



WISCONSIN CORN • SOY EXPO

Exhibitor and sponsorship prospectus packet

January 29-30, 2026
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 Jan. 29-30, 2026 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 2026!

-WI Corn•Soy Expo Committee

Contact Information

Adam Kask

akask@wisoybean.org | 507-304-0956

Trade Show/Exhibiting/Room Block Questions

Payment & Registration Payment Support

Doug Monson - Forward Minded Media

Doug@forwardmindedmedia.com | 507-995-7534

Sponsorships Packages

Custom packages also available!

Exhibitor and Trade Show Information

HOURS OF EXHIBIT

Thursday Jan. 29, 2026 | 10:00 a.m. - 6:00 p.m.

Friday, Jan. 30, 2026 | 7:00 a.m. - 12:30 p.m.

SET-UP

Wednesday, Jan. 28, 2026 | 6:00 p.m. - 8:00 p.m.

Thursday, Jan. 29, 2026 | 7:00 a.m. - 10:00 a.m.

Please note: ALL booths must be set up by 10:00 a.m. on Jan. 29, 2026

TEAR DOWN

Exhibitors agree not to dismantle or pack exhibits before 12:30 p.m., Jan. 30, but must remove all exhibit materials by 4:00 pm, Jan. 30, 2026. 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
- 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. 28, 2025

Single: 10' wide x 8' deep = \$1,000

Double: 20' wide x 8' deep = \$1,900

Quad: 20' wide x 16' deep = \$3,600

Pricing on/after Dec. 29, 2025

Single: 10' wide x 8' deep = \$1,250

Double: 20' wide x 8' deep = \$2,375

Quad: 20' wide x 16' deep = \$4,500

Atrium: 10' wide x 8' deep = \$1,500

Locked in price, not dependent on early bird deadline

**Final registration deadline
is Jan. 16, 2026. Last day
for guaranteed listing in
program materials is
Jan. 3, 2026.**

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. 28, 2025, 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, 2025: Last day of early bird booth and registration pricing

Jan. 3, 2026: Last day for guaranteed listing in program materials

Jan. 16, 2026: Final registration deadline

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*) - **\$1,000** (\$1,250 on/after Dec. 29, 2025)

☐ Atrium booth (1 complimentary registration*) - **\$1,500** (*Locked in price, not dependent on early bird deadline*)

☐ Double booth (2 complimentary registrations*) - **\$1,900** (\$2,375 on/after Dec. 29, 2025)

☐ Quad booth (4 complimentary registrations*) - **\$3,600** (\$4,500 on/after Dec. 29, 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:

Forward Minded Media

Attn: Corn•Soy Expo

40 Good Counsel Dr.

Mankato, MN 56001

