

2027

MN AG EXPO

Mankato

January 19-20, 2027

Sponsor & Exhibitor
Prospectus Packet





Over 1,500+
attendees



10+ educational or
keynote sessions



over 150 booths



Two days of
non-stop networking



Two trade show floors

SHOW AT A GLANCE

MN Ag Expo is hosted by the Minnesota Soybean Growers Association (MSGA) and the Minnesota Corn Growers Association (MCGA). Home to both the MSGA and MCGA annual meetings and resolution sessions, MN Ag Expo brings in farmers from all over Minnesota to vote on the resolutions that shape their respective organization's 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

Emily Rutkowski - erutkowski@agmgmtsolutions.com or 507-385-7555

Sponsorship or exhibitor questions

Erin Rossow - erossow@agmgmtsolutions.com or 507-902-9191

KEY DATES

October 1, 2026

Registration opens.

December 10, 2026

Exhibitor and sponsorship forms due

January 7, 2027

Exhibitor attendee registration due.

January 18, 2027

Noon - 6:30 p.m. - Exhibitor booth setup

(equipment move-in Monday only)

7:00 p.m. - MN Ag Expo Welcome Reception

January 19, 2027

7:30 a.m. - 9:00 a.m. - Booth setup

(equipment move-in Monday only)

9:00 a.m. - 4:30 p.m. - Trade show open

January 20, 2027

8:00 a.m. - 3:00 p.m. - Trade show open

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

**Additional exhibitor information
and details online at mnagexpo.com.**



**Gain brand exposure and recognition
while supporting Minnesota's farmers.**

Your key customers – Minnesota's most influential farmers.

FEATURED

SPEAKERS



CHAD GREENWAY

PAUL NEIFFER

Chad Greenway was born and raised on a hog, cattle, and crop farm in Mt. Vernon, SD. Growing up in a small rural community, Greenway was thrust into leadership positions at an early age on the farm and in the community. Greenway attended the University of Iowa on a football scholarship. While at Iowa, Greenway was named 3-time All Big Ten and was a 2-time All American. Greenway graduated with a degree in Communication Studies in December of 2005. In the 2006 NFL Draft Chad was drafted #17 overall in the first round by the Minnesota Vikings. Greenway played 11 seasons in the NFL all of which were with the Vikings. Greenway was All-Pro, Pro-Bowl, and a long tenured Captain of the Vikings during his career. Greenway was named Vikings Man of the Year four times and was the NFLPA's winner of the prestigious Byron "Whizzer" White award for his charitable contributions during his career.

*Sponsor dinner during Chad Greenway's speech! See page 7 for details.
Limited quantity available!*

Paul Neiffer, CPA is a thought leader on income and estate tax planning services and FSA planning related to farmers and their families. Paul is past president of the Farm Financial Standards Council and past chairperson of the AICPA Ag Conference. He writes the "FarmCPA" column for Top Producer magazine along with their Top Producer Podcast and is also the primary author of the "FarmCPAReport.com" blog. Paul is a nationally recognized speaker on many subjects related to farmers and processors including tax planning, estate tax and succession planning, farm management accounting, farm bill, farm economics and many other related topics.

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

MEDIUM EQUIPMENT SPACE - \$5,000

20' deep x 40' wide

**For Large Equipment pricing, contact Erin Rossow at 507-902-9191*

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 INFORMATION

Exhibitor set up times

Sunday, Jan. 17: Booth setup for Large equipment exhibitors

Monday, Jan. 18: Noon - 6:00 p.m. Booth setup (*all exhibitors*)

Tuesday, Jan. 19: 7:30 a.m. - 9:00 a.m. (*no equipment allowed*)

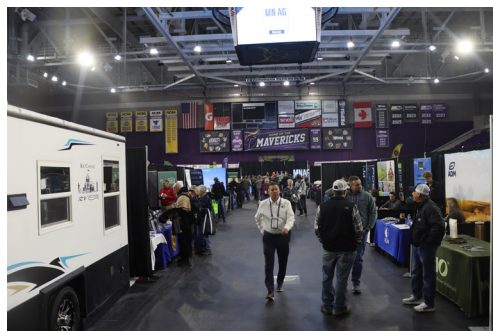
If in need of the loading dock to unload, please use the entrance located on 2nd Street. Unloading can also be done at the front doors of the Event Center. Questions on unloading or loading can be directed to Caylee Steene at csteene@mankatomn.gov.

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

Exhibitor tear down time

Wednesday, Jan. 20: 3:00 p.m. - 6:00 p.m.

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



PREMIUM PACKAGES SPONSORSHIPS

PREMIER *(Exclusive!)*

\$25,000

- Double Booth Space
- Full page ad in on-site program (Design provided by sponsor)
- 12 Window Clings throughout venue (Design provided by sponsor)
- 2 linkable ads in Expo e-blasts to attendees (Design provided by sponsor)
- Banner ad on MN Ag Expo website from October – February (Design provided by sponsor)
- Full page ad in Soybean Business Magazine (Design provided by sponsor)
- 1 Image Advertisement on wrap around ring in Ice Arena (Design provided by sponsor)
- 3 Image Advertisements on Jumbo Tron in Ice Arena (Design provided by sponsor)
- 2 standing banners (Design provided by sponsor)
- Logoed bag for first 500 attendees
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage
- 5 tickets to After Hours Social at Loose Moose Saloon

HOSPITALITY *(Exclusive!)*

\$15,000

- Standard Booth Space
- 5 Floor decals throughout venue (Design provided by sponsor)
- Branded napkins and signage at morning snack break
- Full page ad in on-site program (Design provided by sponsor)
- Full page ad in Soybean Business Magazine (Design provided by sponsor)
- 1 linkable ad in Expo e-blast to attendees (Design provided by sponsor)
- 1 Image Advertisement on Jumbo Tron in Ice Arena (Design provided by sponsor)
- 1 standing banner (Design provided by sponsor)
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage
- 3 tickets to After Hours Social at Loose Moose Saloon

STAGE SPONSOR *(Only 2 available!)*

\$7,000

- Special stage signage
- Reference to the stage in all materials as "Your Company Stage"
- ½ page ad in on-site program (Design provided by sponsor)
- ½ page ad in Soybean Business magazine (Design provided by sponsor)
- 4 logoed floor decals
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage
- 1 ticket to After Hours Social at Loose Moose Saloon

PREMIUM PACKAGES SPONSORSHIPS

LOUNGE SPONSOR *(Exclusive!)*

\$5,000

- Special signage located at the lounge area in front of Grand Hall
- 4 custom branded pillows on lounge furniture in front of Grand Hall
- References to "Your Business/Brand" Lounge in all marketing materials
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage
- 1 ticket to After Hours Social at Loose Moose Saloon

BANQUET HALL SPONSOR *(Exclusive!)*

\$5,000

- Special signage outside and inside Banquet Hall for duration of event
- ½ page ad in onsite program (Design provided by sponsor)
- 2 logoed floor decals
- Reference as "Your Company Banquet Hall" in all materials
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage
- 1 ticket to After Hours Social at Loose Moose Saloon

COFFEE BAR SPONSOR *(Only 2 available!)*

\$5,000

- Logoed coffee sleeves at the coffee stations
- Signage at the coffee stations
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage
- 1 ticket to After Hours Social at Loose Moose Saloon

WELCOME RECEPTION *(Only 3 available!)*

\$2,500

- Custom logoed napkins at each bar
- Signage at each bar and on appetizer stations
- Chance to welcome attendees to the MN Ag Expo at the reception - about a 3-minute speech
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage
- 1 ticket to After Hours Social at Loose Moose Saloon

1 LEFT!

TECHNOLOGY SPONSOR *(Exclusive!)*

\$2,500

- Customization of Wi-Fi Password
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage

PREMIUM PACKAGE SPONSORSHIPS

TUESDAY DINNER SPONSOR *(Only 3 available!)*

\$5,000

- Table tents on banquet tables. (Design provided by sponsor)
- 30 second video spot on screens in banquet hall before speaker (Video provided by sponsor)
- Reserved table for 8 near stage.
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage
- 1 ticket to After Hours Social at Loose Moose Saloon

WEDNESDAY LUNCH SPONSOR *(Only 2 available!)*

\$3,500

- Table tents on banquet tables. (Design provided by sponsor)
- 30 second video spot on screens in banquet hall before speaker (Video provided by sponsor)
- Reserved table for 8 near stage.
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage
- 1 ticket to After Hours Social at Loose Moose Saloon

TUESDAY LUNCH SPONSOR *(Only 2 available!)*

\$3,500

- Table tent recognition on tables throughout the venue
- Recognition on signage at each lunch station
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage
- 1 ticket to After Hours Social at Loose Moose Saloon

LANYARD SPONSOR *(Exclusive!)*

\$3,500

- Company logo on lanyard color of your choice given to every attendee
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage

ON-SITE PROGRAM SPONSOR *(Exclusive!)*

\$3,000

- Logo on front of print program given to every attendee
- Full page ad in on-site program (Design provided by sponsor)
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage

SPONSORED SESSION *(Only 5 available!)*

\$3,000

- Option to host a learning session on one of the MN Ag Expo stages
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage

CORE SPONSORSHIPS

GOLD SPONSOR

\$7,500

- 1 standard booth space
- ½ page ad in on-site program (Design provided by sponsor)
- ½ page ad in Soybean Business magazine (Design provided by sponsor)
- 1 linkable ad in MN Ag Expo e-blast to attendees (Design provided by sponsor)
- 2 logoed window decals
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage
- 4 tickets to After Hours Social Event at Loose Moose Saloon

SILVER SPONSOR

\$5,000

- 1 standard booth space
- 1 linkable ad in MN AG Expo e-blast to attendees (Design provided by sponsor)
- ¼ page ad in Soybean Business magazine (Design provided by sponsor)
- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage
- 3 tickets to After Hours Social Event at Loose Moose Saloon

FRIEND OF AG

\$750

- Recognition on MN Ag Expo website
- Recognition on MN Ag Expo Facebook page
- Recognition on event signage
- 2 tickets to After Hours Social Event at Loose Moose Saloon

**Need help with your design?
We can help! Our creative
team can create your ad or
design for only \$275!**

MN AG EXPO

ARNOLD'S
KIBBLE
EQUIPMENT



IMPACT & VISIBILITY SPONSORSHIPS

REGISTRATION LOBBY WINDOWS

\$7,500

- Brand the main entrance lobby windows with your custom image. Face it into the lobby so as people wait to register, chat or grab their name badges they see your company front and center. Cost includes printing. (Design provided by sponsor)

ELEVATOR WRAP *(Exclusive!)*

\$7,500

- Wrap the doors of the elevators located in the event center. Cost includes printing. (Design provided by sponsor)

REGISTRATION DESKS *(Exclusive!)*

\$3,000

- Brand the registration desks in the main lobby with your own design. Cost includes printing.

LOGOED FLOOR DECALS

\$2,000

- Set of 6 floor logoed decals throughout trade show space. Cost includes printing.

LOGOED WINDOW DECALS

\$2,000

- Set of 6 window logoed decals placed along the skyways from the parking area. Cost includes printing.

DOOR CLINGS *(Only 4 spots available!)*

\$2,000

- Custom brand the doors that lead from the Ice Arena to the lobby or from the lobby to the Banquet Hall. Cost includes printing.

STANDING BANNER *(Only 5 available!)*

\$2,000

- Create your own standing banner to be placed in a high-traffic area of the event. Cost includes printing. (Design provided by sponsor)

SOLD!

IMPACT & VISIBILITY SPONSORSHIPS

AG EXPO HEADLINE BANNER AD *(Only 3 available!)*

\$3,500

- 1 clickable headline banner ad on the MN Ag Expo website from October – February (Design provided by sponsor)

SOYBEAN BUSINESS MAGAZINE AD – FULL PAGE

\$2,500

- MN Ag Expo special rate! Purchase a full-page ad in Soybean Business Magazine, distributed to 26,000 soybean farmers across Minnesota, at our special MN Ag Expo rate. Can be used across multiple ad buys.

SOYBEAN BUSINESS MAGAZINE AD – HALF PAGE

\$1,700

- MN Ag Expo special rate! Purchase a half page ad in Soybean Business Magazine, distributed to 26,000 soybean farmers across Minnesota, at our special MN Ag Expo rate. Can be used across multiple ad buys.

AG EXPO WEBSITE IMAGE AD *(Only 4 available!)*

\$1,500

- 1 clickable image ad on MN Ag Expo Website from October – February (Design provided by sponsor)

SOYBEAN BUSINESS MAGAZINE AD – QUARTER PAGE

\$1,000

- MN Ag Expo special rate! Purchase a quarter-page ad in Soybean Business Magazine, distributed to 26,000 soybean farmers across Minnesota, at our special MN Ag Expo rate. Can be used across multiple ad buys.

AG EXPO EBLAST AD *(Only 10 available!)*

\$500

- MN Ag Expo special rate! Purchase a digital linkable, clickable ad in our MN Ag Expo Eblasts.

MSGA AFTER HOURS SPONSORSHIPS



PRESENTING *(Exclusive!)*

\$2,500

- Opportunity to welcome everyone to After Hours
- Signage at entrance to the event
- Signage in silent auction area
- Recognition in Soybean Business magazine
- 5 tickets to After Hours Social Event at Loose Moose Saloon

DRINK SPONSOR *(Only 2 available!)*

\$1,500

- Choose from one of our custom drink options to choose "Your company" drink and pick the name!
- Signage at the bar featuring your logo and drink
- Recognition on sponsor signage at the event
- Recognition in Soybean Business magazine
- 2 tickets to After Hours Social Event at Loose Moose Saloon

APPETIZER SPONSOR *(Only 2 available!)*

\$1,500

- Signage at the appetizer stations featuring your logo
- Logo on cocktail napkins at the appetizer stations
- Recognition on sponsor signage at the event
- Recognition in Soybean Business magazine
- 2 tickets to After Hours Social Event at Loose Moose Saloon

ONLY ONE LEFT!

AFTER HOURS SUPPORTER

\$350

- Recognition on sponsor signage at the event
- Recognition in Soybean Business magazine
- 2 tickets to the After Hours Social Event at Loose Moose Saloon

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 MSGA After Hours Social is hosted by the Minnesota Soybean Growers Association on Tuesday 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, 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 Tuesday 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 2027 event booth.

BOOTH INSURANCE

All insurance forms are due to the Minnesota Soybean office by Jan. 1, 2027. Each exhibitor must 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.

2027 MN AG EXPO EXHIBITOR CONTRACT

Date: January 19-20, 2027

Mayo Clinic Health System Event Center, Mankato

Be part of the 2027 MN Ag Expo! Fill out info below and send to: Erin Rossow, Sales Manager
1020 Innovation Lane, Mankato, MN 56001, or email to erossow@agmgmtsolutions.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 RATES

SELECTIONS

☐ Standard single booth - **\$1,200**

☐ Double booth - **\$2,400**

☐ Equipment quad - **\$3,800**

☐ Equipment space - **\$5,000**

ADD-ONS

☐ Sponsorship Package

(List Sponsorship Title and amount): _____

☐ Contact me to discuss sponsorship opportunities

TOTAL AMOUNT: \$ _____

PAYMENT METHOD

☐ Charge 50% now ☐ Charge full amount now

☐ Invoice Me ☐ Check enclosed (pay to MSGA) ☐ 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 2026 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. Upon signing, you hereby accept to being contacted by us and added to our marketing lists.

Forms are due December 10. Payment must be made prior to January 19.

Questions? Contact Erin Rossow at erossow@agmgmtsolutions.com or 507-902-9191.

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