



# EXPRESSION OF INTEREST



## **National Farm Machinery Show February 15-18, 2023 Louisville, KY**

Saskatchewan Trade & Export Partnership (STEP) is recruiting companies to participate in the National Farm Machinery Show – Louisville, KY – February 15-18, 2023. NFM is the largest indoor farm show in the US with roughly 250,000 people from across North America attending the four-day exposition. Click [here](#) for more information on the show.

The focus of this show will be to assist companies who want to develop or further develop their retail contacts, build their distribution or retail networks in the U.S. Activities will center around organizing a group exhibit at the show. STEP will assist with show and hotel arrangements as well as with business meetings / networking opportunities while at the show.

Please complete and remit the attached form if you are interested in participating. I would appreciate all responses by June 30, 2022. Should you have any questions please contact me at (306) 291-4260 or by email at [jcooper@sasktrade.sk.ca](mailto:jcooper@sasktrade.sk.ca).

### **Cost for Exhibiting**

STEP will organize a group display based on company needs. We have secured 800 – 1000 sq ft of exhibit space with the option to expand further. Cost for raw space will be **USD \$1500 per 10x10 space**. Exact price will be confirmed in July after booth allocation. Furnishings will be extra based on company need.

**STEP Market Access Program (MAP)** - a funding program for new market development efforts may be available for regular members. If approved, STEP MAP would provide reimbursement on eligible expenses for 1-2 company representatives as well as booth space rental fees. For complete information on the program, please refer to [https://www.sasktrade.com/services/details/market\\_access\\_program\\_map.html](https://www.sasktrade.com/services/details/market_access_program_map.html) or indicate below that you wish to discuss.

**STEP Market Re-Engagement Program (MRP)** - STEP's Market Re-engagement Program (MRP) is a temporary market development support program that has been established to assist STEP members in their export market activities post COVID 19. Full details available here - [https://www.sasktrade.com/services/details/market\\_reengagement\\_program.html](https://www.sasktrade.com/services/details/market_reengagement_program.html)

**Hotel** – STEP will be booking a block of hotel rooms. Please indicate if you would like to be included in this block of rooms and how many rooms you will require.

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**Jeff Cooper, Sr. Director, Manufacturing**  
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Tel: 306.291.4260

E-mail: [jcooper@sasktrade.sk.ca](mailto:jcooper@sasktrade.sk.ca)

Website: [www.sasktrade.com](http://www.sasktrade.com)

Saskatchewan Exports Information: 1.888.XPORTSK (976.7875)

SASKATCHEWAN  CANADA



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- I will attend and am interested in purchasing my own booth space. I would require \_\_\_ 10' x 10' indoor booths.
- We would require \_\_\_ hotel rooms through STEP group booking.
- I am interested in applying for funding through STEP MAP/MRP. Please send contact me to discuss further.
- I am unable to attend, but would like you to represent me at the show. Please contact me.

Company Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

*Your signature confirms your company's intention to participate in this program. No refunds are offered unless a replacement participant is found.*

Please return this form to Jeff Cooper, Sr. Director, Manufacturing  
[jcooper@sasktrade.sk.ca](mailto:jcooper@sasktrade.sk.ca)

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