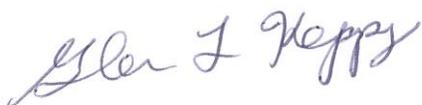


For: State Offices

**Preparing the FY 2009 OEA State Budget Allocation Request for General Public Events**

Approved by: Acting Associate Administrator for Operations and Management



**1 Overview**

**A Background**

The process for requesting funds from OEA to conduct planned general public events, such as State and county fairs, conferences, producer events, trade shows, and other meetings has not been clearly outlined in the past.

**B Purpose**

This notice provides guidance on preparing the budget for the State's FY 2009 budget allocation request for States planning to conduct general public events during FY.

**Note:** All requests for funding shall be submitted by State Offices no later than **COB September 22, 2008**.

**C Contacts**

If there are any questions about this notice, contact 1 of the following:

- Kent Poltisch, OEA, by any of the following:
  - e-mail at **kent.politsch@wdc.usda.gov**
  - telephone at 202-720-7163
  - FAX at 202-720-2979
- John Jefferson, PAS, by any of the following:
  - e-mail at **john.jefferson@wdc.usda.gov**
  - telephone at 202-720-5534
  - FAX at 202-720-2979.

<b>Disposal Date</b>	<b>Distribution</b>
November 1, 2008	State Offices

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### 2 FY 2009 Budget

#### A FY 2009 Funding Process

In an effort to know how much funding each State will need to conduct general public events for FY 2009, each State shall submit a budget to OEA using the following subcategories:

**Note:** The aggregate total of the following categories should equal the State FY 2009 budget allocation request to conduct general public events during FY.

- exhibit fees and promotional items

**Notes:** Exhibit fees are expenses relating to the purchase of space to exhibit at State and county fairs, conferences, producer events, and trade shows.

Promotional items are promotional/giveaway items, such as token gifts and web address carriers.

- utilities and furniture expenses

**Notes:** Utilities expenses may be used at conferences and trade shows to pay for having access to the Internet and other fixtures.

Furniture expenses are used to furnish general public events, such as renting chairs and tables.

- advertising, printed materials, and translations

**Note:** Advertising, printer materials, and translation expenses are incurred to:

- promote all outreach events, whether targeted to SDA's or the general public
  - advertise in newspapers, magazines, and other media outlets to promote FSA's programs and services available
  - print materials for all outreach events, targeted, and general public
  - translate printed materials.
- miscellaneous (postage, FedEx, transportation, etc.).

**Note:** Miscellaneous expenses are:

- postage, FedEx, UPS, other trucking requirements
- costs associated with leased vehicles from GSA motor pool.

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**2 FY 2009 Budget (Continued)**

**B National Events**

National events are **not** to be included in your budget request, since funds are set-aside to cover these events managed by OEA. See Exhibit 1 for a list of national events scheduled for FY 2009.

**FY 2009 List of National Events**

<b>Trade Shows</b>			
	<b>When</b>	<b>Location</b>	<b>Attendance</b>
Pennsylvania Farm Show	January 2009	Harrisburg, PA	The largest indoor agricultural event in America.
National Farm Machinery Show & Tractor Pull	February 2009	Louisville, KY	
Farm Progress Show	August 2009	Boone, IA	300,000
Dakota Fest	August 2009	Mitchell, SD	33,000
Husker Harvest Days	September 2009	Grand Island, NE	250,000
<b>Conferences</b>			
National Cotton Council Beltwide Conference	January 5-8, 2009	San Antonio, TX	
American Farm Bureau Federation	January 11-14, 2009	San Antonio, TX	
National Association of Conservation Districts (NACD)	February 1-5, 2009	New Orleans, LA	
National Biodiesel Conference	February 1-4, 2009	San Francisco, CA	
USDA Agricultural Outlook Forum	February 26-27, 2009	Arlington, VA	
National Grain and Feed Association	March 29-31, 2009	Orlando, FL	
Independent Community Bankers of America Conference	March 2009		
<b>Expos</b>			
World Ag Expo	February 2009	Tulare, CA	100,000
World Dairy Expo	September 30-October 4, 2008	Madison, WI	67,000
Sunbelt AG Expo	October 14-16, 2008	Moultrie, GA	200,000
<b>Conventions</b>			
National Association of Farm Broadcasting	November 12-14, 2009	Kansas City, MO	
Indian Nations Conservation Alliance (INCA/IAC)	December 2009	Las Vegas, NV	
National FFA Convention	November 22-24, 2009	Indianapolis, IN	
<b>Trade/Conferences</b>			
Pheasant Fest	January 2009		
National Cattlemen's Beef Association	February 2009		
Texas Rice Festival	October 1-5, 2008	Chambers County, TX	
<b>Fairs/Trade Shows</b>			
The Big E-West	September 12-28, 2009	Springfield, MA	