

**EXHIBITOR  
PROSPECTUS**

**ANNUAL  
CONVENTION  
&  
Processing  
Crops  
Conference**



**YOUR PRODUCTS  
IN THE SPOTLIGHT**

**NOVEMBER 30-DECEMBER 2, 2021**

**Kalahari Hotel & Convention Center ■ Wisconsin Dells WI**



Contact Information:

Midwest Food Products Assn  
4600 American Pkwy, Ste 210  
Madison WI 53718

(608) 255-9946 Direct  
(608) 255-9838 Fax

Inquiries:  
[jane.algiers@mwfpa.org](mailto:jane.algiers@mwfpa.org)

## Dear Exhibitor:

We are excited that your business is considering exhibiting at the Midwest Food Products Association's Annual Convention/Trade Show on November 30-December 2, 2021!

Your registration as an exhibitor gives you access to more than the trade show, including to the Processing Crops Conference, the All Industry Reception, the Chairman's Reception & Silent Auction, and all meals and refreshments. These events provide you a chance to network with processors and exhibitors in a relaxed and informal atmosphere.

Your company is an integral component of the 2021 MWFPA Convention/Trade Show. Your participation is one of the reasons attendees leave with innovative ideas and solutions to improve their company's productivity. You may leave with new customers and fresh leads.

It is our goal to provide a safe and productive show for exhibitors and attendees; therefore, we will be looking at every aspect of the show and be sure to address any health and safety concerns that exhibitors and attendees may have.

See you at the Kalahari!

A handwritten signature in black ink that reads 'Jason Culotta'. The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Jason Culotta  
MWFPA President

# BOOTH Information



## BOOTH OPTIONS

### OPTION 1 - \$800 per booth

- 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
- WiFi
- Two attendees
- Breakfasts, Lunches, Receptions

### OPTION 2 - \$1,400 per end cap

- 16' wide x 10' deep space
- Pipe and Drape 8' back and 3' sides\*
- 1 skirted table and 2 chairs
- Company ID and booth number sign
- WiFi
- Two attendees
- Breakfasts, Lunches, Receptions

### ADDITIONAL BOOTHS - \$500 each

- 10' wide x 8' deep space
- Pipe and Drape back and sides\*
- 1 skirted table and 2 chairs
- WiFi
- One attendee
- Breakfast, Lunch, Receptions

OPTION 1 - STANDARD BOOTH: A standard booth is 10 ft. x 8 ft. with 8-foot high back wall drape and 3-foot high sidewall drape.

OPTION 2 - END CAP BOOTH: A 16 ft. x 10 ft. space positioned on the end of the center rows. The standard booth side guidelines will apply.

INTENT: The guidelines 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.

We will be working closely with our service contractor, Valley Expo, on exhibit hall floor planning with exhibitors' and attendees' safety in mind. If floor layout needs to be modified we will contact exhibitors right away.

## BOOTH ASSIGNMENT

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

MWFPA 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 August 12, 2021 will be given top priority in booth location.

Those submitting booth applications after August 12, 2021 will be assigned booth location on a first come/first served basis and on availability.

Attending companies must be Association members. 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.

## EXHIBITOR MOVE-IN

### TUESDAY, NOVEMBER 30

Move-In and Badge Pickup: 8:00 a.m.–4:30 p.m.

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

### NEW IN 2021: YOUR PRODUCTS IN THE SPOTLIGHT!

Exhibitor Preview Party: 5:00-6:30 p.m. on show floor (Exhibitors are not required to be stationed at booths during this time.)

### WEDNESDAY, DECEMBER 1

Move-In 6:30–7:30 a.m. only

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

## EXHIBITOR MOVE-OUT

### THURSDAY, DECEMBER 2

Tear Down 2:00 p.m.–8:00 p.m.

No early tear downs allowed.

## Exhibit Hours

*Hours subject to change.*

TUESDAY, NOV 30

5:00-6:30 p.m.

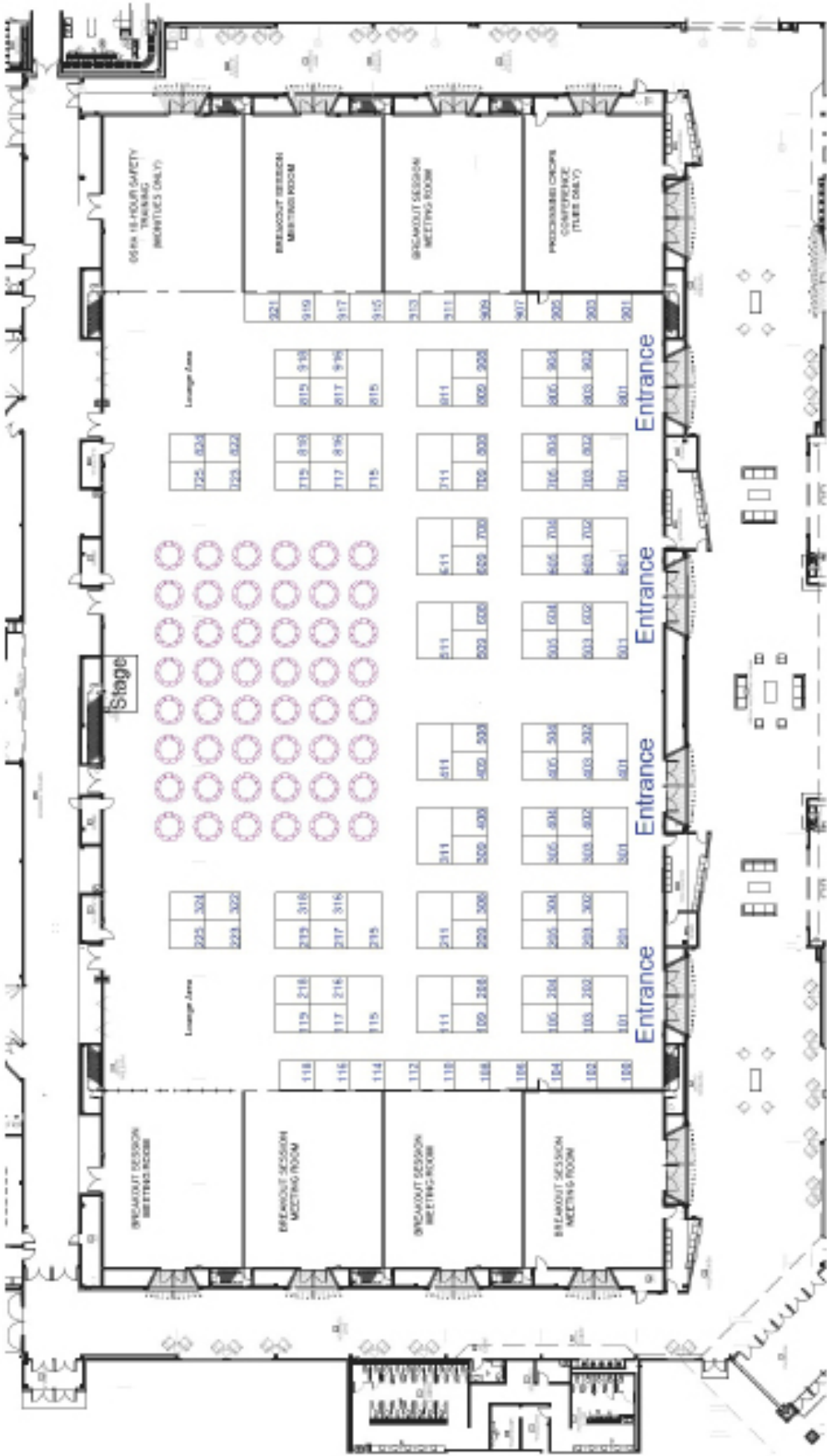
WEDNESDAY, DECEMBER 1

9:30 a.m.-4:00 p.m.

THURSDAY, DECEMBER 2

9:30 a.m.-1:00 p.m.

# FLOOR Plan



# BOOTH Selection



## BOOTH CHOICE

Please provide 6 choices in order of preference.

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

If possible, please do not place my booth next to the following companies:

\_\_\_\_\_  
\_\_\_\_\_

## CONVENTION SHOW GUIDE INFORMATION

In order to maximize your company's visibility at the show, MWFP will provide a directory of exhibitors to all attendees. To be included in the show guide, please list your company's business categories below and provide a company description (no more than 100 words) describing your company's products and/or services in the space provided below.

### Business Categories

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Name/contact information of who will be listed in the guide

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

### Company Description

\*\*\*

Please list my company as a Premium Exhibitor! Add description and logo on the convention website for an additional \$100. (Add to total on page 4)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# PAYMENT

## REGISTRATION & BRANDING OPPORTUNITIES

Option 1 — Standard Booth: \$800. We request \_\_\_\_\_ booth(s) x \$800 \$ \_\_\_\_\_

Option 2 — End Cap: \$1,400. We request \_\_\_\_\_ booth(s) x \$1,400 \$ \_\_\_\_\_

Add'l Booth — \$500. We request \_\_\_\_\_ booth(s) x \$500 \$ \_\_\_\_\_

Add'l Staff: # \_\_\_\_\_ additional booth staff x \$90 ea. \$ \_\_\_\_\_

\*Big Prize Raffle: \$400 (see below) \$ \_\_\_\_\_

\*\*Sponsorship Support (Refer to page 8) \$ \_\_\_\_\_

\*\*\*Digital Ad on convention website - \$100 (Refer to page 3) \$ \_\_\_\_\_

**TOTAL ALL FEES** \$

\*Big Prize Raffle: Guarantee traffic to your booth! Exhibitors receive a large Raffle Sponsor sign which will draw processors to your booth where they will receive a stamp to complete their raffle sheet in order to win the Grand Prize, TVs, iPads, and more! (21 participant maximum)

## PAYMENT

Company Name \_\_\_\_\_

Check — Make check payable to: Midwest Food Products Assn. Amount \$ \_\_\_\_\_ Check # \_\_\_\_\_

Mail to: MWFPA  
4600 American Pkwy., Suite 210, Madison, WI 53718

Visa  MasterCard  American Express

Credit Card — Fax to MWFPA at 608-255-9838  
Or call 608-255-9946 with your information, or mail to the address above.

Cardholder Name \_\_\_\_\_

Credit Card Billing Address \_\_\_\_\_

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

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV No. \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## BOOTH CONTACT (Please print)

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_

# REGISTRATION



Each booth purchase includes two booth staff passes, Wednesday and Thursday meals, access to all receptions and convention activities. Passes are not transferable, additional booth staff registration is \$90/each.

## EXHIBITOR REGISTRATION

(Please print) This information will be listed in the convention show guide.

1. Badge Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Mobile \_\_\_\_\_  
Email \_\_\_\_\_

2. Badge Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Mobile \_\_\_\_\_  
Email \_\_\_\_\_

## ADDITIONAL BOOTH STAFF

(Please print)

3. Badge Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Mobile \_\_\_\_\_  
Email \_\_\_\_\_

4. Badge Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Mobile \_\_\_\_\_  
Email \_\_\_\_\_



# EXHIBITOR Contract & Conditions

Exhibitors understand and agree that the MWFPFA 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.

## BOOTH RESERVATIONS

Attending companies must be Association members. 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.

## APPLY

Complete and return the registration page of this contract with full payment to [jane.algiers@mwfpfa.org](mailto:jane.algiers@mwfpfa.org), fax to 608-255-9838, or mail to: MWFPFA, 4600 American Pkwy., Suite 210, Madison, WI 53718.

## REFUND POLICY

There will be no refunds for cancellations or reduction of exhibit space after September 3, 2021.

## BOOTH INCLUDES

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, skirted table and two chairs, identification signage and two free exhibit company attendees. The exhibit hall is carpeted.

## EXHIBITOR SERVICE KIT/DECORATIONS

The Exhibitor Service Kit will be available on our website, [mwfpfa.org](http://mwfpfa.org)/convention-2021 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, November 30 from 8:00 a.m.-4:30 p.m. Large equipment must move in on this date. Set-up is also allowed on Wednesday, December 1, from 6:30-7:30 a.m. only. (NO large equipment can be moved in on December 1).

We've revised the schedule so that exhibitors can tear down one hour earlier from previous years. Tear down Thursday, December 2, 1:00-8:00 p.m. No early tear downs allowed. We ask that you adhere to this timeline.

## 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

## 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. For more information see the Exhibitor Service Kit.

## ADMISSION

Two exhibitor attendee passes are included in each booth package purchased. Passes are not transferable. There is a \$90 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 on the Exhibitor Attendee Registration form to obtain a name badge pass to enter all show areas.

## CHARACTER OF EXHIBITS

The MWFPFA Convention Committee, and MWFPFA 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.

## LIABILITY

It is expressly understood and agreed between exhibitors, MWFPFA and the Kalahari Convention Center, Wisconsin Dells, WI that MWFPFA 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 MWFPFA, 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 MWFPFA as an additional insured, must be on file with MWFPFA prior to exhibition move-in. Exhibitor is responsible for the exhibit space assigned and shall not injure, mar, or



# EXHIBITOR Contract & Conditions



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

judgment upon the award rendered by 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 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.

## 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 MWFPFA management concerning all matters pertaining to the administration and success of MWFPFA Convention, which are not specifically addressed in this contract or the Exhibit Service Kit.

## CANCELLATION OF EXHIBITION

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

## Accommodations

Rooms are available at the Kalahari for a discounted rate of \$125. To book a room, follow the link below:

<https://book.passkey.com/e/49979343>

**RESERVATIONS MUST BE MADE ON OR BEFORE SATURDAY, OCTOBER 30, 2021.**

KALAHARI RESORT AND CONVENTION CENTER  
1305 Kalahari Drive • Wisconsin Dells, WI 53965  
[www.kalahariresorts.com/wisconsin](http://www.kalahariresorts.com/wisconsin)

# SPONSORSHIP Options



## \*\* BRAND BOOSTING OPPORTUNITIES! \*\*

Gain more exposure at the MWFEPA Annual Convention by sponsoring an event or activity. MWFEPA 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 on a first come- first serve basis.

### BRANDING SPONSORSHIPS (exclusive)

Convention Show Guide	\$8,000	\$ _____
Convention Mobile App	\$7,500	\$ _____
Industry Lounge branded w/ your company name (2)	\$5,000	\$ _____
Lanyards	\$3,500	\$ _____
Registration Giveaway	\$ 1,000	\$ _____
WI-FI	\$ 1,000	\$ _____

### A LA CARTE SPONSORSHIPS

Wednesday Breakfast Keynote (2 Available)	\$5,000	\$ _____
Wednesday Lunch Keynote (2 Available)	\$5,000	\$ _____
Thursday Breakfast Keynote (2 Available)	\$5,000	\$ _____
Chairman's Reception (2 Available)	\$5,000	\$ _____
Cigar Bar	\$4,000	\$ _____
Preview Party Entertainment (Tuesday)	\$2,000	\$ _____
Beer & Wine (2 Available)	\$2,000	\$ _____
All Industry Reception (10 Available)	\$ 1,000	\$ _____
Expo Cash Prize (3 Available)	\$ 1,000	\$ _____
Board of Directors Lunch	\$ 500	\$ _____
Breaks	\$ 1,500 or \$500	\$ _____

- Exclusive Sponsorship: \$1,500/Partial: \$500
- Wednesday AM Coffee Station \_\_\_\_\_
  - Wednesday PM Break \_\_\_\_\_
  - Thursday AM Coffee Station \_\_\_\_\_

### GENERAL EVENT SPONSORSHIPS

Platinum	\$5,000	\$ _____
Gold	\$3,000	\$ _____
Silver	\$1,000	\$ _____
Bronze	\$ 500	\$ _____

**TOTAL** \$  Add this amount to the total due on page 4.

# A MESSAGE About Covid-19

## Our Commitment to Clean

MWFPA is preparing an experience where all individuals on-site, attendees, speakers, staff and venue personnel remain safe, healthy and comfortable throughout the event. The health and safety of our members is our top priority.

We are monitoring the COVID-19 status and are in communication with the team at the Kalahari. Please visit the Centers for Disease Control and Prevention for recommendations on how to protect yourself against COVID-19.

### Before Leaving Home

- Follow relevant guidance provided by the World Health Organization (WHO), or your local health authority.
- Evaluate your own health and that of people you are in close contact with; contact the meeting/event organizers if you have concerns.
- Stay home if you are experiencing any of these symptoms: temperature over 100.4F, loss of taste or smell, cough, runny nose, sore throat, muscle aches, headache.

### On-site During the Event

- Follow guidance from your local health authority, for everyday preventive actions to help prevent the spread of respiratory viruses including:
  - Washing hands often with soap and water for at least 20 seconds. or an alcohol-based sanitizer with at least 60% alcohol.
  - Avoiding touching eyes, nose, and mouth with unwashed hands.
  - Covering your nose and mouth when coughing or sneezing. Throw used tissues in the trash.
  - Cleaning and disinfecting frequently touched objects and surfaces using a regular household cleaning spray or wipe.
- When required, agree to always wear a mask in all areas of the hotel, including the meeting room. You are encouraged to bring your own masks.
- When required, adhere to social distance protocols put in place and respect others' personal space.
- Hand sanitizer stations will be positioned throughout the hotel and our meeting space.
- Notify MWFPA staff immediately if you feel unwell or are experiencing flu-like symptoms. Should you exhibit Covid-19 symptoms or test positive over the meeting dates, you will not be allowed to attend the meeting. Any additional expenses you may incur to quarantine or return home will be your responsibility.

### Post-event

If you test positive for COVID-19 up to 14 days after returning home, please contact MWFPA staff to advise them of your situation.