

Benefits of participating in VegetableXchange/TreeFruitXchange include:

- Condensing the sales cycle and uncovering new opportunities.
- Developing strategic relationships with decision makers.
- Identifying solutions to existing issues
- Delivering new innovations that are key to grower success

TreeFruitXchangeSM

PRESENTED BY AMERICAN / WESTERN FRUIT GROWER | POWERED BY AGXCHANGES

VegetableXchangeSM

PRESENTED BY AMERICAN VEGETABLE GROWER | POWERED BY AGXCHANGES

January 29-February 1, 2012
Arizona Grand Resort - Phoenix, AZ
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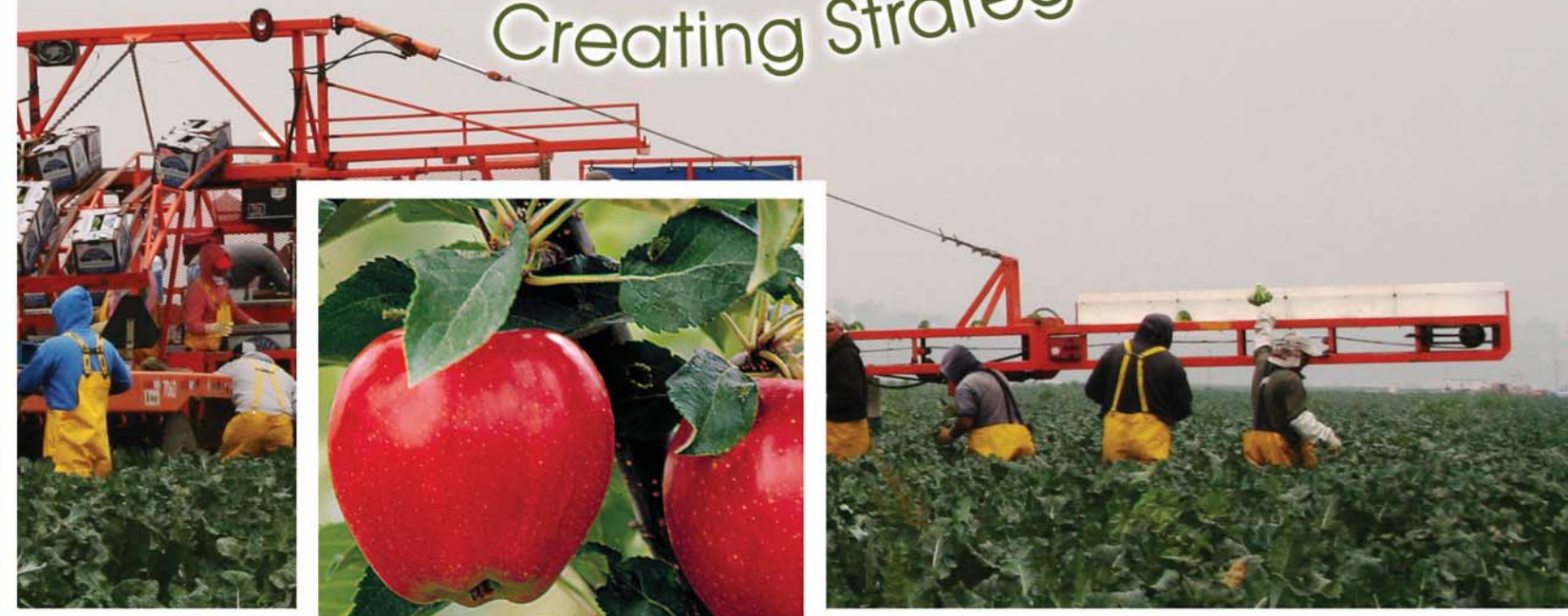
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Creating Strategic Relationships



the concept

"It allows us to get to the right levels in the organization and to have a broader approach to a specific company... A 45-minute meeting, face-to-face, is certainly not something that you're going to get in a typical tradeshow environment."

Chad Henke
Marketing Development Manager - 3M

the process

"I had the ability to meet with twelve different suppliers in a period of two days that would probably have taken me months to track down these suppliers. Not only did I get to meet these suppliers, I was able to meet the decision makers."

Troy Boutonnet
VP Production - Ocean Mist Farms

VegetableXchange/TreeFruitXchange is an exclusive and strategic meeting event that introduces top commercial growers to innovative suppliers.

VegetableXchange/TreeFruitXchange sets up private meetings between producers and suppliers who have a mutually beneficial reason to discuss strategic business opportunities. VegetableXchange/TreeFruitXchange is a proven model for connecting real business needs with real solutions.

Built around the highest respect for the time and position of its guests, the entire event is driven by the specific needs of its attendees, making VegetableXchange/TreeFruitXchange the only meeting of its kind.



Qualify

VegetableXchange/TreeFruitXchange is an exclusive event and is not intended for every grower or supplier. By limiting participation to a select group of leading operations and an equal number of relevant suppliers, this insures that maximum value is provided to those involved.

Each organization selected to participate in VegetableXchange/TreeFruitXchange must meet a specific set of standards in order to be invited to VegetableXchange/TreeFruitXchange.

For growers, this means an identified commitment to growth, innovation, and the authority to make key decisions about solutions that are needed immediately.

For suppliers, this means coming with proven innovation, technical representation, and the ability to put real answers on the table really fast.

Identify

VegetableXchange/TreeFruitXchange is a proven model for connecting real needs with real solutions. By clearly identifying and specifying what top-tier growers need, the necessity for cutting-edge solutions from innovative suppliers becomes obvious.

We ensure that every grower attending VegetableXchange/TreeFruitXchange has a clearly outlined set of immediate needs and invite only those who have decision-making capabilities. Similarly, only suppliers that are able to address these specified needs are invited to attend.

Identifying these key attendees with upcoming initiatives and suppliers who can meet these needs ensures that everyone's time is used wisely and business gets done quickly.

Meet

VegetableXchange/TreeFruitXchange sets up private meetings between growers and suppliers who have a mutually beneficial reason to discuss strategic business opportunities. Each meeting is 45 minutes and takes place in the supplier's private meeting suite. Since growers only meet with suppliers who can directly address their needs, it is assured that your time won't be wasted. The meetings are free from distraction enabling high-level, strategic conversations to take place.

PRE-EVENT

Once you have been invited to participate in VegetableXchange/TreeFruitXchange, the preparation work begins.

As a grower, you complete a needs assessment questionnaire which guides an in-depth interview about you, your operation, and your needs and interests over the next 6-24 months. A profile of your company is created from these details.

As a supplier, you compile an in-depth profile about what services, products and new technologies your company provides.

The first step in creating each attendee's meeting schedule involves reviewing the company profiles from the other teams. Growers will review the in-depth supplier offerings and the suppliers will review grower profiles. Each attendee then shares with VegetableXchange/TreeFruitXchange the meetings that would be most valuable to them.

Once all the information is gathered about each of the participating companies and their meeting requests, our team goes to work creating the most effective and strategic meetings.

After all attendees agree upon the proposed meetings, pre-event communication begins. Suppliers are given contact information and available times to reach the growers. This pre-event communication process ensures better understanding of expectations for the on-site meetings & allows the two sides to set a specific agenda so that time is used wisely.

ON-SITE

When you arrive on-site, the VegetableXchange/TreeFruitXchange team is there to assist you every step of the way. The team makes sure that your meetings will be the only thing on your mind. A spacious meeting suite is assigned to each supplier so that meetings take place in a private and relaxed environment, free from distractions.

For each 45 minute meeting, the suite is set up in a way that maximizes the presentation and conversation.

A host is assigned to every grower so that no one has to worry about finding the right meeting at the right time.

Attendees have ample networking time at evening receptions and meal functions to interact with others. The casual conversations can lead to additional meetings on-site and further post-Xchange opportunities.

POST-EVENT

Once you leave VegetableXchange/TreeFruitXchange, the conversations don't end. Each attendee is given a comprehensive report on the meetings they were part of on-site. The focus of this report is to relay the next steps, what the follow up plan is, when it will take place, and who will be involved.

For more information on attending please contact us at 952.224.8540 or visit www.agxchanges.com

Networking Opportunities

VegetableXchange/TreeFruitXchange offers plenty of opportunities to meet other event guests outside of scheduled meetings, including meal functions for all attendees. These casual conversations often lead to additional meetings arranged on-site, and in this intimate environment, attendees have a strong chance of meeting everyone.

Selecting a Meeting Package

Select a Sales Meeting Package based on the specific number of growers you would like to meet. VegetableXchange/TreeFruitXchange will only match suppliers with growers whose initiatives fit your offerings.

DX Sales Meeting Package Rates

- 5 Meetings \$11,500
- 10 Meetings \$17,500
- 15 Meetings \$20,500

Package Includes:

- Private suite for meetings (includes attached master bedroom)
- One complete meal package for lead attendee
- Pre-event communication with growers via secure Xtranet (3-4 weeks prior to on-site meetings)
- Detailed profiles of the growers & their initiatives
- Additional grower matches above 15 are \$1,000 each
- Additional meal packages and rooms are the expense of the supplier

