EXHIBITOR
PROSPECTUS

MWFP
Midwest Food Products Association, Inc.

Kalahari
RESORTS & CONVENTIONS

118th Annual
MWFP
2023 CONVENTION
Nov. 28-30, 2023
Wisconsin Dells

November
28 - 30, 2023
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 2023 to be held on November 28 - 30 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. Your company is an integral component of the 2023 MWFPA 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 November!

Jason Culotta
MWFPA President
American Tradeshow Booth Staff and Attendee Registration

Exhibitor Staff Registration
Booth registration will be available starting July 1. 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 our show site at www.convention.mwfpa.org.

General Attendee Registration
General Convention registration will be available starting August 15th. This is available to any individual attending the show who is not directly employed by a MWFPA member company that is exhibiting in 2023.

A link and instructions for general registration will be available at www.convention.mwfpa.org.

Valley Expo Displays
MWFPA 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 the show site, convention.mwfpa.org for a link to the full exhibitor kit. Ordering online may be accomplished at www.valleyexpodisplays.com.

Accommodations
Rooms are available at the Kalahari for a discounted rate of $134. To book a room, follow the link below:

https://book.passkey.com/e/50532031

RESERVATIONS MUST BE MADE ON OR BEFORE SATURDAY, OCTOBER 28, 2023.

KALAHARI RESORT AND CONVENTION CENTER
1305 Kalahari Drive
Wisconsin Dells, WI 53965
www.kalahariresorts.com/wisconsin

Scan to book your room!
BOOTH 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
- 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
- 1 skirted table 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 ASSIGNMENT

Exhibiting is reserved for MWFPA 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 July 31, 2023 will be given top priority in booth location.

Those submitting booth applications after July 31, 2023 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 the Midwest Food Products Association.

EXHIBITOR MOVE-IN
TUESDAY, NOVEMBER 28
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, NOVEMBER 29
Move-In 6:30 – 7:30 a.m. only
No move-in allowed after 7:30 a.m.

EXHIBITOR MOVE-OUT
THURSDAY, NOVEMBER 30
Tear Down 1:00 – 6:00 p.m.
No early tear downs allowed.

EXHIBIT HOURS*
*Subject to Change

TUES, NOV 28 - 5:00 - 6:30 pm
WED, NOV 29 - 9:30 am - 4:00 pm
THURS, NOV 30 - 9:30 am - 1:00 pm
BOOTH CHOICE

Please provide 6 booth number choices in order of preference. Note - this is only necessary if you are registering before August 1, 2023. You may also register for your booth online! Go to this website and follow these instructions to register. Online registration and additional information available at www.convention.mwfpa.org.

1. _______  4. _______
2. _______  5. _______
3. _______  6. _______

IF POSSIBLE, please do not place my booth next to the company or companies below:

______________________________________________
______________________________________________

Your Convention Show Guide Information

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

BUSINESS CATEGORIES:

________________________________________
________________________________________
________________________________________

Company Description:

CIRCLE ONE:  YES  NO Please list my company as a Featured Exhibitor! $100 charged with booth fee. Place my logo on the convention website in a "Featured Exhibitor" area (Added to total on page 5)

______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

Name/Contact Info of Individual Listed in the Guide (NOT Administrative/Show Contact)

Name ___________________________________________ Title ____________________________
Address __________________________________________
City __________________ State ______ Zip ___________
Phone ___________________________________________
Email ___________________________________________
SPONSORSHIP OPPORTUNITIES

Gain more exposure at the MWFPA Annual Convention by sponsoring an event or activity. MWFPA 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.

BRANDING SPONSORSHIPS (Exclusive)

- Convention Show Guide - $4,000
- Cigar Bar - $4,000
- Registration/ Lanyards - $4,000
- Bloody Mary Bar - $1,500 (not exclusive) / $3,000 (exclusive)
- Processing Crops Conference Luncheon - $2,500
- Convention Tote Bag - $1,250
- Wi-Fi - $1,000
- Chairman's Reception - $5,000
- Beer & Wine (2 Available) - $2,000
- All Industry Reception - $1,000
- Processing Crops Conference Luncheon - $1,500
- Breaks: - $500 (not exclusive) / $1,500 (exclusive)
  - Wednesday AM Coffee Station
  - Wednesday PM Break
  - Thursday AM Coffee Station

A LA CARTE SPONSORSHIPS

- Wednesday Breakfast Keynote - $5,000
- Wednesday Lunch Keynote - $5,000
- Thursday Breakfast Keynote - $5,000
- Thursday Lunch Keynote - $5,000
- Chairman's Reception - $5,000
- Beer & Wine (2 Available) - $2,000
- All Industry Reception - $1,000
- Expo Cash Prize - $1,000

General Event Sponsorships

- Platinum - $5,000
- Gold - $3,000
- Silver - $2,000
- Bronze - $500

TOTAL $
BOOTH & SPONSORSHIP OPTIONS

REGISTRATION & BRANDING OPPORTUNITIES

Option 1 — Standard Booth - $900
Option 2 — Premium Standard - $1,000
Option 3 — End Cap - $1,500
Add'l Standard Booth - $500
List my company as a Featured Exhibitor - $100
*Innovation Showcase (4 available) - $250
**Big Prize Raffle: $450 (see below)
***Digital Ad on convention website - $100
****Buy 1 or more Silent Auction Items for me @ a value of $________

$________
$________
$________
$________
$________
$________
$________
$________

TOTAL $

*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 MWFPA Associate Member products and services.

**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 Cash Prize, TVs, electronics, outdoor equipment and gear, tools and more! Only 29 Big Prize Raffle sponsor spots available!

**** The MWFPA 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.

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/Administrative Contact for Booth/Event Logistics (Please Print)
Name_________________________________________
Company_______________________________________
Title __________________________________________
Email __________________________________________
Address _________________________________________
City __________________________ State___________ Zip_________________
Phone______________________________
EXHIBITOR CONTRACT & CONDITIONS

Exhibitors understand and agree that the MWFPA 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 after July 31, 2023. 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, fax to 608-255-9838, or mail to: MWFPA, 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, 2023.

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, 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, mwfpa.org/convention-2023 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, November 28 from 9:00 a.m.-4:00 p.m. Large equipment must move in on this date. Set-up is also allowed on Wednesday, November 29, from 6:30-7:30 a.m. only. (NO large equipment can be moved in on November 29).
Tear down Thursday, November 30, 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 MWFPA Convention Committee, and MWFPA 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 MWFPA.
EXHIBITOR CONTRACT & CONDITIONS

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.

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

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, 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.