



WISCONSIN CORN • SOY EXPO

Exhibitor and sponsorship prospectus packet

February 6-7, 2025

Kalahari Conference Center, Wisconsin Dells

*Hosted by the Wisconsin Corn Growers Association,
Wisconsin Soybean Association and Wisconsin Pork Association*



THE WAIT IS OVER.

Join the Wisconsin Soybean Association, Wisconsin Corn Growers Association and the Wisconsin Pork Association at our premier winter conference on Feb. 6-7, 2025 in the Wisconsin Dells.

The WI Corn•Soy Expo is one of the largest gatherings of corn and soybean growers, hog producers, educators, decision makers and industry leaders in the Midwest. Bringing in over 1,200 attendees, the winter gathering is jam-packed with educational sessions, industry and association meetings, a full trade show floor and numerous networking opportunities.

As a reminder, industry support through sponsorships and exhibiting is critical to the mission and success of our three organizations. We thank you in advance for helping us represent our farmers in Madison and Washington, D.C.

Included in this packet is the information and materials you will need to consider a sponsorship or become an exhibitor at this year's WI Corn•Soy Expo.

Please read the application materials carefully and contact us with any questions. Additional information can always be on our official website – cornsoyexpo.org. We hope to see you in 2025!

-WI Corn•Soy Expo Committee

Contact Information

John Gaska
jmgaska@wisoybean.org | 608-220-2693

Trade Show/Exhibiting Questions

Adam Kask
akask@agmgmtsolutions.com | 507-304-0956

Room Block/Show Questions

Erin Rossow
erin.rossow@agmgmtsolutions.com | 507-902-9191

Sponsorships

Ag Management Solutions
507-385-7555

Sponsorship and Registration Payment Support

Exhibitor and Trade Show Information

HOURS OF EXHIBIT

Thursday, Feb. 6, 2025 | 10:00 a.m. - 6:00 p.m.

Friday, Feb. 7, 2025 | 7:00 a.m. - 12:30 p.m.

SET-UP

Wednesday, Feb. 5, 2025 | 6:00 p.m. - 8:00 p.m.

Thursday, Feb. 6, 2025 | 7:00 a.m. - 10:00 a.m.

Please note: ALL booths must be set up by 10:00 a.m. on Feb. 6, 2025

TEAR DOWN

Exhibitors agree not to dismantle or pack exhibits before 12:30 p.m., Feb. 7, but must remove all exhibit materials by 4:00 pm, Feb. 7, 2025. Dismantling before 12:30 p.m.

Friday, will result in loss of exhibit space for future shows.

HOTEL AND LOCATION INFORMATION

Kalahari Resort & Conference Center, 1305 Kalahari Drive, Wisconsin Dells, WI

Phone: 877.525.2427

Website: kalahariresorts.com/wisconsin

Room block reservation link:

BOOTH AMENITIES

Each 10 foot booth comes with the following:

- Free wireless internet access
- One 110 volt electrical outlet
- One 8-foot skirted table
- One registration - Value \$150
- Two chairs
- Draped back and side dividers
- Booth sign
- Carpeted floor

Exhibitors must provide their own power strips and/or extension cords

PAYMENT

Payment in full must accompany the booth reservation application. Booth space is not reserved until payment is received, regardless of prior participation. Booths are assigned in the order payment is received. We will NOT hold booths while waiting for payment to be received. Payment can be mailed or made online at cornsoyexpo.org.

Exhibitor and Trade Show Information Cont.

BOOTH FEES

Pricing on/before Dec. 31, 2024

Single: 10' wide x 8' deep = \$850

Double: 20' wide x 8' deep = \$1700

Quad: 20' wide x 16' deep = \$3400

Pricing on/after Jan. 1, 2025

Single: 10' wide x 8' deep = \$1000

Double: 20' wide x 8' deep = \$2000

Quad: 20' wide x 16' deep = \$4000

Please note: Thanks to your support of the show, we have not had to increase booth fees over the last seven years!

Final registration deadline is Jan. 24, 2025. Last day for guaranteed listing in program materials is Jan. 3, 2025.

BOOTH ASSIGNMENTS

Booths are assigned by date exhibitor fees are paid with preference given to special event sponsors and exhibitors from previous years. Final booth location is at the discretion of the Trade Show Manager.

ADDITIONAL ATTENDEES

Each 10-foot space includes **one** complete 2-day registration. Unlimited additional registrations for exhibiting companies are available at \$165/person through Dec. 31, 2024 and \$200 after that date.

REGISTRATION

Register online at cornsoyexpo.org or mail completed forms with payment to:

Ag Management Solutions

Attn: Corn Soy Expo

1020 Innovation Lane

Mankato, MN 56001

More information, as well as the full set of rules and regulations can be found online at cornsoyexpo.org.

DATES TO REMEMBER

Dec. 31, 2024: Last day of early bird booth and registration pricing

Jan. 3, 2025: Last day for guaranteed listing in program materials

Jan. 24, 2025: Final registration deadline

Sponsorship Packages

Premier *(one available)*

\$15,000

- Vinyl wrapped entrance to the Kalahari Convention Center (10 doors)
- 4 hanging banners throughout trade show, including main aisle
- 4 hanging banners in atrium, home to registration and two evening events
- Over-door signage from hotel to convention center. Signage area is 6'x3'
- Ability to have up to a :15 second video (no sound) on rotation on two trade show screens
- Full page ad in on-site program
- 4 complimentary registrations to Expo
- Logo recognition at Corn•Soy Expo

VIP Lounge *(two available)*

\$13,500

This lounge is your booth space!

- Fully furnished lounge with signage and decal branding on windows
- Branded throw pillows throughout show furniture in atrium and lounge
- Full page ad in on-site program
- Looping video on screen in lounge
- Live interview on Corn•Soy Expo Facebook page from space
- Logo recognition at Corn•Soy Expo

Trade Show *(one available)*

\$13,000

- Single booth space
- Naming rights of trade show room
- Logo placement on trade show hanging blimp sign
- 4 hanging banners throughout trade show
- Up to a :15 second video (no sound) on rotation on two trade show screens
- Live interview on Corn•Soy Expo Facebook page from booth
- Logo recognition at Corn•Soy Expo

Hospitality *(one available)*

\$12,000

- Single booth space
- Branding and naming of coffee shop in conference center atrium
- Logo on front of on-site program
- Snack sponsor throughout show (includes recognition)
- Full page ad in on-site program
- Logo recognition at Corn•Soy Expo

First Look *(one available)*

\$12,000

- Single booth space
- Branding and naming of napkins in the hotel bar
- Logo on front of on-site program
- Revolving door window clings of logo to the hotel
- Full page ad in on-site program
- Logo recognition at Corn•Soy Expo

Sponsorship Packages Cont.

Platinum

\$10,000

- \$200 off single booth space
- 6 floor decals throughout atrium area
- Looping video on screen in trade show area – no audio
- Half page ad in on-site program
- Logo recognition at Corn•Soy Expo

Gold

\$7,500

- 3 floor decals throughout atrium area
- Featured speaker introduction at Wednesday lunch speaker
- Quarter page ad in on-site program
- Linkable e-blast banner ad to registered attendees before show
- Logo recognition at Corn•Soy Expo

Silver

\$5,000

- Water and coffee station sponsor with signage throughout trade show floor
- Linkable e-blast banner ad to registered attendees before show
- Logo recognition at Corn•Soy Expo

Technology

\$3,000

- Wifi sponsor (includes custom password)
- Linkable e-blast banner ad to registered attendees before show
- Logo recognition at Corn•Soy Expo

Friend of Ag

\$1,000

- Logo recognition at Corn•Soy Expo

A LA CARTE

Meal *(two available)*

\$5,000

- Signage at all buffet stations
- Logo recognition at Corn•Soy Expo

Lanyard *(one available)*

\$4,000

- Two year contract
- Logo on all attendee lanyards
- Logo recognition at Corn•Soy Expo

Event Bag *(one available)*

\$2,000

- Logo on bags given to all attendees
- Logo recognition at Corn•Soy Expo

**Custom packages
also available!**

Email Erin Rossow at
[erin.rossow@
agmgmtsolutions.com](mailto:erin.rossow@agmgmtsolutions.com)

WI Corn•Soy Expo Registration Form

Exhibitor booth, sponsorship registration and payment can be made online or using the form below.
To register online, visit cornsoyexpo.org.

Please enter primary information. This person will be the primary contact for the show.

Company name: _____

Company website for listing: _____

Company phone for listing: _____

Company social media accounts: _____

Contact name: _____

Email: _____ Phone: _____

Mailing address _____

Special needs accommodations: _____

BOOTH SELECTION

Standard single booth (1 complimentary registration*) - **\$850** (\$1,000 on/after Jan. 1, 2025)

Double booth (2 complimentary registrations*) - **\$1,700** (\$2,000 on/after Jan. 1, 2025)

Quad booth (4 complimentary registrations*) - **\$3,400** (\$4,000 on/after Jan. 1, 2025)

***AMS will follow up with your company/organization in January to determine who will be utilizing the complimentary registrations. All other registrations can be made when open to the general public.**

Booth preference, requests or notes (*please note - cannot guarantee request is fulfilled*): _____

SPONSORSHIP

Sponsorship Package(s): _____

Total Amount: \$ _____

TOTAL AMOUNT: \$ _____

PAYMENT METHOD

Invoice Me Check enclosed Credit Card Pay Online

Name on Credit Card: _____

Credit Card Number: _____

Expiration Date: _____ CVV Code: _____

Signature: _____ Date: _____

All rules and regulations as outlined on the event website, by the Kalahari and established by the management company for governing exhibitors are accepted upon signature by the exhibitor and made part of this contract.

Mail form and checks to:
Ag Management Solutions
Attn: Corn Soy Expo
1020 Innovation Lane
Mankato, MN 56001

