



# EXHIBITOR PROSPECTUS



## 2024 MWFPFA Convention & Expo



**December  
3-5, 2024**

### *Why Exhibit?*

- Get in Front of Food Manufacturing Companies
- Cultivate Brand Awareness
- Generate Leads
- Learn More About the Food Processing Industry
- Connect With MWFPFA Members

# Dear Exhibitor,

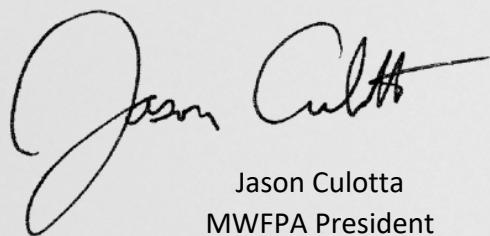
We are excited that your business is considering exhibiting at the Midwest Food Products Association's Annual Convention, Trade Show and Processing Crops Conference in 2024 to be held on December 3-5 and hosted at the Kalahari Convention Center in Wisconsin Dells, Wisconsin.

Your registration as an exhibitor gives you access to more than a trade show. This includes access to the Processing Crops Conference, the All Industry Reception/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 2024 MWFPFA Convention/Trade Show and if you have not yet explored membership with us we would be pleased to discuss options and the benefits of joining.

Your participation is one of the reasons attendees leave with innovative ideas and solutions to improve their company's productivity. You will leave with new relationships, a stronger brand and fresh leads to sharpen your company's competitive edge.

See you in December!



Jason Culotta  
MWFPFA President



## CONTACT INFORMATION:

Midwest Food Products Association  
4600 American Pkwy, Suite 210  
Madison, WI 53718  
608.255.9946

## INQUIRIES:

jamie.julian@mwfpfa.org  
lauren.danuser@mwfpfa.org



This year, all individuals attending, *including booth staff*, will register through American Tradeshow. See page 1 for more details.

Sign up for your Booth and sponsorships through MWFPFA.



# ATTENDEE INFORMATION



## AMERICAN TRADESHOW BOOTH STAFF AND ATTENDEE REGISTRATION

### Exhibitor Staff Registration

Booth registration will be available starting **June 3**.

This year, registering your booth staff will occur via an email invitation process. After reserving your booth and any desired sponsorships, the individual listed as your primary contact in your booth registration will receive an email invitation and further instructions regarding registering individuals from your company who will be attending the show. This will come from our registration vendor American Tradeshow Services. Please allow at least 2-3 business days for this information to arrive.

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

---

### General Attendee Registration

General Convention registration will be available beginning August 1st. This is available to any individual attending the show who is not directly employed by a MWFP member company that is exhibiting in 2024. Exhibiting member companies should register staff as described above.

More information regarding general registration will be available at [www.mwfpa.org/convention](http://www.mwfpa.org/convention).

---

### Valley Expo Displays

MWFP will once again welcome the assistance and services of Valley Expo Displays to provide booth setup and supplies for the exhibit hall and handle freight.

Items included with your booth are listed below in this prospectus. Additional items, such as electrical setup, may be ordered in advance of the show. Please reference our website, [www.mwfpa.org/convention](http://www.mwfpa.org/convention) for a link to the full exhibitor kit.

Ordering online may be accomplished at [www.valleyexpodisplays.com](http://www.valleyexpodisplays.com).

## ACCOMMODATIONS

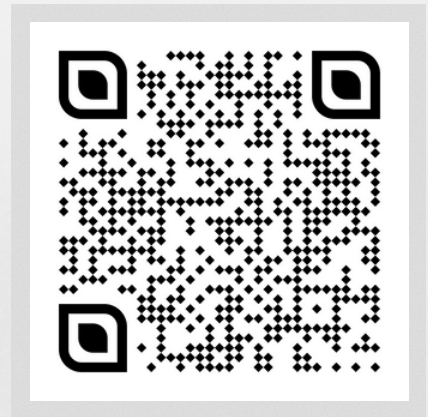
Rooms are available at the Kalahari for a discounted rate of \$154. To book a room, follow the link below:

<https://book.passkey.com/e/50828516>

***\*RESERVATIONS MUST BE MADE ON OR BEFORE FRIDAY, NOVEMBER 1, 2024.\****

KALAHARI RESORT AND CONVENTION CENTER  
1305 Kalahari Drive  
Wisconsin Dells, WI 53965

[www.kalahariresorts.com/wisconsin](http://www.kalahariresorts.com/wisconsin)



Scan to book your room!

# BOOTH & COMPANY INFORMATION



## BOOTH OPTIONS

### OPTION 1 - STANDARD - \$900

- 10' wide x 8' deep space
- Pipe and drape 8' back and 3' sides
- 1 skirted table and 2 chairs
- Company ID and booth number sign
- Wi-Fi
- Two attendees/staff included
- Breakfasts, Lunches, Receptions

### OPTION 2 - PREMIUM - \$1,000

- Premium booth location
- 10' wide x 8' deep space
- Pipe and drape 8' back and 3' sides
- 1 skirted table and 2 chairs
- Company ID and booth number sign
- Wi-Fi
- Two attendees/staff included
- Breakfasts, Lunches, Receptions

### OPTION 3 - END CAP - \$1,500

- 16' wide x 10' deep space
- Pipe and drape 8' back and 3' sides
- 2 skirted tables and 2 chairs
- Company ID and booth number sign
- Wi-Fi
- Two attendees/staff included
- Breakfasts, Lunches, Receptions

### ADDITIONAL BOOTH - \$500

- 10' wide x 8' deep space
- Pipe and drape 8' back and 3' sides
- 1 skirted table and 2 chairs
- Company ID and booth number sign
- Wi-Fi
- Breakfasts, Lunches, Receptions

## BOOTH CHOICE

Please provide 6 booth number choices in order of preference.  
*Note - this is only necessary if you are registering before August 1, 2024.*

You may also register for your booth online! Online registration and additional information available at [www.convention.mwfpa.org](http://www.convention.mwfpa.org).

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

IF POSSIBLE, please do not place my booth next to the following companies:

\_\_\_\_\_

\_\_\_\_\_

## Your Convention Show Guide Information

In order to maximize your company's visibility at the show, MWFP will provide a directory of exhibitors to attendees. To be included in the show guide, please list six of your company's business categories below and provide a brief company description in the space provided below. **MWFP reserves the right to edit any company description as needed to fit show guide requirements.**

### BUSINESS CATEGORIES:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### COMPANY DESCRIPTION:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## EXHIBIT HOURS\*

\*Subject to Change

TUES, DEC 3 - 5:00 - 6:30 pm  
WED, DEC 4 - 9:30 am - 4:00 pm  
THURS, DEC 5 - 9:30 am - 1:00 pm



# EXHIBITOR & BOOTH INFORMATION



## BOOTH ASSIGNMENT

Exhibiting is reserved for MWFP members whose associate member dues are current.

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

Please choose six (6) booth locations in order of preference. Those submitting booth registrations **by June 30, 2024** will be given top priority in booth location.

Those submitting booth applications **after June 30, 2024** will be assigned booth location on a first come/first served basis and on availability.

If multiple applications are received simultaneously, booth assignment preference will be given to members who have previously exhibited with MWFP.

*Please note: Show floor map is subject to change. There is no guarantee an exhibitor will have open space on either side of, or behind assigned booth.*

## EXHIBITOR MOVE-IN

### TUESDAY, DECEMBER 3

Move-In and Badge Pickup: 9:00 a.m.–4:00 p.m.

*Note: Large equipment must be moved in on this date.*

## YOUR PRODUCTS IN THE SPOTLIGHT!

### Exhibitor Preview Party/All Industry Reception:

5:00 - 6:30 p.m. on show floor. Exhibitors are not required to be stationed at booths during this time, but this is your opportunity to give attendees a preview of your products and services the day before the convention officially opens.

### WEDNESDAY, DECEMBER 4

Move-In 6:30 – 7:30 a.m. only

*No move-in allowed after 7:30 a.m.*

## EXHIBITOR MOVE-OUT

### THURSDAY, DECEMBER 5

Tear Down 1:00 – 6:00 p.m.

*No early tear downs allowed.*

## BOOTH REGISTRATION & BRANDING OPPORTUNITIES

- |  |          |
|--|----------|
| <input type="radio"/> Option 1 — Standard - \$900                      | \$ _____ |
| <input type="radio"/> Option 2 — Premium Standard - \$1,000            | \$ _____ |
| <input type="radio"/> Option 3 — End Cap - \$1,500                     | \$ _____ |
| <input type="radio"/> Additional Standard Booth - \$500                | \$ _____ |
| <input type="radio"/> *List my company as a Featured Exhibitor - \$100 | \$ _____ |
| <input type="radio"/> **Innovation Showcase (3 available) - \$250      | \$ _____ |
| <input type="radio"/> ***Big Prize Raffle: - \$450                     | \$ _____ |

**TOTAL \$**

**\*Be a Featured Exhibitor:** This will get you and your booth more recognition on our website and social media leading up to Convention!

**\*\*The Innovation Showcase** event on Thursday morning will be a series of mini sessions intended to showcase and demonstrate information and technologies available to food processors featuring MWFP Associate Member products and services.

**\*\*\*Big Prize Raffle:** Guarantee traffic to your booth! Exhibitors receive a large sponsor sign which will draw processors to your booth where they will receive a stamp to complete their playing card in order to win the Grand Cash Prize of \$2500, or a variety of other items which can include: TVs, electronics, outdoor gear, tools and more! Only 30 Big Prize Raffle sponsorships available!

## NAME & CONTACT INFO OF INDIVIDUAL LISTED IN OUR SHOW GUIDE (NOT Administrative/Show Contact)

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

# SPONSORSHIP OPPORTUNITIES



Gain more exposure at the MWFP Annual Convention by sponsoring an event or activity. MWFP will provide recognition of your support in the convention show guide, display signage at sponsored events, in the registration area, on the website and in social media. Sponsorships are available on a first come- first serve basis.

## EXCLUSIVE

- SOLD!** Keynote Presentation | Wed Morning - \$5,000
- SOLD!** Keynote Presentation | Wed Afternoon - \$5,000
  - ☐ Keynote Presentation | Thurs Morning - \$5,000
- SOLD!** Keynote Presentation | Thurs Afternoon - \$5,000
- SOLD!** Chairman's Reception - \$5,000
- SOLD!** Convention Show Guide - \$4,000
- SOLD!** Registration/Lanyard - \$4,000
  - ☐ Cigar Tent - \$4,000
- SOLD!** Processing Crops Breakfast - \$2,000
- SOLD!** Processing Crops Luncheon - \$2,500
  - ☐ Preview Party Entertainment - \$2,000
- SOLD!** Convention Tote Bag - \$1,500
- SOLD!** Beer Cups - \$1,000
- SOLD!** Wi-Fi - \$1,000
- SOLD!** Board of Directors Lunch - \$750
- SOLD!** Coffee Station | Wed Morning \$1,500
  - ☐ Coffee Station | Thurs Morning - \$1,500

## GENERAL

- 1 SOLD!** Beer & Wine Unwind - \$2,000 (X2)
  - ☐ All Industry Reception/Preview Party - \$1,000
  - ☐ Expo Cash Prize - \$1,000
- 1 SOLD!** Coffee Station | Wed Afternoon - \$500 (X3)
  - ☐ Coffee Station | Thurs Morning - \$500 (X3)
  - ☐ General Sponsor Gold Level - \$3000
  - ☐ General Sponsor Silver Level - \$2000
- 1 SOLD!** Bloody Mary Bar - \$1,500 (X2)
  - ☐ General Sponsor Bronze Level - \$500
- 1 SOLD!** Cigar Sponsorship - \$500 (X3)
  - ☐ Big Prize Raffle - \$450
- SOLD OUT!** Featured Exhibitor Listed on Website - \$100
  - ☐ Donate \$50 to the Annual Silent Auction
  - ☐ Donate \$100 to the Annual Silent Auction
  - ☐ Donate \$200 to the Annual Silent Auction
  - ☐ Donate \$250 to the Annual Silent Auction
  - ☐ Donate \$300 to the Annual Silent Auction
  - ☐ Donate \$350 to the Annual Silent Auction
  - ☐ Donate \$400 to the Annual Silent Auction
  - ☐ Donate \$500 to the Annual Silent Auction

## PAYMENT OPTIONS

Company Name \_\_\_\_\_  
Billing Contact \_\_\_\_\_  
**Checks:** Make check payable to: Midwest Food Products Assn.  
Amount \$ \_\_\_\_\_ Check # \_\_\_\_\_  
Mail to: Midwest Food Products Association 4600 American Pkwy.,  
Suite 210, Madison, WI 53718  
  
**Credit Card:** Visa, Mastercard, American Express  
Cardholder Name \_\_\_\_\_  
Credit Card Billing Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Card Number \_\_\_\_\_  
(or call us with card number 608-255-9946)  
Expiration Date \_\_\_\_\_ CVV No. \_\_\_\_\_  
Signature \_\_\_\_\_  
Date \_\_\_\_\_

## Billing or Administrative Contact for Booth/Event Logistics

*(Please Print)*

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Title \_\_\_\_\_  
Email \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_

The MWFP Member Scholarship Program is popular with our students! We were pleased to see many scholarship applications come in this year. Please consider donating an item or funds to the Silent Auction in support of the scholarship program so we can ensure its future success! Your company will be well recognized via an auction preview before the live event with donor recognition next to each item.



# EXHIBITOR CONTRACT & CONDITIONS



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

## INTENT

The guidelines in this document are intended to not distract from the other exhibitors' displays. If you have special needs for your display, please let us know and we will work to accommodate your request.

## BOOTH RESERVATIONS

Attending companies must be Association members in good standing. Booths will be assigned based on the order in which the application was received. If multiple applications are received simultaneously, booth assignment preference will be given to members who have previously exhibited with the Midwest Food Products Association.

## BOOTH REGISTRATION

Register online at <https://convention.mwfpa.org> or complete and return the registration page of this contract with full payment to [jamie.julian@mwfpa.org](mailto:jamie.julian@mwfpa.org), fax to 608-255-9838, or mail to: MWFP, 4600 American Pkwy., Suite 210, Madison, WI 53718.

## REFUND POLICY

There will be no refunds for cancellations or reduction of exhibit space after September 1, 2024.

## BOOTH AMENITIES

Booth space available is 10' wide by 8' deep or 16' wide by 10' deep end cap space. Each booth space will include back and side draping, a skirted table and two chairs, identification signage and two free exhibit company attendees. The exhibit hall is carpeted.

## ENHANCED LOAD-IN AND LOAD-OUT CAPABILITIES

- (2) Dedicated loading docks including 10'x14' doors
- (2) Drive-in doors with 16'x16' roll up doors

## EXHIBITOR SERVICE KIT/DECORATIONS

The Exhibitor Service Kit will be available on our website, [www.mwfpa.org/convention](http://www.mwfpa.org/convention), by August 1st. Please refer to the kit for any equipment and/or services you need to order.

## SET UP/TEAR DOWN

Exhibitors move-in/set-up is Tuesday, December 3 from 9:00 a.m. - 4:00 p.m. **Large equipment must move in on this date.**

Set-up is also allowed on Wednesday, December 4, from 6:30- 7:30 a.m. **only.** (NO large equipment can be moved in on December 4).

Tear down Thursday, December 5, 1:00 - 6:00 p.m.

**No early tear downs allowed.** *Failure to adhere to this timeline will result in loss of priority points.*

## 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 the Exhibitor Service Kit.

## STAFF ADMISSION

Two exhibitor attendee passes are included in each booth package purchased. Passes are not transferable. There is a \$125 charge for every exhibit company attendee over the two free per booth space. All attendee passes include the following: Wednesday breakfast & lunch, Thursday breakfast & lunch, refreshment breaks, admittance to all breakout sessions and receptions. ALL attendees, including those who attend free, **MUST** pre-register with American Tradeshow to obtain a name badge pass to enter all show areas. **Booth staff registration will be processed through American Tradeshow. You will receive an email invitation to register your staff, after purchasing your booth.**

## CHARACTER OF EXHIBITS

The MWFP Convention Committee, and MWFP staff or agents reserve the right to decline 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. No booth shall have a non member company featured, branded, or promoted absent permission from MWFP.

# EXHIBITOR CONTRACT & CONDITIONS

continued...



## LIABILITY

It is expressly understood and agreed between exhibitors, MWFP and the Kalahari Convention Center, Wisconsin Dells, WI that MWFP 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 MWFP, 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 MWFP as an additional insured, must be on file with MWFP 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 MWFP 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 MWFP.

The Kalahari Convention Center and MWFP 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 MWFP for any costs and expenses incurred as a result of the removal of property or enforcing this provision.

## AGREEMENT TO FOLLOW 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 and contained in the Exhibitor Service Kit provided by the Kalahari Convention Center, Wisconsin Dells, WI.

## MANAGEMENT DECISION

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

## CANCELLATION OF EXHIBITION

Right of MWFP Management: MWFP 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 MWFP Convention is held on different dates or at different locations than scheduled, MWFP 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 MWFP. It is further agreed that MWFP 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, Wisconsin, 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.