



# MIDWEST FOOD PRODUCTS ASSOCIATION

## 2026 EXHIBITOR GUIDELINES

**DECEMBER 1-3, 2026 | KALAHARI CONVENTION CENTER**

### A NOTE TO EXHIBITORS

We are excited that your company is considering exhibiting at the Midwest Food Products Association's Annual Convention & Expo.

Your registration as an exhibitor gives you access to more than a trade show. This includes access to the Processing Crops Conference, the Exhibitor Preview Party, the Chairman's Reception & Silent Auction, and meals and refreshments alongside other attendees. These events connect you to a network within the greater food processing industry in the context of a relaxed, informal and informed business environment.

Exhibitors are required to be an Associate Member in good standing of the Midwest Food Products Association in order to exhibit at this Convention. Member companies are an integral component of the 2026 MWFPA Convention. If you have not yet explored membership with us we would be pleased to discuss the benefits of joining.

### CONTACT INFO

Midwest Food Products Association  
4600 American Pkwy, Suite 210  
Madison, WI 53718  
608.255.9946  
[www.mwfpa.org](http://www.mwfpa.org)

Please email Jamie or Lauren with any questions:

#### **Jamie Julian**

Director of Operations & Membership  
[jamie.julian@mwfpa.org](mailto:jamie.julian@mwfpa.org)

#### **Lauren Danuser**

Director of Events & Marketing  
[lauren.danuser@mwfpa.org](mailto:lauren.danuser@mwfpa.org)

### SPONSORSHIP OPPORTUNITIES

We have a variety of sponsorship levels available. You can find all the details on our website at [mwfpa.org/convention](http://mwfpa.org/convention). Or email Lauren at [lauren.danuser@mwfpa.org](mailto:lauren.danuser@mwfpa.org) with any questions.

### KALAHARI ACCOMMODATIONS

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

Rooms are available at the Kalahari, through our room block, for a discounted rate of \$154 (resort fee waived).

Use the link below, or scan the QR code to book a room:

[book.passkey.com/e/51253815/](http://book.passkey.com/e/51253815/)



\*Please note: Reservations must be made on or before Friday, October 30, 2026 to receive our group rate!



Exhibitors understand and agree that these MWFPFA convention rules and guidelines are an integral and binding part of the show and contract. Following these guidelines will help lead to a successful show for all exhibitors and attendees.

**BOOTH REGISTRATION**

Exhibiting is reserved for current MWFPFA Members. To check your company’s membership status or for more information about joining, contact Jamie at jamie.julian@mwfpa.org.

MWFPFA uses a Priority Points system to determine booth placement at the annual convention. This system allows exhibitors an incentive to participate annually to improve their priority point ranking. Points are accumulated by years of membership and years exhibited.

In 2026, the Priority Points registration will happen in three rounds. Companies with the most points will be contacted first to register for a booth. These booths will be placed before the next round of Points registrations. Beginning July 1, 2026, booths will be assigned based on the order in which the application was received.

All Convention related info can be found online at : [www.mwfpa.org/convention](http://www.mwfpa.org/convention).

If you have questions or need assistance please email [lauren.danuser@mwfpa.org](mailto:lauren.danuser@mwfpa.org).

**PLEASE NOTE: The show floor map is subject to change. There is no guarantee an exhibitor will have open space on either side of, or behind their assigned booth.**

**BOOTH OPTIONS**

**STANDARD - \$1,050**

- 10’ wide x 8’ deep space
- Pipe and drape 8’ back and 3’ sides
- 1 skirted 8’ table and 2 chairs
- Company ID and booth number sign
- Wi-Fi
- Two exhibitor staff registrations
- Wednesday breakfast & lunch, Thursday brunch, refreshment breaks, admittance to all breakout sessions and receptions

**ADDITIONAL STANDARD- \$600**

- Does *not* include exhibitor staff registrations
- Only one additional booth allowed per full price booth purchase

**PREMIUM - \$1,150**

- Premium booth location
- 10’ wide x 8’ deep space
- Pipe and drape 8’ back and 3’ sides
- 1 skirted 8’ table and 2 chairs
- Company ID and booth number sign
- Wi-Fi
- Two exhibitor staff registrations
- Wednesday breakfast & lunch, Thursday brunch, refreshment breaks, admittance to all breakout sessions and receptions

**END CAP - \$1,750**

- 16’ wide x 10’ deep space
- Pipe and drape 8’ back and 3’ sides
- 1 skirted 8’ table and 2 chairs
- Company ID and booth number sign
- Wi-Fi
- Two exhibitor staff registrations
- Wednesday breakfast & lunch, Thursday brunch, refreshment breaks, admittance to all breakout sessions and receptions

**PLEASE NOTE: Display items going above your 8’ tall drape or exceeding into the aisle are not allowed.**



**EXHIBIT HOURS**

*\*Subject to Change*

Tuesday, Dec 1: 4:00 - 6:00 PM  
 Wednesday, Dec 2: 9:00 AM - 4:00 PM  
 Thursday, Dec 3: 8:00 - 10:00 AM

**EXHIBITOR MOVE-IN**

**TUESDAY, DECEMBER 1**

Move-In and Badge Pickup: 9:00 AM-4:00 PM  
*\*Large equipment must be moved in on this day*

**WEDNESDAY, DECEMBER 2**

Move-In: 6:30 - 7:30 AM  
*\*No move-in allowed after 7:30 AM*

**EXHIBITOR MOVE-OUT**

**THURSDAY, DECEMBER 3**

Tear Down 11:00 AM - 6:00 PM  
*\*No early tear downs allowed!*

**LOAD-IN & LOAD-OUT CAPABILITIES**

- Dedicated loading docks including 10’x14’ doors
- Drive-in doors with 16’x16’ roll up doors

**CANCELLATION POLICY**

If an exhibitor must cancel their booth registration, and we are notified before September 1, 2026, 100% of your booth will be refunded. Cancellations made between September 1 and October 31, 2026 will receive a 50% refund.

*No refunds for cancellations or reduction of exhibit space will be accepted after November 1, 2026*

**CHARACTER OF EXHIBITS**

The MWFPA Convention Committee and MWFPA staff or agents reserve the right to decline or change an exhibit, that in its opinion is not suitable to, or not in keeping with the character of the event, and their right to modify the floor plan if required by the Kalahari Convention Center, Wisconsin Dells, WI fire marshals, or government officials.

*PLEASE NOTE: No booth shall have a non-member company featured, branded, or promoted absent written permission from MWFPA.*

**STAFF ADMISSION**

Two exhibitor staff attendee passes are included in each booth purchased (not including an additional booth). Passes are not transferable. There is a \$130 charge for every exhibitor staff attendee over the two included with booth purchase.

**ALL** attendees, including those who attend free, MUST pre-register to obtain a name badge to enter all show areas. Exhibitor staff registration will be processed through American Tradeshow Services. Beginning on August 1, 2026, the booth contact from your booth registration will receive an email with instructions regarding registering individuals from your company.

For more information visit our website at [www.mwfpa.org/convention](http://www.mwfpa.org/convention).

**VALLEY EXPO**

MWFPA utilizes the assistance and services of Valley Expo Displays to provide booth setup and supplies for the exhibit hall and to handle freight. An email will be sent to your booth contact with information on how to create an account to access your Exhibitor Kit.

**UTILITIES**

The exhibit hall is fully carpeted. Electrical service and water/drainage are available in the exhibit hall for an additional fee. There is no 400 Volt hook up available. Utilities/services shall be installed at the exhibitor’s expense through the Kalahari Convention Center or Valley Expo. For more information see your Exhibitor Kit.



**LIABILITY**

It is expressly understood and agreed between exhibitors, MWFPA and the Kalahari Convention Center, Wisconsin Dells, WI that MWFPA and the Kalahari Convention Center, Wisconsin Dells, WI shall not be liable for any loss, damage, or other claims for the property or goods of exhibitors. Furthermore, exhibitor agrees to indemnify and hold harmless MWFPA, its representatives, agents, contractors and employees against any and all liabilities, claims, demands, costs and expenses of every kind and nature (including attorney fees) arising out of or from any injury or damage to any person (including death), property or business as a result of the negligence or willful act of the exhibitor or the exhibitor’s employees, agents, contractors or independent contractors.

A Certificate of Insurance, consistent with the Kalahari Convention Center requirements and naming MWFPA as an additional insured, must be on file with MWFPA prior to exhibition move-in. Exhibitor is responsible for the exhibit space assigned and shall not injure, mar, or deface the premises, nor apply any substance, nails, or other materials to the floor, walls, or windows of the Kalahari Convention Center, Wisconsin Dells, WI.

Exhibitor agrees to reimburse MWFPA and/or the Kalahari Convention Center for any loss, damage, or extraordinary cleaning costs to the exhibit space or the premises. Property or equipment left on the premises after the move-out time may be removed or charged space rental fee by the Kalahari Convention Center or the MWFPA.

The Kalahari Convention Center and MWFPA shall not be liable for any claim, loss, or damage to property that is removed from the premises under this action. Exhibitor agrees to pay to reimburse the Kalahari Convention Center or MWFPA for any costs and expenses incurred as a result of the removal of property or enforcing this provision.

**GUIDELINES OF THE KALAHARI CONVENTION CENTER**

The Exhibitor and the employees or agents of the Exhibitor agree to follow the guidelines issued by the Kalahari Convention Center.

**MANAGEMENT DECISION**

Exhibitor agrees to abide by decisions of MWFPA management concerning all matters pertaining to the administration and success of the MWFPA Convention, which are not specifically addressed in this contract.

**CANCELLATION OF EXHIBITION**

Right of MWFPA Management: MWFPA management shall not be liable for any damages or expenses incurred by Exhibitor if the event is delayed, interrupted or not held as scheduled; and, if for any reason the MWFPA Convention is held on different dates or at different locations than scheduled, MWFPA management may retain as much of the amount paid by exhibitors as is necessary to defray expenses already or expected to be incurred by the MWFPA. It is further agreed that MWFPA is providing exhibit space only and makes no representations and will not be responsible for or guarantee attendance at the event.

**ARBITRATION**

If a dispute arises out of or related to this contract, or the breach hereof, and if said dispute cannot be settled through direct discussions, the parties agree to first endeavor to settle the dispute in an amicable manner by mediation administered by the American Arbitration Association under its Commercial Mediation Rules, before resorting to arbitration. Thereafter, any unresolved controversy or claim arising out of or relating to this contract, or breach thereof, shall be settled by arbitration administered by the American Arbitration Association in accordance with its Commercial Arbitration Rules, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. This contract shall be governed by the laws of the State of Wisconsin. The mediation and/or arbitration shall be held in Madison, WI, or at such other place as may be selected by mutual agreement. The prevailing party shall be entitled to an award of reasonable attorney’s fees.

