



Exhibitor and Sponsor Prospectus

January 17-18, 2024
Mayo Clinic Health System Event Center
Mankato, MN

Key dates and times

October 1, 2023

Registration opens. Register at mnagexpo.com.

December 18, 2023

Exhibitor and sponsorship forms due.

January 12, 2024

Exhibitor attendee registration due.
Register at mnagexpo.com.

January 16, 2024

8 a.m. - 10:00 a.m. - Exhibitor equipment move-in
(*equipment move-in Tuesday only*)

Noon - 4:00 p.m. - Exhibitor booth setup

3:45 p.m. - Exhibitor reception

January 17, 2024

7:30 a.m. - 8:45 a.m. - Booth setup (*equipment move-in Tuesday only*)

9 a.m. - 4:00 p.m. - Trade show open

3:30 p.m. - Trade show reception

January 18, 2024

9:00 a.m. - 3:00 p.m. - Trade show open

3:00 p.m. - 7:00 p.m. - Booth tear down

Reunite with the **agriculture community**
January 17-18, 2024 during MN AG EXPO at
the Mayo Clinic Health System Event Center in
Mankato.

Over the course of two days, Minnesota's marquee
winter agriculture gathering sets our sights on
the future by offering networking opportunities;
educational sessions; a full trade show floor;
dynamic speakers; fundraising events – and more!
Don't get left out in the cold. **MN AG EXPO** is
heating up in 2024!

SPACE INVESTMENT

STANDARD BOOTH SPACE – \$1,000
8' deep x 10' wide

DOUBLE BOOTH SPACE – \$1,900
8' deep x 20' wide

EQUIPMENT QUAD – \$2,200
16' deep x 20' wide

BOOTH FURNISHINGS

- 1 6' draped table (per booth)
- 2 standard chairs (per booth)
- Draped 8' high back wall and 2 draped 3' high side dividers

**Additional items can be ordered by downloading the booth furnishing form at mnagexpo.com*

EXHIBITOR SET UP AND TEAR DOWN

Exhibitor set up times

Tuesday, Jan. 16: 8:00 a.m. - 10:00 a.m. Equipment move in (*equipment spaces only*)
Noon - 4:00 p.m. Booth setup (*all exhibitors*)

Wednesday, Jan. 17: 7:30 a.m. - 8:45 a.m. (*no equipment allowed*)

If in need of the loading dock to unload, please use the entrance located on 2nd Street. Unloading can also be done at the front doors of the Event Center. Questions on unloading or loading can be directed to Caylee Meier at cmeier@mankatomn.gov.

Please note: Loading dock doors are 16' wide x 14' tall.

Exhibitor tear down time

Thursday, Jan. 18: 3:00 p.m. - 7:00 p.m.

Exhibitors are responsible for shipping out all materials at the end of the show.

SHIPPING INFORMATION

Items needing to be shipped can be sent to:

MN AG EXPO - (*company name and booth number*)
C/O Mayo Clinic Health System Event Center
1 Civic Center Dr.
Mankato, MN 56001

Please note: There is a charge for storage if delivered more than 5 days before the event. Questions on storage and shipping can be directed to Caylee Meier at cmeier@mankatomn.gov.

Premium sponsorship packages

PREMIER *(Exclusive)*

\$25,000

Showcase your company, product, service or advancements to MN AG EXPO participants through a multi-channel approach. The premier sponsorship of MN AG EXPO is exclusive to **one company or organization** and is ideal for those looking to make a statement at Minnesota's largest indoor ag trade show.

Included Benefits:

- Standard booth space
- Elevator wrap at event center *(design not provided)*
- Full page ad on advertisement in MN AG EXPO issue of Soybean Business magazine
- Full page ad in on-site program
- 12 floor window clings around event area and skyway
- Decals on steps within event area
- Featured speaker introduction *(Thursday lunch)*
- Social media recognition and promotion before and during event *(minimum two posts)*
- Attendee bag sponsor *(logo on bag)*
- Linkable banner ad in MN AG EXPO e-blast
- Recognition on event signage and website
- VIP sponsor of After Hours Social *(includes 5 tickets)*

HOSPITALITY SPONSOR

(Limited to 2)

\$12,000

Included Benefits:

- Standard booth space
- Elevator wrap or branded key card holder at event hotel *(first-come, first-served)*
- Refreshment and snack sponsor throughout show *(custom napkins with logo)*
- Attendee lounge space recognition and signage
- Exhibitor room sponsorship
- Social media recognition and promotion before and during event *(minimum two posts)*
- Half page ad in MN AG EXPO issue of Soybean Business magazine
- Recognition on event signage and website
- After Hours Social beverage sponsor with custom named drink *(includes 2 tickets)*

Premium sponsorship packages cont.

PLATINUM SPONSOR

(Limited to 2)

\$10,000

Included Benefits:

- **Standard booth space**
- **Naming of trade show stage or reception hall** *(first-come, first-served)*
- **Prominent signage on stage in either location**
- **Promotion in speaker announcements and print agenda** Ex - "Join us at the Business Name Stage in the trade show floor to hear xxx speak" **or** "Join us in the Business Name Hall for our next speaker."
- **Half page ad in MN AG EXPO issue of Soybean Business magazine**
- **Half page ad in on-site program**
- **Social media recognition and promotion before and during event** *(minimum two posts)*
- **Linkable banner ad in MN AG EXPO e-blast**

GOLD SPONSOR

\$8,000

Included Benefits:

- **Standard booth space**
- **Pen sponsor**
- **Half page ad in MN AG EXPO issue of Soybean Business magazine**
- **Attendee name badge recognition**
- **Half page ad in on-site program**
- **Recognition on event signage and website**
- **After Hours Social cup sponsor** *(includes co-brand on mug with MSGA, includes 2 tickets)*

SILVER SPONSOR

\$6,000

Included Benefits:

- **\$500 off exhibitor space**
- **Thursday early riser educational session sponsor**
- **1/4 page ad in MN AG EXPO issue of Soybean Business magazine**
- **Recognition on event signage and website**
- **After Hours Social appetizer sponsor** *(includes 2 tickets)*

BRONZE SPONSOR

\$5,000

Included Benefits:

- **\$100 off exhibitor space**
- **1/4 page ad in MN AG EXPO issue of Soybean Business magazine**
- **Recognition on event signage and website**
- **After Hours Social sponsor** *(includes 2 tickets)*

Premium sponsorship packages cont.

TECHNOLOGY SPONSOR

(Exclusive)

\$4,000

Included Benefits:

- Customization of Wi-Fi password
- Research Center sponsorship
- Recognition on event signage and website

FRIEND OF AG

\$500

Included Benefits:

- After Hours Social sponsor *(includes 2 tickets)*
- Recognition on event signage and website

Questions? Contact Us.

For exhibitor questions, contact Todd at 507-810-9791 or todd@agmgmtsolutions.com

For sponsorship questions, contact Erin at 507-902-9191 or erin.rossow@agmgmtsolutions.com

Every year MN AG EXPO is a unique chance for Minnesota's farming community to come together, exchange thoughts, engage in policy and educational discussions and learn about the latest technologies and products in our industry. There's something for everyone at MN AG EXPO."

-Bob Worth, Lake Benton farmer

Additional visibility options

MN AG EXPO Trade Show Reception \$4,000

Be the face of the Wednesday afternoon trade show reception. Sponsorship includes logo and name recognition at drink area, along with custom napkins with logo.

MN AG EXPO Meal Sponsor \$3,000

Who doesn't love a good meal? Sponsor a meal on Wednesday or Thursday! Sponsorship includes logo and name recognition by food area, along with recognition on event signage and website.

Lanyard Sponsor \$2,500

Looking for additional visibility? Sponsor the lanyards that all attendees receive.

Full Page Soybean Business Ad \$2,400

Soybean Business, which is mailed to nearly 27,000 homes, runs a special MN AG EXPO issue before the event. Be a part of the award-winning magazine at a special, reduced rate.

1/2 Page Soybean Business Ad \$1,700

Soybean Business, which is mailed to nearly 27,000 homes, runs a special MN AG EXPO issue before the event. Be a part of the award-winning magazine at a special, reduced rate.

Bathroom Mirror Decals \$1,000

Looking for additional visibility? Customize the Event Center bathrooms by placing a custom decal or logo on all the mirrors.

1/4 Page Soybean Business Ad \$575

Soybean Business, which is mailed to nearly 27,000 homes, runs a special MN AG EXPO issue before the event. Be a part of the award-winning magazine at a special, reduced rate.

E-Blast Banner Ad \$250

Submit a linkable banner ad to be placed in the MN AG EXPO e-communication. This banner ad will run a minimum of two times leading up to the event.

After Hours Social Silent Auction Sponsor \$200

Step right up. Be a silent auction sponsor at MSGA's After Hours Social, hosted Wednesday evening at the Loose Moose Saloon. Sponsorship includes recognition on silent auction item.

Show information

ABOUT MN AG EXPO

MN AG EXPO is a jointly hosted event between the Minnesota Soybean Growers Association and the Minnesota Corn Growers Association. The event is home to both the MSGA and MCGA annual meetings and resolution session, bringing in farmers from all over Minnesota to vote on the resolutions that shape their respective organizations' policies. MSGA oversees MN AG EXPO and all revenue generated from the event is solely the revenue of MSGA.

ABOUT MSGA'S AFTER HOURS SOCIAL

The After Hours Social is hosted by the Minnesota Soybean Growers Association on Wednesday night at the Loose Moose Saloon, located steps from the Mayo Clinic Health System Event Center. The event acts as an additional fundraiser to support MSGA's policy and legislative activities. Tickets are \$25 online or at the door. For additional information on how you can support MSGA directly, contact Erin Rossow at erin.rossow@agmgmtsolutions.com.

ABOUT MCGA'S EVENTS

The Minnesota Corn Growers Association hosts their annual reception and silent auction in the historic reception hall at the Mayo Clinic Health System Event Center on Wednesday afternoon. For additional information on how you can support MCGA directly, contact Missy Gilbertson at gilbertson@mncorn.org.

BOOTH CANCELLATION POLICY

If any exhibitor cancels their booth after a signed contract is in place, MN AG EXPO reserves the right to keep any payments made and/or issue a 50% credit towards a 2025 event booth.

BOOTH INSURANCE

All insurance forms are due to the Minnesota Soybean office by Jan. 1, 2024. Each exhibitor shall provide a Certificate of Insurance to MN AG EXPO prior to being allowed on the show floor for set-up as a requirement of participation in this event. Exhibitor agrees that the MN AG EXPO, MSGA, sponsoring organizations, Convention Center, and their respective officers, directors, employees and agents are not responsible for any damages or charges imposed for violation of any law or ordinance whether due to exhibitor or agent of exhibitor.

FULL EVENT RULES AND REGULATIONS

Full event rules and regulations are available online at mnagexpo.com. By submitting an exhibitor or sponsorship contract, you are agreeing to abide by the full rules and regulations on the MN AG EXPO website.

MN AG EXPO EXHIBITOR/SPONSOR FORM

Exhibiting or sponsoring name: _____

Company website for listing: _____

Company phone for listing: _____

Company social media accounts: _____

Company contact name: _____

Email: _____ Phone: _____

Mailing address: _____

EXHIBITING

SELECTIONS

☐ Standard single booth - **\$1,000**

☐ Double booth - **\$1,900**

☐ Equipment quad - **\$2,200**

SPONSORSHIPS

PREMIUM PACKAGES

☐ Premier - **\$25,000**

☐ Silver - **\$6,000**

☐ Hospitality - **\$12,000**

☐ Bronze - **\$5,000**

☐ Platinum - **\$10,000**

☐ Technology - **\$4,000**

☐ Gold - **\$8,000**

☐ Friend of Ag - **\$500**

TOTAL AMOUNT: \$ _____

PAYMENT METHOD

☐ Invoice Me ☐ Check Enclosed ☐ Credit Card

Name on Credit Card: _____

Credit Card Number: _____

Expiration Date: _____ CVV Code: _____

EXHIBITOR/SPONSOR AUTHORIZED SIGNATURE (required)

This contract is made and entered into the Minnesota Soybean Growers Association, hereinafter referred to as "MN AG EXPO." MN AG EXPO has released unto the party listed above (the "exhibitor") certain space, hereinafter described, at the Mayo Clinic Health System Event Center in Mankato, MN for exhibition during the 2024 MN AG EXPO. All rules and regulations as outlined on the Expo website, by the Mayo Clinic Health System Event Center and established by the MN AG EXPO for governing exhibitors are accepted upon signature by the exhibitor and made part of this contract.

OTHER

☐ My booth needs electricity

☐ Interested in adding an item into the attendee bag

☐ Add an MSGA membership for my business - **\$100**

ADDITIONAL VISIBILITY OPTIONS

☐ MN AG EXPO trade show reception - **4,000**

☐ MN AG EXPO meal sponsor - **\$3,000**

☐ Lanyard sponsor - **\$2,500**

☐ Pen sponsor - **\$1,000**

☐ Bathroom mirror decals - **\$1,000**

☐ MSGA After Hours silent auction sponsor - **\$200**

☐ Full page Soybean Business ad - **\$2,400**

☐ 1/2 page Soybean Business ad - **\$1,700**

☐ 1/4 page Soybean Business ad - **\$575**

☐ E-blast banner ad - **\$250**

Forms due by December 18, 2023

Submit form to Todd Ginter at todd@agmgmtsolutions.com

Please note: MSGA oversees MN AG EXPO and all revenue generated from the event is solely the revenue of MSGA.