



MIDWEST FOOD PRODUCTS ASSOCIATION

EXHIBITOR FAQ'S

WHERE IS THE 2026 CONVENTION HOSTED?

The Kalahari Convention Center
1305 Kalahari Dr
Wisconsin Dells, WI 53965

WHAT ARE THE SHOW DATES AND EXHIBIT HOURS?

Tuesday, December 1, 4:00PM-6:00 PM
Wednesday, December 2, 9:00AM-4:00 PM
Thursday, December 3, 8:00AM-11:00 AM

IS THERE A ROOM BLOCK AT THE KALAHARI?

Rooms are available at the Kalahari for a discounted rate of \$154 (resort fee waived).
book.passkey.com/e/51253815/

**Please book your rooms by October 30, 2026- availability is not guaranteed after this date!*

CAN I EXHIBIT AT THE MWFPA CONVENTION?

Exhibitors are required to be a current Associate Member of MWFPA. If you have not yet explored membership with us we would be pleased to discuss options and the benefits of joining! Membership is for the calendar year.

Current MWFPA members may visit www.mwfpa.org/convention to register for a booth.

WHAT ARE EXHIBITOR MOVE-IN/OUT TIMES?

Move-In:

Tuesday, Dec 1: 9:00AM – 4:00PM **Large equipment must be moved in Tuesday!*

Wednesday, Dec 2: 6:30 – 7:30AM

Move-Out:

Thursday, Dec 3: 11:00AM – 6:00PM **No early tear downs allowed!*

HOW MANY COMPLIMENTARY BOOTH STAFF BADGES DO WE RECEIVE?

Each booth includes two passes for staff of the exhibiting member. You can register your staff through your exhibitor portal beginning August 1, 2026. Please reach out to lauren.danuser@mwfpa.org with any questions.

CAN I PURCHASE ADDITIONAL BOOTH STAFF BADGES?

Yes, each additional booth staff attendee is \$130.

CAN WE SHARE BOOTH SPACE WITH OUR SUPPLIER?

Suppliers may join you at your booth, however, no booth shall have a non-member company featured, branded, or promoted absent permission from MWFPFA.

HOW DO I UPDATE MY COMPANY INFORMATION FOR THE CONVENTION SHOW GUIDE?

In your exhibitor portal. You can submit this info through the "Exhibitor Tasks" section. You may also email this info to Lauren at lauren.danuser@mwfpa.org.

WHAT IS THE CANCELLATION POLICY?

Cancellations made before September 1, 2026, will receive a 100% refund. Cancellations made between September 1 and October 31, 2026 will receive a 50% refund. ***No refunds will be offered after November 1, 2026.***

WHO IS THE OFFICIAL SERVICE CONTRACTOR FOR THE MWFPFA CONVENTION?

Valley Expo Services will provide booth setup and supplies for the exhibit hall and handle freight. Items included with your booth are a 8' skirted display table, two chairs, a waste basket, and company name sign. Additional items, such as electrical setup, may be ordered in advance of the show. Your booth contact will receive an email from Valley Expo with a link to your individual Exhibitor Service Kit. If you did not receive this email, please reach out to events@valleyexpodisplays.com for assistance.

WHERE CAN I VIEW SPONSORSHIP OPPORTUNITIES?

You can view current sponsorships on our [website](#), or email Lauren at lauren.danuser@mwfpa.org.

IS THERE A 2026 ATTENDEE E-MAIL LIST AVAILABLE TO EXHIBITORS?

We do not give out attendee e-mail addresses, however we can provide names, companies, and job titles of attendees from 2025.

Please note: MWFPFA does not sell member information, and will not offer to sell you an attendee list. If you receive an email offering to sell contact info, please report it as spam!