

# 2023

## Wisconsin Corn•Soy Expo

### EXHIBITOR PACKET



**February 2 - 3, 2023**  
**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 your booth space. Sponsorship materials are available in a separate packet.

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

Booth fees are the same as last year. Booth fees have not increased in 6 years.

#### **Exhibitor Contacts**

Corn•Soy Expo Trade Show Manager  
John Gaska  
[jmgaska@wisoybean.org](mailto:jmgaska@wisoybean.org)  
608-220-2693

Registration and Attendee Support  
[uwspce-conf@uwsp.edu](mailto:uwspce-conf@uwsp.edu)  
715-346-3838

[Home - Corn Soy Expo](#)



**2023 Wisconsin Corn-Soy EXPO**  
**Exhibitor & Trade Show Information**  
**Feb. 2-3, 2023**  
**Kalahari Resort, WI Dells, WI**



|                             |   |
|-----------------------------|---|
| <b>Hours of Exhibit</b>     | Thursday, Feb. 2, 9:00 am-6:30 pm<br>Friday, Feb. 3, 7:00 am - 12:30 pm   |
| <b>Set-Up</b>               | Wednesday, Feb. 1, 2023 6:00-8:00 pm, and Thursday, Feb. 2, 2023 7:00-9:00 am<br>Exhibitors should have their booths set up by 9:00 am on Thursday.   |
| <b>Organizations</b>        | WI Corn Growers Association * WI Soybean Association * WI Pork Association  |
| <b>Management</b>           | The Wisconsin Corn•Soy Expo is managed by the Wisconsin Corn and Soybean Programs.  |
| <b>Location</b>             | Kalahari Resort & Conference Center, 1305 Kalahari Drive, Wisconsin Dells, WI 53965<br>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 the date that 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.   |
| <b>Booth Amenities</b>      | Each 10 foot booth comes with the following:<br>•→Free wireless internet access •→Two chairs<br>•→One 110 volt electrical outlet •→Draped back and side dividers<br>•→One 8-foot skirted table •→Booth sign<br>•→1 registration - Value \$150 •→Carpeted floor<br><br>Exhibitors must provide their own power strips and/or extension cords.  |
| <b>Booth Fees</b>           | <u>On or before Tuesday, November 1, 2022</u><br>10' wide x 8' deep = \$850<br>20' wide x 8' deep = \$1700<br>20' wide x 16' deep = \$3400<br><br><b>Booth fees have not increased the last six years!</b><br><u>Fees increase on Wednesday, November 2, 2022</u><br><u>On or after November 2, 2022</u><br>10' wide x 8' deep = \$1000<br>20' wide x 8' deep = \$2000<br>20' wide x 16' deep = \$4000<br><br>FINAL REGISTRATION DEADLINE IS FRIDAY, JANUARY 27, 2023<br>LAST DAY FOR GUARANTEED LISTING IN PROGRAM MATERIALS IS MONDAY, JANUARY 2, 2023. |
| <b>Payment</b>              | <b>PLEASE READ</b><br>Payment in full must accompany the booth reservation application. Booth space is not reserved until payment is received. Booths are assigned in the order payment is received. We will NOT hold booths while waiting for payment to be received.  |
| <b>Additional Attendees</b> | Each 10-foot space includes <b>one</b> complete 2-day registration.<br>Unlimited additional registrations for exhibiting companies are available at \$150/person through Friday, January 20, 2023 and \$200 after that date.  |

|                     |  |
|---------------------|--|
| <b>Registration</b> | Register online at <a href="#">Corn Soy Expo</a><br>or mail completed forms with payment to:<br>UWSP – Continuing Education<br>2100 Main St, 032 Main Bldg.<br>Stevens Point, WI 54881   |
| <b>Teardown</b>     | Exhibitors agree not to dismantle or pack exhibits before 12:30 pm, February 3rd , but must remove all exhibit materials by 4:00 pm, Feb. 3, 2023. 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, 2022, will receive a refund of fees paid, less a \$200 service charge. Cancellations received after Nov. 1, 2022, but before Jan. 1, 2023 will receive a refund equal to fees paid, less a \$300 service charge. Exhibitors canceling after Jan. 1, 2023 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 the 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 Kalahari Resort at their website:<br><b>HOTEL INFO COMING SOON</b><br>or by calling 877-253-5466.   |

Any questions, problems, concerns, or ideas please contact:  
John Gaska at 608-220-2693 or [jmgaska@wisoybean.org](mailto:jmgaska@wisoybean.org)

## 2023 Corn/Soy Expo Floor Plan

