

PRESENTED BY AMERICAN VEGETABLE GROWER | POWERED BY VERTICALXCHANGE

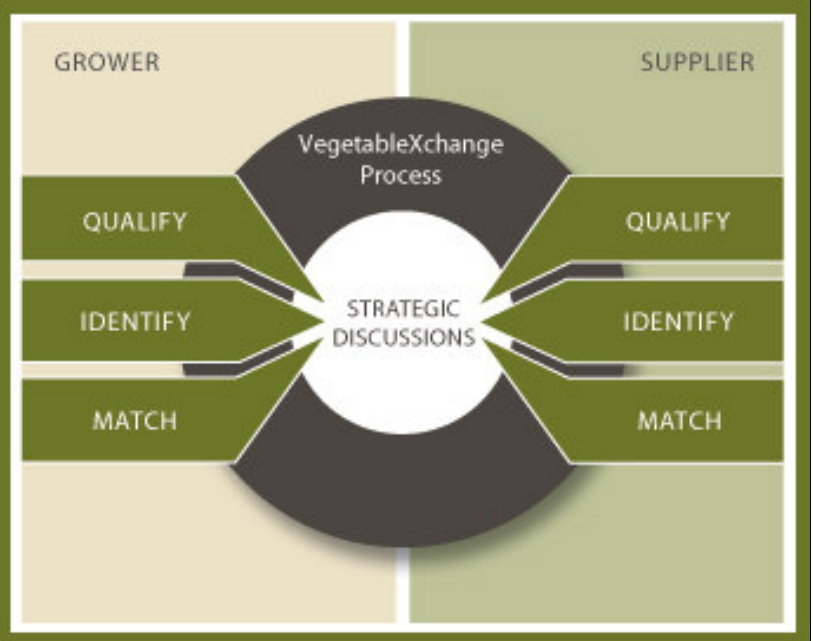
"The one-on-one interaction with industry leaders was an invaluable learning experience. The exchange of ideas with other industry leaders was very fruitful to myself and the Wm. P. Hearne Co. as we develop our five and ten year plans. "

Tony Piedimonte, President – Wm. P. Hearne Co.

VegetableXchange was developed to offer growers and suppliers a new way to conduct business; a meeting environment focused on the specific needs of each attending grower and executive level members of the supply community that can address these specific needs. The program is designed to put growers in private face-to-face meetings with executive level people at supplier companies. The supplier companies are carefully chosen for each specific grower to match and align with the needs they indicate to the VegetableXchange team.

Benefits of participating in VegetableXchange 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



VegetableXchange sets up private meetings between growers and suppliers who have a mutually beneficial reason to discuss strategic business opportunities. Suppliers are selected and assigned based on each grower's specific needs. Each meeting is 45 minutes long and takes place in the supplier's private meeting suite. The meetings are free from distraction and with executive level representatives within each supplier company; high-level, strategic conversations take place.



The Details

VegetableXchange takes place in Phoenix, Arizona at the Arizona Grand Resort on January 30 – February 2, 2011. For more information on attending please contact Graham Gudmestad at 952-224-7617 / ggudmestad@agxchanges.com or Joe Monahan at 440.602.9162 /

jwmonahan@meistermedia.com or visit our website:

www.vegetable-xchange.com

VegetableXchangeSM

PRESENTED BY AMERICAN VEGETABLE GROWER | POWERED BY VERTICALXCHANGE

"We met with nineteen people in two days and they were key decision makers, there is no way that we could have met that number of people. A lot of times you go into a meeting, you get the wrong guy. We had the right guy here."

Scott Mueller, SVP, Business Development – Crop Data Management Systems

PRE-EVENT

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

As a grower, you complete a needs assessment questionnaire which guides an in-depth interview about you, your company, 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 the editorial staff suggesting the best matches based on the grower's needs assessment and the solutions offered by the suppliers attending. Next, each grower will have an opportunity to read an in-depth profile for each supplier attending VegetableXchange. On the flip side, the suppliers will review each grower's profile. Each attendee then shares with the VegetableXchange team 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, the VegetableXchange team goes to work arranging the most effective and strategic meetings.

After all attendees agree upon the proposed meetings, pre-event communication begins. Suppliers will be given the contact information of each of the growers they are scheduled to meet with at VegetableXchange. This pre-event communication allows growers to set the agenda before the face-to-face meeting happens.

ON SITE

When you arrive on-site, the VegetableXchange 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. We are here to ensure everyone is where they need to be, when they need to be.

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, 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 the next steps and take-aways from the meeting, what is the follow-up plan, when will it take place and who will be involved.

For more information on attending please contact Graham Gudmestad at 952-224-7617 / ggudmestad@agxchanges.com or Joe Monahan at 440-602-9162 / jwmonahan@meistermedia.com or visit our website: www.vegetable-xchange.com