

2025 MN Ag Expo

SPONSORSHIP PROSPECTUS





SAVE THE DATE

January 22-23, 2025
Mayo Clinic Health System Event Center
Mankato, MN
mnagexpo.com | [#mnagexpo25](https://twitter.com/mnagexpo25)



Over +1,500
attendees



10+ educational or
keynote sessions



Two days of
non-stop networking



Hub for farmers and
decision makers

SHOW AT A GLANCE

MN Ag Expo is a jointly hosted event between the Minnesota Soybean Growers Association (MSGA) and the Minnesota Corn Growers Association (MCGA). 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 THE HOSTS

About MSGA

Established by soybean farmers in 1962, the Minnesota Soybean Growers Association (MSGA) is a non-profit, farmer-controlled advocacy organization that works on behalf of soybean farmers to ensure their freedom to operate is protected, and their profitability will thrive.

About MCGA

With nearly 7,000 members, the Minnesota Corn Growers Association (MCGA) is one of the largest grassroots farm organizations in the United States. Working in close partnership with the Minnesota Corn Research & Promotion Council, MCGA identifies and promotes opportunities for Minnesota's 24,000 corn farmers while building connections with the non-farming public.

CONTACT US

General questions

Todd Ginter - tginter@agmgmtsolutions.com or 507-810-9791

Sponsorship or exhibitor questions

Erin Rossow - erin.rossow@agmgmtsolutions.com or 507-902-9191

KEY DATES

October 1, 2024

Registration opens. Register at mnagexpo.com.

December 20, 2024

Exhibitor and sponsorship forms due.

January 17, 2025

Exhibitor attendee registration due.
Register at mnagexpo.com.

January 21, 2025

8 a.m. - 10 a.m. - Exhibitor equipment move-in
(equipment move-in Tuesday only)
Noon - 4:00 p.m. - Exhibitor booth setup

January 22, 2025

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 23, 2025

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

3:00 p.m. - 6:00 p.m. - Booth tear down



“A ONE-STOP-SHOP

for farmers and industry leaders

to network, learn and grow.”

BOOTH INFORMATION

SPACE INVESTMENT

STANDARD BOOTH SPACE – \$1,200
8' deep x 10' wide

DOUBLE BOOTH SPACE – \$2,400
8' deep x 20' wide

EQUIPMENT QUAD – \$3,800
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. 21: 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. 22: 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 Steene at csteene@mankatomn.gov.

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

Exhibitor tear down time

Thursday, Jan. 23: 3:00 p.m. - 6:00 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 Steene at csteene@mankatomn.gov.

PREMIUM PACKAGES SPONSORSHIPS

PREMIER *(Exclusive)*

\$30,000

- Double booth space
- Elevator wrap at event center *(design provided by sponsor)*
- Full page ad or advertorial in Mn Ag Expo issue of Soybean Business magazine *(provided by sponsor)*
- Full page ad in on-site program *(design provided by sponsor)*
- 12 floor, window clings around event area and skyway *(design provided by sponsor)*
- Decals on steps within event area *(design provided by sponsor)*
- Hanging banner from the ceiling in the event center hallway *(design provided by sponsor)*
- Coffee/Bloody Mary Bar – custom logos on napkins at Bar
- Featured speaker introduction at Thursday lunch
- Attendee bag sponsor (logo on bag)
- After Hours Social VIP sponsor *(includes 5 tickets)*
- Linkable banner ad in Mn Ag Expo e-blast *(design provided by sponsor)*
- Social media recognition and promotion before and during event
- Recognition on event signage and website

HOSPITALITY *(Limit to 2)*

\$12,000

- Standard booth space
- Event hotel elevator wrap or branded key card holder *(first-come, first-served - design provided by sponsor)*
- Refreshment and snack sponsor throughout show *(custom napkins with logo)*
- Attendee lounge space recognition, signage and video
- Video on tradeshow overhead screen display throughout show
- 5 floor decals in skyway to hotel and parking ramp *(design provided by sponsor)*
- Half page ad in MN AG EXPO issue of Soybean Business magazine *(design provided by sponsor)*
- Full page ad in on-site program *(design provided by sponsor)*
- After Hours Social beverage sponsor with custom named drink *(includes 2 tickets)*
- Social media recognition and promotion before and during event
- Recognition on event signage and website

PLATINUM *(Limit to 2)*

\$10,000

- Standard booth space
- Naming of trade show stage or reception hall *(first-come, first-served)*
- Prominent signage on stage or in reception hall
- 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."*
- Door wrap between skyway and event center entrance
- Half page ad in MN Ag Expo issue of Soybean Business magazine *(design provided by sponsor)*
- Half page ad in on-site program *(design provided by sponsor)*
- Social media recognition and promotion before and during event
- Recognition on event signage and website

PREMIUM PACKAGES SPONSORSHIPS

GOLD

\$7,000

- Standard booth space
- Thursday early riser educational session sponsor
- 1/4 page ad in MN Ag Expo issue of Soybean Business magazine (*design provided by sponsor*)
- Half page ad in on-site program (*design provided by sponsor*)
- After Hours Social appetizer sponsor (*includes 2 tickets*)
- Linkable banner ad in MN Ag Expo e-blast (*design provided by sponsor*)
- Social media recognition and promotion before and during event
- Recognition on event signage and website

SILVER

\$5,500

- Standard booth space
- 1/4 page ad in MN AG EXPO issue of Soybean Business magazine (*design provided by sponsor*)
- After Hours Social sponsor (*includes 2 tickets*)
- Social media recognition and promotion before and during event
- Recognition on event signage and website

TECHNOLOGY (*limit to 1*)

\$2,500

- Customization of Wi-Fi password for event
- Tradeshow overhead screen sponsor (recognition on all slides)
- Linkable banner ad in MN Ag Expo e-blast (*design provided by sponsor*)
- Social media recognition and promotion before and during event
- Recognition on event signage and website

FRIEND OF AG

\$500

- After Hours Social Sponsor (*includes 2 tickets*)
- Social media recognition and promotion before and during event
- Recognition on event signage and website

OTHER VISIBILITY ALA CARTE

Event Center Door Wrap \$5,000

Be the first seen at MN Ag Expo with a customized event center front door wrap. Design provided by sponsor (or \$500 for provided design by event marketing team)

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

Sponsor the lanyards that every Expo attendee receives when checking in or registering for the event. The lanyard will entail your logo or name of company/organization.

Tradeshow Floor Decals \$2,000

Set of four floor decals in the tradeshow area. Design provided by sponsor.

Pen Sponsor \$1,500

Sponsor the official MN Ag Expo pen throughout the show!

After Hours Social Sponsor \$250

Be a sponsor at MSGA's After Hours Social, hosted Wednesday evening at the Loose Moose Saloon. Sponsorship includes recognition at event along with two tickets.

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.

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.

SHOW INFORMATION

ABOUT MN AG EXPO

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ABOUT MSGA'S AFTER HOURS SOCIAL

The MSGA 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 After Hours Social acts as an additional fundraiser to support MSGA's policy and legislative activities. Tickets are \$25 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 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 2026 event booth.

BOOTH INSURANCE

All insurance forms are due to the Minnesota Soybean office by Jan. 1, 2025. 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

fill out the form below OR online at mnagexpo.com

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 - \$1,200

Double booth - \$2,400

Equipment quad - \$3,800

SPONSORSHIPS

PREMIUM PACKAGES

Premier - \$30,000 Silver - \$5,500

Hospitality - \$12,000 Technology - \$2,500

Platinum - \$10,000 Friend of Ag- \$500

Gold- \$7,000

TOTAL AMOUNT: \$ _____

PAYMENT METHOD

Invoice Me Check enclosed Credit Card Pay Online

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 2025 MN AG EXPO. All rules and regulations as outlined in this contract, 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

Event Center Door Wrap - \$5,000

MN Ag Expo trade show reception- 4,000

MN Ag Expo meal sponsor - \$3,000

Lanyard Sponsor - \$2,500

Tradeshow Floor Decals - \$2,000

Pen Sponsor - \$1,500

After Hours Social Sponsor - \$250

Full page Soybean Business ad- \$2,400

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

1/4 page Soybean Business ad- \$575

Forms due by Dec. 20, 2024

Submit form to Erin Rossow at erin.rossow@agmgmtsolutions.com

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