



# WISCONSIN CORN • SOY EXPO

*Exhibitor and sponsorship prospectus packet*

February 1-2, 2024  
Kalahari Conference Center, Wisconsin Dells

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

[cornsoyexpo.com](http://cornsoyexpo.com)



## THE SHOW IS BACK.

Join the Wisconsin Soybean Association, Wisconsin Corn Growers Association and the Wisconsin Pork Association at our premier winter conference on Feb. 1-2, 2024 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](http://cornsoyexpo.org). We hope to see you in 2024!

-WI Corn • Soy Expo Committee

### Contact Information

John Gaska  
[jmgaska@wisoybean.org](mailto:jmgaska@wisoybean.org) | 608-220-2693

*Trade Show/Exhibiting Questions*

Adam Kask  
[akask@agmgmtsolutions.com](mailto:akask@agmgmtsolutions.com) | 507-304-0956

*Sponsorships/Show Questions*

Nicole Wagner  
[nicole@wicorn.org](mailto:nicole@wicorn.org) | 414-881-3983

*Hotel Block Information and Sponsorship/Show Questions*

UWSP - Continuing Education  
[uwspce-conf@uwsp.edu](mailto:uwspce-conf@uwsp.edu) | 715-346-3838

*Sponsorship and Registration Payment Support*

# Exhibitor and Trade Show Information

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## HOURS OF EXHIBIT

Thursday, Feb. 1, 2024 | 10:00 a.m. - 6:00 p.m.

Friday, Feb. 2, 2024 | 7:00 a.m. - 12:30 p.m.

## SET-UP

Wednesday, Jan. 31, 2024 | 6:00 p.m. - 8:00 p.m.

Thursday, Feb. 1, 2024 | 7:00 a.m. - 10:00 a.m.

***Please note: ALL booths must be set up by 10:00 a.m. on Feb. 1, 2024***

## TEAR DOWN

Exhibitors agree not to dismantle or pack exhibits before 12:30 pm, Feb. 2, but must remove all exhibit materials by 4:00 pm, Feb. 2, 2024. Dismantling before 12:30 pm 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](http://kalahariresorts.com/wisconsin)

**Room block reservation link:** <https://book.passkey.com/event/50688992/owner/49796246/home>

## 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](http://cornsoyexpo.org).

## Exhibitor and Trade Show Information Cont.

### BOOTH FEES

Pricing on/before Dec. 31, 2023

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, 2024

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

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

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

**Final registration deadline  
is Jan. 27, 2024. Last day  
for guaranteed listing in  
program materials is  
Jan. 5, 2024.**

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

### 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, 2023 and \$200 after that date.

### REGISTRATION

[Register online](#) or mail completed forms with payment to:

UWSP – Continuing Education

2100 Main St, 032 Main Bldg.

Stevens Point, WI 54881

*More information, as well as the full set of rules and regulations can be found online at [cornsoyexpo.org](http://cornsoyexpo.org).*

### DATES TO REMEMBER

Dec. 31, 2023: Last day of early bird booth and registration pricing

Jan. 5, 2024: Last day for guaranteed listing in program materials

Jan. 27, 2024: Final registration deadline

# Sponsorship Opportunities

## WHY SPONSOR?

- 01 ➤ Support the Wisconsin Soybean Association, Wisconsin Corn Growers Association, Wisconsin Pork Association and their respective legislative and policy initiatives
- 02 ➤ Add additional opportunities to promote your company, organization or association to over 1,200 attendees from across Wisconsin and the region
- 03 ➤ Take advantage of the ability to customize a package to best fit your needs and objectives
- 04 ➤ Increase brand awareness
- 05 ➤ Enhance your overall experience at this year's show

## SESSION SPONSORSHIPS

Sponsorship Opportunities	Amount	Level	Logo Recognition	Complimentary Registrations	Speaker Intro	Pre-Show Email(s)	Post Show Email(s)	Priority Booth Placement
Premier Platinum Sponsors	\$15,000	Premier	X	8	X	X	X	X
General Session (2 Opportunities)	\$10,000	Platinum	X	6	X	X	X	X
Thursday Lunch Sponsor	\$6,000	Diamond	X	4	X	X	X	
Friday Lunch Sponsor	\$6,000	Diamond	X	4	X	X	X	
Thursday Early Riser Session Sponsorship	\$5,000	Gold	X	2	X	X		
Lanyard Sponsor (Includes purchase of lanyards)	\$6,000	Gold	<b>SOLD OUT THROUGH 2026</b>			X		
Friday Early Riser Session Sponsorship	\$3,000	Silver	X	1	X			
Friday Bonus Agronomic Session	\$1,000	Silver	X	1	X			
Breakout Session (Multiple)	\$1,000	Silver	X	1	X			
Breakfast or Coffee Session (2-4 Opportunities)	\$2,000	Bronze	X	1				
Branded Charging Kiosk	\$500	Bronze	X					
Personal Sponsorships	\$250	Honorary						

## Sponsorship Opportunities Cont.

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### GENERAL SPONSORSHIPS

Bronze	Silver	Gold	Diamond	Platinum	Premier
\$500 - \$999	\$1,000 - \$4,499	\$4,500 - \$5,999	\$6,000 - \$9,999	\$10,000 - \$14,000	\$15,000+

### GENERAL SPONSORSHIP PACKAGES

All general sponsorship packages will be customized to fit your needs. If interested in a custom package at any price point above, contact Adam Kask at [akask@agmgmtsolutions.com](mailto:akask@agmgmtsolutions.com) or 507-304-0956.

### PAYMENT

Payment for sponsorships [can be made online](#), invoiced or by sending the sponsorship form and check to the address listed below.

UWSP - Continuing Education  
2100 Main St., 032 Main Bldg  
Stevens Point, WI 54481

**“Every year, the Corn Soy Expo is a unique chance for Wisconsin’s **soybean, corn and pork industry** to gather, network and learn. From a well-rounded trade show to diverse learning sessions, we feel there’s truly something for everyone at this premier show.”**

*- Doug Rebout and Sara Stelter, Expo committee co-chairs*



# WI Corn • Soy Expo Exhibitor Booth Registration Form

Exhibitor booth registration and payment can be made online or using the form below.

To register online, visit [cornsoyexpo.org](http://cornsoyexpo.org).

Please enter primary exhibitor contact. This person will be the primary contact for the booth space.

Company name: \_\_\_\_\_

Company website for listing: \_\_\_\_\_

Company phone for listing: \_\_\_\_\_

Company social media accounts: \_\_\_\_\_

Contact name: \_\_\_\_\_

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

Mailing address \_\_\_\_\_

Special needs accommodations: \_\_\_\_\_

Exhibitor 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.*

## BOOTH SELECTION

Standard single booth (1 complimentary registration\*) - **\$850** (\$1,000 on/after Jan. 1, 2024)

Double booth (2 complimentary registrations\*) - **\$1,700** (\$2,000 on/after Jan. 1, 2024)

Quad booth (4 complimentary registrations\*) - **\$3,400** (\$4,000 on/after Jan. 1, 2024)

***\*UWSP 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*): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## PAYMENT

Checks should be made payable to UW-Stevens Point and mailed with this form to:

UWSP Continuing Education  
2100 Main St., 032 Main Bldg  
Stevens Point, WI 54481

## QUESTIONS

John Gaska, Trade Show and Exhibiting  
[jmgaska@wisoybean.org](mailto:jmgaska@wisoybean.org) | 608-220-2693

UW-Stevens Point - Continuing Education, Payment Questions  
[uwspce-conf@uwsp.edu](mailto:uwspce-conf@uwsp.edu) | 715-346-3838

# WI Corn • Soy Expo Sponsorship Registration Form

Sponsorship registration and payment can be made online or using the form below (check or invoice only).

To register online, visit [cornsoyexpo.org](http://cornsoyexpo.org).

Please enter primary contact. This person will be the primary contact for the sponsorship.

Company name: \_\_\_\_\_

Company website for listing: \_\_\_\_\_

Company phone for listing: \_\_\_\_\_

Company social media accounts: \_\_\_\_\_

Contact name for sponsorship: \_\_\_\_\_

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

Mailing address \_\_\_\_\_

Contact (if other) for logo needs: \_\_\_\_\_

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

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

## SPONSORSHIP

Preferred Sponsorship: \_\_\_\_\_

Total Amount: \_\$ \_\_\_\_\_

## PAYMENT METHOD

Invoice Me    Check Enclosed    Credit Card Online Payment

Invoice Notes (if applicable): \_\_\_\_\_

Checks should be made payable to UW-Stevens Point and mailed with this form to:

UWSP Continuing Education  
2100 Main St., 032 Main Bldg  
Stevens Point, WI 54481

## QUESTIONS

Adam Kask, Sponsorships  
[akask@agmngtsolutions.com](mailto:akask@agmngtsolutions.com) | 507-304-0956

Nicole Wagner, Sponsorships  
[nicole@wicorn.org](mailto:nicole@wicorn.org) | 414-881-3983

UW Stevens Point - Continuing Education, Payment Questions  
[uwspace-conf@uwsp.edu](mailto:uwspace-conf@uwsp.edu) | 715-346-3838