction. Vendor, in that event, will be liable for all rents and expenses owed by the terms of the Agreement.
10. Vendor shall be responsible for all damages resulting from intentional torts or criminal acts under its liability during the time Vendor occupies said premises.
11. Vendor agrees that the Vendor will pay and all royalties due and payable as a result of performances of copyrighted music and agrees to hold Purdue University, the State of Indiana, the Hendricks County Government, and the Hendricks County 4-H & Agricultural Fair Association harmless for such obligations if they arise.
12. Vendor may employ security personnel for inside the space to which it is assigned. It is made clear herein that their authority does not extend beyond the interior of its leased premises.
13. Vendor hereto recognizes that the premise leased herein is Hendricks County 4-H Fairgrounds & Conference Complex property. Vendor agrees to notify Purdue University (Small Farms Conference Committee) or its Lessor of persons who shall become a nuisance or who, shall by their conduct, contribute to a disruption of the orderly conduct of the event. Vendor will, when appropriate, cooperate with Purdue University or its Lessor in the orderly and necessary removal of persons as defined herein.
14. Purdue University or its Lessor has the right to require the Vendor to remove from the Hendricks County 4-H Fairgrounds and Conference Complex any exhibit, display, demonstration, entertainment, or other event, which Purdue University or its Lessor considers in "poor taste," or is considered objectionable by Purdue University or its Lessor.
15. Purdue University will inspect Vendor-provided signs/banners and determine appearance, suitability, location where signs/banners may be displayed and for what time period. Vendor understands that no signs/banners will be displayed outside of its rented space allotted to it. If Vendor fails to comply with this provision, Vendor will be billed for any resulting costs.
16. Purdue University's Lessor has an exclusive electrical contract for all non-Fair events and the Vendor must employ this electrical contractor who is licensed, bonded and insured. Under no circumstances are exhibitors allowed to install their own wiring. Purdue University and its Lessor have the right to reject the selection of decorators, security or any other contractor whom the Vendor may employ within the leased facilities.
17. Tape, stickers, nails, tacks, staples, hooks, screws, permanent markings (such as paint and ink), and other objects shall not be inserted or placed on facility walls, doors, floors, ceilings, trees or posts. Littering is not allowed at the Hendricks County 4-H Fairgrounds & Conference Complex.
18. Demonstrations of digging, trenching, and excavation or tenting must be approved by the Lessor's Facilities Supervisor through Purdue University. Vendor shall pay all costs, expenses, and damages if any loss or damage occurs as a result of said acts.
19. This Agreement is subject to the laws of Indiana and the Indiana Court System has jurisdiction.
20. Notwithstanding Purdue University's terms and conditions in its agreement with its Lessor, Vendor acknowledges that this Agreement constitutes the entire agreement of the parties, superseding all negotiations and all previous agreements whether written or oral.

21. Civil Rights Agreement: To require of Vendor, yourself, your agents, employees, subcontractors, their agents and employees strict compliance with IC 22-9-1-10 (Section 10 of the Indiana Civil Rights Act) and further agrees that failure to comply with said law will constitute a material breach of this contract, and that any liability for violation by Vendor, you, your agents, employees, subcontractors, their agents and/or employees, shall be a material breach of this agreement. Further, in compliance with IC 22-9-1-2, all goods, services and/or facilities, are to be provided without regard to race, religion, color, sex, national origin or ancestry, and failure to comply with the requirement constitutes an assumption of any and all liabilities for failure to comply by Vendor, yourself, your agents, employees, subcontractors, their agents and/or employees.

**Exhibitor/Sponsor Registration Deadline:** Registration is open through Feb. 25, or until full. The deadline to be included in the printed conference materials is Jan. 31. Exhibitor/Sponsor registrations received after that time will be acknowledged at the conference and in the program addendum. Registrations that include any meals must be completed by Feb. 25.

## Hotel Accommodations

Hotels near the conference center are available in the Avon area. Please check the Indiana Small Farms conference website for hotel information

## Questions?

For more information on the Conference, visit <https://indianahortconference.org>

For sponsor questions, e-mail Lori Jolly-Brown at [ljollybr@purdue.edu](mailto:ljollybr@purdue.edu) or call 765-494-1296  
For exhibitor questions, email Nathan Deppe at [ndeppe@purdue.edu](mailto:ndeppe@purdue.edu) or call 765-494-7265

If you have registration questions/issues, please contact Purdue Education Store at 765-494-6794

Purdue University prohibits discrimination against any member of the University community on the basis of race, religion, color, sex, age, national origin or ancestry, genetic information, marital status, parental status, sexual orientation, gender identity and expression, disability, or status as a veteran.

If you are in need of accommodations to attend this program, please contact Amy Thompson prior to the meeting at 765-496-1930 or [afthompson@purdue.edu](mailto:afthompson@purdue.edu) by Feb. 25. If you have special dietary needs, please indicate them on your registration by Feb. 25.

2026



# INDIANA HORTICULTURE AND SMALL FARM CONFERENCE

**Save the date for our new merged conference for horticultural crop growers and small farmers!**  
PARP, CCH and CCA continuing education credits will be available.

*Coordinated by Purdue Extension Diversified Farming and Food Systems and the  
Purdue Department of Horticulture and Landscape Architecture.*

**March 3-5**

*Hendricks County Fairgrounds • Danville, Indiana*

Purdue University is an Equal  
Opportunity/Equal Access University.

