THE CHICAGO FARMERS
An Agricultural and Agribusiness Organization

10/06/2015

Potential Farmland Forum Exhibitor,

First, a note from our President, Eric Rund:

> "You may have noticed that The Farmland Fair has been renamed The Farmland Forum. With the drop in commodity prices and the cooling of land sales, the Board thought that it would be beneficial to look at farming in light of these new economics. In the past, the Fair was a place to match up buyers and sellers in a fast moving land market. Today, we hope that the Forum will still provide opportunities for buyers and sellers, networking for tenants and landlords, and also offer a platform for ideas to remain profitable through this downturn.
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> It is easier to make money in an up-market, but now is the time when people really need to pay attention to the details of their investments. For this reason, it is more important than ever that they attend this event, giving you as an exhibitor the opportunity to offer your services."

The purpose of this letter is to invite you to reserve a booth at the Chicago Farmers' 2016 Farmland Forum. The Forum will be held on Saturday, March 19, 2016 at the Weitendorf Agricultural Education Center, a Joliet Junior College facility, located on Laraway Road in Joliet, IL.

The Farmland Forum draws over 300 attendees with farming interests every year. Your business can truly benefit from such attention by potential investors, customers, and other people involved in agriculture. Please reserve early to assure your placement by completing the exhibitor information form and returning with payment by Monday, February 29, 2016.

As an exhibitor, you will be able to enter the Weitendorf Ag Center on Friday, March 18th, from 4:00 PM to 6:00 PM, as well as Saturday, March 19th, at 7:00 AM in order to set-up your booth. If you need overnight lodging, please reserve a room under The Chicago Farmers block at the Hampton Inn Joliet I-80 at (815) 725-2424. Please reserve with the Hampton by February 19th.

On behalf of the 2016 Farmland Forum planning committee, we look forward to seeing you there.

Sincerely,
Jennifer Hendrickson
Administrator, Chicago Farmers
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