

2020

## *Wisconsin Corn•Soy Expo*



# EXHIBITOR PACKET

Feb. 6 - 7, 2020

Kalahari Resort, Wisconsin Dells, WI

Please join the Wisconsin Soybean Association, Wisconsin Soybean Marketing Board, Wisconsin Corn Growers Association, Wisconsin Corn Promotion Board, and the Wisconsin Pork Association at our premier winter conference!

Included in this packet is the information and materials you will need to register for a **booth space**.

Please read all the application materials carefully and please contact us if you have any questions.

### Exhibitor Contacts:

John Gaska Corn•Soy Expo Trade Show Manager <a href="mailto:jmgaska@wisoybean.org">jmgaska@wisoybean.org</a>
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<https://cornsoyexpo.org/exhibitors/2020welcome.php>



## 2020 Wisconsin Corn•Soy EXPO Exhibitor & Trade Show Information



**Feb. 6 - 7, 2020**

**Kalahari Resort, WI Dells, WI**

EXHIBITOR INFORMATION

<b>Hours of Exhibit</b>	Thursday, Feb. 6, 2020 10:00 am - 6:30 pm and Friday, Feb. 7, 2020 7:00 am - 12:30 pm
<b>Set-Up</b>	Wednesday, Feb. 5, 2020 6:00-8:00 pm, and Thursday, Feb. 6, 2020 7:00-10:00 am Exhibitors should have their booths set up by 10:00 am on Thursday.
<b>Organizations</b>	WI Soybean Association * WI Pork Association * WI Corn Growers Association
<b>Management</b>	The Wisconsin Corn•Soy Expo is managed by the Wisconsin Soybean Program.
<b>Location</b>	Kalahari Resort & Conference Center, 1305 Kalahari Drive, Wisconsin Dells, WI 53965 Phone: 877.525.2427 Fax: 608.254.6116 <a href="http://kalahariresorts.com">kalahariresorts.com</a>
<b>Assignment of Space</b>	Booths are assigned by date exhibitor fees are paid with preference given to special event sponsors and exhibitors from the previous year. Final booth location is at the discretion of the Trade Show Manager.
<b>Booth Amenities</b>	Each 10 foot booth comes with the following: <ul style="list-style-type: none"> <li>• Free wireless internet access</li> <li>• One 110 volt electrical outlet</li> <li>• One 8-foot skirted table</li> <li>• 2 registrations - Value \$270</li> <li>• Two chairs</li> <li>• Draped back and side dividers</li> <li>• Booth sign</li> <li>• Carpeted floor</li> </ul> Exhibitors must provide their own power strips and/or extension cords
<b>Booth Fees</b>	<p><b><u>On or before November 1, 2019</u></b></p> <p>10' wide x 8' deep = \$850  20' wide x 8' deep = \$1700  40' wide x 8' deep = \$3400</p> <p><b><u>Fees increase on or before November 1, 2019</u></b></p> <p><b><u>After November 1, 2019</u></b></p> <p>10' wide x 8' deep = \$1000  20' wide x 8' deep = \$2000  40' wide x 8' deep = \$4000</p> <p>A \$50 surcharge will be assessed after January 5<sup>th</sup>, 2020 for any outstanding balances.</p>
<b>Payment</b>	<b><u>Payment in full must accompany the application and contract for the reservation of space. Booth space is not reserved until payment is received.</u></b>
<b>Additional Attendees</b>	Each 10-foot space includes 2 complete 2-day registrations.  Up to 2 additional registrations per 10-foot booth space are available at \$135/person through Jan.15, 2020 and \$185 after that date. Double booths are eligible for up to 4 additional registrations and quad booths are eligible for up to 8 additional registrations at the \$135/\$185 rate. Exhibitors wishing to register additional staff can use the regular attendee registration system starting on October 15 <sup>th</sup> .

*Booth fees have not increased the last three years!*

*Please read carefully as terms have changed*

<b>Registration</b>	Register online at <a href="https://cornsoyexpo.org/exhibitors/2020welcome.php">https://cornsoyexpo.org/exhibitors/2020welcome.php</a> or mail completed forms with payment to: WI Corn•Soy Expo, 4414 Regent St., Madison, WI 53705
<b>Teardown</b>	Exhibitors agree not to dismantle or pack exhibits before 12:30 pm, Feb. 7, but must remove all exhibit materials by 4:00 pm, Feb. 7, 2020. Dismantling before 12:30 pm Friday, will result in loss of exhibit space for future shows.
<b>Refunds</b>	Cancellation of space must be submitted in writing. Exhibitors, who cancel on or before Nov. 1, 2019, will receive a refund of fees paid, less a \$200 service charge. Cancellations received after Nov. 1, 2019, but before Jan. 1, 2020 will receive a refund equal of fees paid, less a \$300 service charge. Exhibitors cancelling after Jan. 1, 2020 are obligated to pay the total cost of the booth space.
<b>Insurance</b>	Wisconsin Corn Growers Association, Wisconsin Soybean Association, Wisconsin Pork Association and the Kalahari take reasonable precautions to safeguard exhibitor property; however, they assume no liability whatsoever for loss or damage, through any cause, of goods, exhibits or other materials owned, rented or leased by exhibitor. Insurance for the exhibitor's property and protection, and against any other liability or loss, must be provided by the exhibitor at the exhibitor's expense.
<b>Hotel</b>	Hotel reservations can be made directly with the <b>Kalahari Resort @ 877-253-5466</b> .

Any questions, problems, concerns, or ideas please contact:  
John Gaska at [jmgaska@wisoybean.org](mailto:jmgaska@wisoybean.org)

**AGREEMENT FOR TRADE SHOW EXHIBIT SPACE**  
**WISCONSIN CORN•SOY EXPO**  
**Feb. 6-7, 2020**  
**KALAHARI CONVENTION CENTER, WISCONSIN DELLS, WI**

Company: \_\_\_\_\_  
 (To appear on booth sign and in convention materials)

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please circle desired booth type

Type	Single	Double	Quad
<b>Size</b>	10' x 8'	20' x 8'	40' x 8'
<b>Registrations included</b>	2	4	8
<b>Price on or before Nov. 1, 2019</b>	\$850	\$1700	\$3400
<b>Price after Nov. 1, 2019</b>	\$1000	\$2000	\$4000

**Attendee registration**

Attendee Name		Price					
		Single booth		Double booth		Quad booth	
		Before Jan 16	Beginning Jan 16	Before Jan 16	Beginning Jan 16	Before Jan 16	Beginning Jan 16
1		Included		Included		Included	
2		Included		Included		Included	
3		\$135	\$185	Included		Included	
4		\$135	\$185	Included		Included	
5		Register as regular attendee after Oct. 15th		\$135	\$185	Included	
6				\$135	\$185	Included	
7				\$135	\$185	Included	
8				\$135	\$185	Included	
9		Register as regular attendee after Oct. 15th				\$135	\$185
10						\$135	\$185
11						\$135	\$185
12						\$135	\$185
13						\$135	\$185
14						\$135	\$185
15						\$135	\$185
16						\$135	\$185
Additional						Register as regular attendee after Oct. 15th	

Registration includes all admission to all programs, all meals and breaks, and the Taste of Elegance reception.

**Total Payment** Please select payment options on the next page.

Booth charge \$ \_\_\_\_\_

Additional registrations \$ \_\_\_\_\_

**Total:** \$ \_\_\_\_\_

EXHIBITOR INFORMATION

## EXHIBITOR PAYMENT INFORMATION

*We hereby make application for booth space at the WI Corn•Soy EXPO, February 6 to February 7, 2020, at the Kalahari Resort and Convention Center, Wisconsin Dells, WI. We agree to abide by all instructions and provisions listed in exhibitor materials.*

Neither the WI Corn•Soy EXPO, the Kalahari Resort, the service contractor, nor the management of the show facility or any officer and/or staff members of the above will be responsible for the safety of the property of exhibitors from theft, strikes, damages by fire, water, storm, vandalism, or other causes, unless caused by their or its negligence, but they will take all reasonable precautions to protect the exhibitors from such losses.

Exhibitors are advised to carry insurance to cover exhibit materials against damage and loss and public liability insurance against injury to the person and property of others. Any damage to the facility will be the sole responsibility of the exhibitor.

Please send me \_\_\_\_\_ (qty) Corn•Soy EXPO brochures for my use with customers.

Printed Name: \_\_\_\_\_

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

Date: \_\_\_\_\_

### Payment Options

#### ONLINE

Register and pay online at <https://cornsoyexpo.org/exhibitors/2020welcome.php>

#### CREDIT CARD

We accept MasterCard, Visa, or Discover.

##### CREDIT CARD INFORMATION

Please charge to the following account:

Circle one: Visa          MasterCard          Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

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



#### CHECK

Mail this completed form with check made payable to WI Corn•Soy EXPO to:

Wisconsin Corn•Soy EXPO

4414 Regent St.

Madison, WI 53705