



TWO DAYS. 1,200+ GROWERS. ONE HIGH-VALUE SHOW.

The 2027 Wisconsin Corn•Soy Expo brings corn and soybean growers, agribusinesses and industry leaders together Jan. 21-22 at the Kalahari Conference Center in Wisconsin Dells.

Reserve your booth. Build your sponsorship. Be part of Wisconsin's premier grower event.



6709 Raymond Rd. Suite 134 Madison, WI 53719

BE PART OF THE CONVERSATION DRIVING WISCONSIN AGRICULTURE

The Wisconsin Corn•Soy Expo is where growers come to learn, connect and make decisions for the year ahead. Hosted by the Wisconsin Soybean Association and Wisconsin Corn Association, the Expo brings more than 1,200 corn and soybean growers, agribusiness professionals and industry leaders to Wisconsin Dells for two days of education, networking, association meetings and a packed trade show floor.

For exhibitors and sponsors, this is more than booth space. It is face time with the farmers, decision-makers and partners who shape Wisconsin agriculture.

Whether your company works in seed, crop protection, equipment, precision technology, finance, conservation, transportation, biofuels, grain handling or another part of the ag economy, the Corn•Soy Expo gives you a direct path to the growers you want to reach.

Exhibitor space and sponsorship opportunities are limited. Join us in 2027 and put your company in front of one of the strongest grower audiences in the Midwest.

Sincerely,
The Wisconsin Corn•Soy Committee

Luke Goessling/WSA
Tanner Johnson/WSA
Steve Trzebiatowski/WSA

Rick Gehrke/WCGA
Kate Lonze/WCGA
Kyle Van Bogaert/WCGA



CORN·SOY EXPO AT-A-GLANCE



2027 WI Corn·Soy Expo

When: Jan. 21-22, 2027

Where: Kalahari Conference Center, Wisconsin Dells

Audience: Corn and soybean growers, agribusiness professionals, association leaders, educators, media and decision-makers

Attendance: 1,200+ growers and ag leaders

Trade Show: 120+ companies and 150+ booth spaces

Hosted by: Wisconsin Soybean Association and Wisconsin Corn Association

Why It Matters

The Expo lands at the right time of year: after harvest, before planting and during the window when growers are thinking about the products, services and relationships that will shape their next season.



WHY EXHIBIT?

Get in front of growers before the season starts

Farmers do not come to the Wisconsin Corn•Soy Expo to wander. They come with questions, challenges and plans for the year ahead. That makes the trade show floor one of the most valuable places to be.

Exhibiting gives your company a chance to:

- Connect directly with corn and soybean growers
- Launch new products, services or programs
- Strengthen relationships with existing customers
- Generate qualified leads in a concentrated two-day window
- Build visibility with Wisconsin's ag community
- Show support for the state's corn and soybean growers
- Stand alongside the companies and organizations helping move agriculture forward
- The Expo offers something many marketing channels cannot: real conversations with real growers in a setting built around farm business.



WHO YOU'LL REACH



A focused audience with buying influence

The Wisconsin Corn•Soy Expo draws a high-value audience from across the state and region, including:

- Corn and soybean growers
- Farm owners and operators
- Crop consultants and agronomists
- Ag retailers and input suppliers
- Equipment and technology providers
- Lenders, insurers and financial service professionals
- Conservation and sustainability partners
- Commodity association leaders
- Media and agricultural communicators
- Industry partners serving Wisconsin agriculture

This is an audience that invests their own money to attend the show. They understand agriculture, ask good questions and value relationships. If your company serves growers, the Corn•Soy Expo puts you in the right room.



SPONSORSHIPS THAT PUT YOUR BRAND TO WORK



A sponsorship at the Wisconsin Corn•Soy Expo does more than place your logo on a sign. It connects your company to one of Wisconsin agriculture's signature events and shows growers that you support the organizations working on their behalf.

Sponsorships help create the experience attendees expect: strong speakers, meaningful networking, grower-focused programming and a professional trade show environment.

Sponsors receive valuable visibility before, during and after the event, with opportunities tied to high-traffic moments, attendee engagement and brand recognition.

Whether your goal is awareness, hospitality, lead generation or industry goodwill, we can help build a sponsorship package that fits your company's goals.

Suggested Callout

Your sponsorship supports more than an event. It supports Wisconsin corn and soybean growers.



SPONSORSHIP LEVEL: RECORD YIELD STARTING AT \$8,500

TRADE SHOW NAMING RIGHTS

- Trade show naming rights: “Corn•Soy Expo Trade Show brought to you by [Sponsor]”
- Row signage throughout the exhibit hall
- Center-aisle floor decals featuring sponsor branding
- Exterior window vinyl placement for high-visibility branding upon arrival
- On-site interview opportunity from the show floor

THE FIRST IMPRESSION

- Fully wrapped registration counters featuring sponsor branding
- Prominent badge pickup signage
- Sponsor logo featured on attendee badges
- Co-branded show header included in all pre-event attendee email communications
- On-site interview opportunity from the show

THE AG ADVENTURE PASSPORT

- Co-branded exhibitor passport distributed to all participants
- Recognition as 1 of 16 featured exhibitors in the passport program
- Co-branded giveaway item (valued at \$1,000)
- Branding featured on all game materials and promotional assets
- Sponsor recognition in winner announcements

THE PATH TO PROSPERITY

- Welcome signage in the hotel lobby
- Branded path markers leading attendees to the show
- Overhead door signage for high-visibility arrival branding
- Floor welcome message near registration
- On-site interview opportunity from the show

TASTE OF WISCONSIN

- Branded napkins at food stations throughout the event
- On-site event signage recognizing sponsorship
- 5-minute on-stage opportunity to address attendees
- Branded coasters featured at the Piano Bar
- Geofence digital campaign (\$800 value) targeting attendees after the event

PHOTO BOOTH

- Exclusive co-branded photo booth experience at the Taste of Wisconsin reception (NEW feature)
- Branding integrated into all surrounding event signage and booth visuals
- Sponsor recognition woven into the attendee photo experience and output



SPONSORSHIP LEVEL: FULL BIN STARTING AT \$5,750

MAIN STAGE GENERAL SESSIONS

- Exclusive branding as the Main Stage General Sessions Sponsor
- “The Corn•Soy Stage Experience presented by [Sponsor]”
- On-stage branding displayed during main-stage sessions
- Ability to introduce keynote speaker and U.S. Farm Report host Tyne Morgan

Thursday Night Entertainment

- Full sponsorship of the Thursday night stage, band, and entertainment lineup
- On-stage sponsor mentions throughout the evening
- 5-minute opportunity to address attendees from the main stage

THE MORNING YIELD

- Official coffee sponsorship at all coffee stations at Expo
- Branded coffee sleeves at coffee stations
- High-visibility placement at key beverage touchpoints

SESSION

- Host a breakout session
- Sponsor chooses topic, provides speakers, bios and headshots
- Show must approve topic
- Session to be held Thursday afternoon of show

BACK FORTY BREAK

- Branded relaxation station signage and experience area
- Massage chairs available for attendee use
- Stage announcements promoting the Back Forty Break throughout the event

BOTTOM LINE COASTER PROGRAM

- Branded coasters distributed in resort bars and restaurants throughout
- High-visibility placement in all beverage and hospitality areas
- Continuous brand exposure during attendee networking and social time

THE FIRST TOAST OF THE EXPO

- Wednesday night reception
- 5-minutes to address attendees
- Branded drink tickets
- Branded napkins
- Event signage recognition
- Geofence of event (\$800 value)

SIP HAPPENS: CORN•SOY EDITION

- Exclusive branding as the “Sip Happens: Corn•Soy Brunch Edition Presented by [Sponsor]”
- Bloody Mary bar at the brunch
- Branded signage throughout the brunch area
- Ability to present This Week in Agriculture host Mike Pearson as the closing speaker of Expo



SPONSORSHIP LEVEL: STRONG STALK STARTING AT \$1,250

THE PIT STOP

- Branded mirror clings throughout restroom facilities
- Custom door graphics placed on restroom entry doors
- High-visibility placement in all convention center restroom locations

FEATURED STOP ON THE AG ADVENTURE PASSPORT

- Recognition as a Featured Stop on the Ag Adventure Passport distributed to all attendees
- Listing in program materials and related signage
- Participation in winner announcements and giveaway
- Increased booth traffic driven by passport stamp activity

FRIEND OF AG/\$1,250

Budget friend option to support corn and soybean growers

Sponsorship Support

Doug Monson
Forward Minded Media
doug@forwardmindedmedia.com
507-995-7534

Interested in a VIP Lounge to entertain your clients at the show? Give us a call!

Support the event that supports
Wisconsin corn and soybean growers.



YOUR BOOTH IS MORE THAN A DISPLAY

The best trade show conversations happen when growers can ask questions, compare options and talk directly with the people behind a product or service.

That is what the Wisconsin Corn•Soy Expo trade show floor is built for.

With more than 120 companies represented, the Expo gives attendees a broad look at the tools, technology, ideas and partnerships available to their farms. For exhibitors, it creates a high-energy environment where companies can meet growers, reconnect with customers and build new relationships.

Booth space is limited and assigned based on availability. Early registration gives your company the best chance to secure a preferred location.



BOOTH PRICING & AMENITIES

Reserve your spot at the 2027 show

The Wisconsin Corn•Soy Expo continues to be one of the Midwest's strongest winter gatherings for corn and soybean growers.

If your company wants to reach Wisconsin growers, build relationships and support the organizations working for corn and soybean farmers, this is the place to be.

Booth space and sponsorship opportunities are limited.

Standard Booth Package

Each 10-foot booth space includes:

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

Exhibitors must provide their own power strips and extension cords.

Additional company registrations are available for exhibitors.

BOOTH PRICING

Pricing on/before Dec. 28, 2026

Single: 10' wide x 8' deep = \$1000
Double: 20' wide x 8' deep = \$1900
Quad: 20' wide x 16' deep = \$3600

Pricing on/after Dec. 29, 2026

Single: 10' wide x 8' deep = \$1250
Double: 20' wide x 8' deep = \$2375
Quad: 20' wide x 16' deep = \$4500

Become an exhibitor or sponsor today at cornsoyexpo.org.

