



MARCH 28-30, 2023 | SIOUX FALLS, SD

**CENTRAL PLAINS DAIRY ASSOCIATION
2023 Expo
Exhibitor Registration Packet**

March 28-30, 2023

Central Plains Dairy Expo Management

126 W Main St.

New Prague, MN 56071

(952) 758-2485

Website: www.centralplainsdairy.com

Contact: Renee Brod

E-mail: renee@centralplainsdairyexpo.com

Event Location

Denny Sanford Premier Center

1201 Northwest Ave.

Sioux Falls, SD 57104

(605) 367-7288



Why
CPDE?



Exhibitor
Information



Star
Sponsorships



Booth
Application



Membership
Application



Exhibitor
Insurance



Show
Magazine



Sponsorship
Information

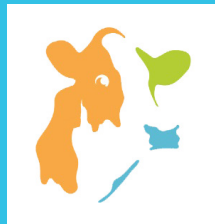


Central Plains
Dairy Foundation



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www.centralplainsdairy.com



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WHY CENTRAL PLAINS DAIRY EXPO?

Who hosts the Central Plains Dairy Expo?

The Central Plains Dairy Expo is hosted by the Central Plains Dairy Association with cooperation from the Central Plains Dairy Foundation.

Who will you meet at the CPDE?

Average attendance: 4,000

60% producers (largely made up of the owners and herd managers)

30% exhibitors

10% allied industry

2022 Expo data:

Attendance: 2,407

55% producers (largely made up of the owners and herd managers)

37% exhibitors

8% allied industry

Producer Demographics:

31% MN, 30% SD, 21% IA, 5% WI, 5% NE

Allied Industry Demographics:

23% outside of the CPDE Regions

21% WI, 20% SD, 18% MN, 12% IA, 5% NE

Dairy producers who attend CPDE are leaders, decision makers, owners and managers. They are progressive in their business assessments and buying decisions. They understand the importance of technology in today's business.

IMPORTANT DATES

October 10-18, 2022 - CPDE will have limited staff in the office

October 28, 2022 - Exhibitor booth applications due

November 18, 2022 - Sponsorship commitment due

December 9, 2022 - Expo Show Magazine ad due

December 9, 2022 - Submit your new product press release online

December 9, 2022 - Speaker information due

for 5-Star sponsorship booths

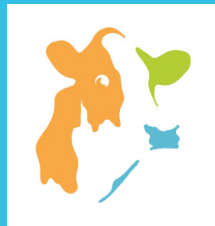
January 20, 2023 — Full payment due

March 1, 2023 — Certificate of liability insurance coverage due

***** If you have questions please email
renee@centralplainsdairyexpo.com or call (952) 758-2485
and she will get back to you as soon as possible. *****



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BOOTH RENTAL

Booth Rental Includes:

- A standard booth size is 10' x 10'
- 8' high rear drape
- 3' high side drapes
- One standard 8' skirted table
- Two standard chairs
- A 7" x 44" booth company identification sign
- Listing in the Expo Magazine and Show Floor map
- Visibility in the conference mobile app

Booth Rental DOES NOT Include:

- Additional tables and chairs
 - Electricity
 - Other furniture
 - Additional items can be rented through the Denny Sanford Premier Center Complex.
- Find their exhibitor form at: <https://bit.ly/DennySanford2023SFCCExhibitorPacket>

Electricity and Other Services:

Order electricity, specialty height tables and chairs, and other items from the Denny Sanford Premier Center Event Services Department. To order these items and to order special services such as hanging a banner, [click here](#) for the Sanford Exhibitor Packet. There is a discount for ordering specialty equipment 10 or more days before move-in. However, you can also order products and services on Tuesday, March 28, at the Event Services desk, which is located at the back of the Convention Center.

***** Please note that the Denny Sanford Premier Center will no longer have carpet for rent. This will need to be ordered by a different vendor you use. *****

With questions please contact Event Services at (605) 367-7288 or email them at ExhibitorServices@premier-center.com.

EXHIBITOR AGENDA

Show Hours:

Wednesday, March 29: 8:30 a.m. - 5:00 p.m.

Thursday, March 30: 8:00 a.m. - 3:00 p.m.

Set Up Hours:

Monday, March 27: 8:00 a.m. - 3:00 p.m. (large equipment as assigned)

Tuesday, March 28: 8:00 a.m.-3:00 p.m.

Tear Down Hours:

Thursday, March 30: 3:00 p.m. - 8:00 p.m.

Friday, March 31: all equipment from parking lots must be removed by 10:00 a.m.

Move-In and Move-Out Information:

Specific move-in times for larger booths and equipment will be assigned after all booths are assigned. This information will be distributed to exhibitors with the booth map via email in February. All small booth move in will happen on Tuesday, March 28, 2023, from 8:00 a.m. -3:00 p.m. Only Sanford Center staff are allowed to operate forklifts. There will be forklifts available for move-in and move-out. Power washers will be available in the bay areas of both the Convention Center and the Arena. Exhibitors who move-out prior to 3:00 p.m. on Thursday, March 30, 2023, when the trade show closes will not be invited back to the following Expo.

All confirmed exhibitors will need to register their booth staff via the online attendee registration portal, once you have been confirmed for the 2023 CPDE. Visit www.centralplainsdairy.com for the badge registration link.

ST★R Sponsorships

★★★★★ Five Star Booth Benefits

- Premium booth location
- Twelve exhibitor badges included
- Speaker session (Speakers should provide valuable information relatable to all dairy producers attending the Expo. Each speaker will have a session room for 60 minutes, once on Wednesday and once on Thursday.) Speaker bio, photo, job title and topic description will be due to CPDE by December 9, 2022. Topics of interest: nutrition, calf care, labor issues, niche market opportunities, legislative/regulatory topics, farm business, genetics, consumer relations, cow care, technology, economics and sustainability.
- Recognition in mobile app, show daily, Show Magazine, Dairy Star listing and CPDE digital marketing
- Additional listing of speaker session on social media, tile logo in EMOOs monthly newsletter

★★★★ Four Star Booth Benefits

- Premier booth location
- Ten exhibitor badges included
- Recognition in mobile app, show daily, Show Magazine, Dairy Star listing and CPDE digital marketing

★★★ Three Star Booth Benefits

- Premier booth location
- Eight exhibitor badges included
- Recognition in mobile app, show daily, Show Magazine, Dairy Star listing and CPDE digital marketing

★★ Two Star Booth Benefits

- Premier booth location
- Seven exhibitor badges included
- Recognition in mobile app, show daily, Show Magazine, Dairy Star listing and CPDE digital marketing

★ One Star Booth Benefits

- Premier booth location
- Five exhibitor badges included
- Recognition in mobile app, show daily, Show Magazine, Dairy Star listing and CPDE digital marketing



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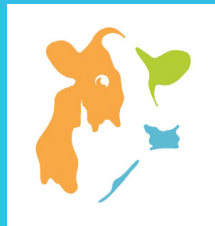
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CENTRAL PLAINS DAIRY EXPO EXHIBITOR BOOTH APPLICATION*Exhibitor Booth forms due via mail or email by October 28, 2022*

Company Name _____

Address _____

City _____

State _____

Zip _____

Contact Person _____

Email _____

Phone _____

*I want the same booth space and same star sponsorship I had in 2022 (if applicable) _____**Any special requests or changes?* _____**REGULAR EXHIBIT SPACES***Includes 4 exhibitor badges*

Size	Cost	# of Booth Spaces	Total Cost
Standard 10' x 10' Booth	\$650	X	=
Tabletop 5' x 8' Booth in corridor	\$325	X	=
Outside Lot Space 10' x 18'	\$325/free w/ inside booth	X	=

SPONSORSHIP EXHIBIT SPACES*All sponsorship spaces come with ONE 10' x 10' Booth and priority booth placement.*

Size	Cost	Additional # of desired 10'x10' booths	Total Cost
1-Star Booth Location	\$950	+ (_____ x \$650)	=
2-Star Booth Location	\$1,400	+ (_____ x \$650)	=
3-Star Booth Location	\$2,100	+ (_____ x \$650)	=
4-Star Booth Location	\$3,000	+ (_____ x \$650)	=
5-Star Booth Location	\$6,000	+ (_____ x \$650)	=

EXHIBITOR TERMS:

*Full payment is due on or before January 20, 2023. A certificate of insurance is required. Please make sure your insurance company has the updated address of CPDE. **Application or payment sent does not guarantee a booth. Notification of confirmation will come in a separate email.***

CANCELLATIONS:

Requests for booths may be canceled by written notice to the CPDE staff provided that notice is received by January 1, 2023. If a space is canceled after January 1, 2023, 50% of payment will be returned. Cancellations made after February 1, 2023, will not receive a refund. It is agreed that if, for any cause that arises beyond the control of CPDE or where it serves the best interest of CPDE, it becomes necessary to move an exhibitor to a different location, this will be made at the discretion of CPDE and the exhibitor will be notified of such move.

Authorized Signature: _____ Date: _____

CREDIT CARD AUTHORIZATION*All credit card payments will be subject to a \$10.00 processing fee*

Card Number _____

Exp. Date: _____ Security Code: _____

Address on the card: _____

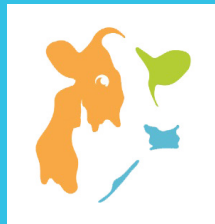
Card Holder Name: _____

Signature: _____

Please return this form with your Exhibitor Registration to CPDE

or email renee@centralplainsdairyexpo.com

DO NOT SEND CHECK PAYMENT AT THIS TIME! You will be invoiced for all charges.



Become a CPDE Member

Prospective customers have a quick and easy way to find industry suppliers they need.
Monthly promotion to our attendees on social media, promotion to CPDE newsletter audience.

CPDE MEMBERSHIP DUES

ALL EXHIBITORS MUST BE MEMBERS. View the Membership Directory [here](#).

Size	Cost	Total Cost
Individual (list one person from your company)	\$150	=
Corporate (list up to 10 people from your company)	\$350	=
ADDITIONAL PROMOTIONAL OPPORTUNITIES FOR MEMBERS		
Add your logo to your membership listing	\$150	=
Add PDF to your membership listing	\$100	=
Add a video to your membership listing	\$100	=

MEMBERSHIP INFORMATION NEEDED FOR CPDE ONLINE DIRECTORY

Keep my information the same as last year (View your listing [here](#)) _____ YES _____ NO

Company Name

Address

City

State

Zip

Website

Email

Phone

CONTACTS TO BE LISTED ON ONLINE DIRECTORY

Name	Email	Phone
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Company Description for Member Listing:

Industry Category (Check all that apply):

☐ Animal Health

☐ Buildings

☐ Business Mgmt/Consulting

☐ Communications

☐ Education & Research

☐ Energy

☐ Equipment

☐ Farm Supplies

☐ Feed

☐ Financial Services

☐ Genetics

☐ Media

☐ Milk Processors

☐ Nutrition

☐ Organizations/Government

☐ Pharmaceutical

☐ Professional Services

☐ Seed

☐ Technology

☐ Utilities

Please return this form with your Exhibitor Booth Form to CPDE or email renee@centralplainsdairyexpo.com



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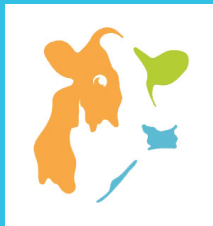


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Exhibitor Insurance

Exhibitors are required to provide a certificate of liability insurance and must name **Central Plains Dairy Expo** as additional insureds with the policy effective date through March 31, 2023. Coverage must be for comprehensive general liability insurance of at least \$1,000,000.00 per bodily injury and \$1,000,000.00 for property damage for each occurrence and must be in full compliance with Worker's Compensation.



SAMPLE CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

Current Date

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Vendor's Insurance Agent	CONTACT NAME: PHONE (A/C, No, Ext): FAX (A/C, No): E-MAIL ADDRESS: INSURER(S) AFFORDING COVERAGE INSURER A: ABC Insurance Company INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:	NAIC #
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COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC OTHER:	Y	Y				EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMPIOP AGG \$ \$
	<input type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	<input type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input type="checkbox"/> N/A					PER STATUTE OTHER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

2021 U.S. Custom Harvesters Convention in Des Moines, IA

Commercial General Liability shall include U.S. Custom Harvesters, Inc. as an additional insured on a primary and noncontributory basis.

Commercial General Liability shall include a waiver of subrogation in favor of U.S. Custom Harvesters, Inc.

Commercial General Liability shall include General Aggregate on a Per Location basis.

CERTIFICATE HOLDER Central Plains Dairy Expo 126 W Main St New Prague MN 56071	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE Vendor's Insurance Agent signature
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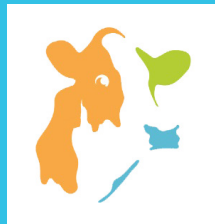
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ACORD 25 (2016/03)

The ACORD name and logo are registered marks of ACORD



#CPDE2023



Book your ad space in the official 2023 Show Magazine today!

Don't miss having your company advertisement in this 4-color, glossy Expo Show Magazine! This indispensable guide to all things CPDE gets mailed to more than 4,000 producers in the dairy industry in Iowa, Minnesota, Nebraska, North Dakota, South Dakota and western Wisconsin, approximately two weeks prior to the show.

Please return this form with your Exhibitor Registration to CPDE or email renee@centralplainsdairyexpo.com

Size on page	Dimensions of Ad	Cost	We would like this option! (Check all that apply)
1/8 page	3 3/8" w x 2.5" h	\$500	
1/4 page	3 3/8" w x 4 7/8" h	\$600	
1/3 page	5 1/4" w x 5 1/2" h	\$800	
1/2 page	7 3/8" w x 4 7/8" h	\$900	
3/4 page	7 3/8" w x 7" h	\$1,250	
1 full page	7 3/8" w x 10" h	\$1,550	
2 page spread	16 1/2" w x 11" h	\$2,800	
1/2 page back cover	7 3/8" w x 4.625" h	\$1,900	
1 page, inside front	7 3/8" w x 10" h	\$1,900	
1 page, page #3	7 3/8" w x 10" h	\$1,900	
1 page, inside back cover	7 3/8" w x 10" h	\$1,900	

All ad artwork is due to renee@centralplainsdairyexpo.com by December 9, 2022.

1/2 Page = \$900 4 7/8 w x 7 3/8 h	3/4 Page = \$1,250 7 w x 7 3/8 h
1/3 Page = \$800 5 1/4 w x 5 1/2 h	
1/4 Page = \$600 3 3/8 w x 4 7/8 h	
1/8 Page = \$500 3 3/8 w x 2.5 h	

File types should
be high resolution
jpg or pdf file
formats.

Ad rates are for
full color or black
and white.

New Product Press Release

Does your company have a new or recent product or service you will be exhibiting or talking about at the Central Plains Dairy Expo? Submit a short press release on our website about it and we will put it in the Expo Show Magazine for free. You can also include a photo of your featured product. If you don't have a photo, send your logo. Go to <https://www.centralplainsdairy.com/product-press-release-form/> to submit your request by December 9, 2022.



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SPONSORSHIPS

Welcome Reception Sponsorships, Tuesday, March 28, 2023, 5:00 PM

Dairy Industry Moover Sponsors \$5,000

- Includes playing a 2-3 minute video at the Welcome Reception, supplied by sponsor
- Up to 2 reserved tables for the Welcome Reception if desired
- Promotion opportunities include PowerPoint slide, Show Magazine recognition, website listing, EMOOs listing

Herd Leader Sponsors \$3,000

- Includes up to 2 reserved tables for the Welcome Reception if desired
- Promotion opportunities include PowerPoint slide, Show Magazine recognition, website listing, EMOOs listing

Milk Master Sponsors \$1,000

- Includes 1 reserved table for the Welcome Reception, if desired
- Promotion opportunities include PowerPoint slide, Show Magazine recognition, website listing, EMOOs listing

Prayer Breakfast Sponsorships, Wednesday, March 29, 2023, 6:15 AM – 8:30 AM

We are very excited to continue this prayerful and inspirational piece as part of the CPDE. This year the Ag Prayer Breakfast will be held on Wednesday, March 29, 2023. As in the past, we would appreciate your support for this great event.

Here are a few highlights for 2023:

- The Prayer Breakfast is free to all attendees.
- Tables will have 10 seats and bleacher seating will be available.
- Sponsors will have the option of reserving tables at the breakfast if they would like.
- Attendees will enjoy a delicious breakfast with all the dairy fixings.
- Doors open at 6:15 a.m., program beginning at 7:00 a.m.
- Tim Lovelace will be speaking at this event. Tim's passion for life is contagious and effectual.

All sponsors donating \$500 or more will receive recognition at the event with signage on the stage at the Prayer Breakfast, in the program, in the Expo Show Magazine, in the Dairy Star and on a huge poster displayed during the whole two days of Expo.

In-kind sponsorships and donations

We are so grateful for all the dairy donations for our Expo! At CPDE 2022 attendees were graced with all these dairy products for free!

- More than 1,500 grilled cheese sandwiches
- 700 half pints of milk
- 300 various flavored yogurts
- 1,800 assorted ice cream novelties
- 84 gallons of ice cream
- AND 700 pounds of cheese!

Some of these items are donated and some have to be purchased by the Expo. If your company has any in-kind dairy product you would like to donate please contact Renee at renee@centralplainsdairyexpo.com. Additional ideas for the dairy bar may be (but are not limited to) cheese sticks, cheese curds, pretzels and cheese sauce, promotional plates, bowls, napkins, cups or plasticware. We would be happy to have a conversation about how best to incorporate these or any other items you have in mind.

All sponsors will receive mention in the Expo Show Magazine, on the CPDE website and on-site at the event. Increase your business's exposure by having your support and sponsorship recognized with any of these branding sponsorship opportunities.

First right of refusal will be given to sponsors that have actively sponsored the last Expo and reserved their sponsorship by November 18, 2022.



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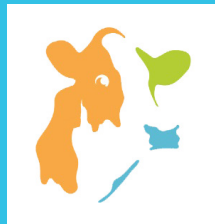
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SPONSORSHIPS

NEW FOR CPDE 2023!! ED (EDUCATION) SHED

The Expo Arena Ed Shed gives you another opportunity to increase your exposure and share your message! Exhibitors and sponsors may reserve 25 minutes during Expo Hall open hours. This is your time – outside your booth – to educate attendees and promote your products/services. (Please note that all booths must be staffed during Expo Hall hours.) A sound system, TV screen and HDMI cord will be available to support your presentation. Please bring any dongles that you may need for compatibility to HDMI.

Ed Shed presentations appear in the online schedule and mobile app so attendees can add your session to their personal schedules. This is a great opportunity to demo a new product, pitch benefits of new services and gather prospective dairy attendees names. Promote your session by having a drawing or giving away coupon discounts.

Fee: \$1,000 per 25-minute presentation. Receive 25% off when you reserve by December 9, 2022.

DIGITAL SPONSORSHIP OPPORTUNITIES

Facebook and Instagram will be the social platforms used. Company profiles will be tagged in social posts and company websites can be linked at the sponsor's request.

Sponsors are responsible for providing all ads and digital assets in a camera-ready format.

EMOOS NEWSLETTER	Cost	We Are Interested!
Banner Ad (600 x 150 pixels)	\$200	
Tile Ad (160 x 150 pixels)	\$50	
In Text Ad (450 x 350 pixels)	\$100	
Video Ad (2 minutes or less)	\$100	
SOCIAL MEDIA		
Company Spotlight Post	\$125/post	
New Product Release Shout Out	\$200/post	
Expo Booth Preview	\$150	
Video Clip	\$100	
CPDE ONLINE MEMBERSHIP DIRECTORY ENHANCEMENTS		
Company Logo	\$150	
PDF File (2 page limit)	\$100	
Additional PDF pages	\$50/page	
Video Clip (2 minutes or less)	\$100	

Sponsors desiring on-site branding are encouraged to use Fox Printing in Sioux Falls, S.D. They are the preferred vendor of the Denny Sanford Premier Center for all printing and event branding. They can be reached at (605) 275-4700 or by emailing Krista Martinson krista@foxprintsd.com.

*** No floor signs are allowed in any of the buildings. No unauthorized sign hanging is allowed outside of your booth square footage or the ceiling above your booth, unless purchased through the sponsorships.***

Public Service Announcement!

CPDE does not sell or release the Expo attendee list to anyone. If you receive an email solicitation telling you otherwise, it is a scam!



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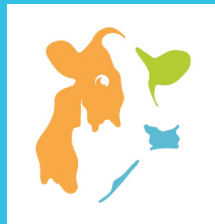
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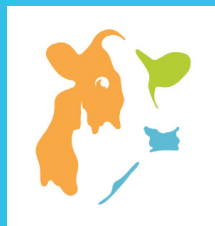


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SPONSORSHIPS

Welcome Reception Sponsorships	Cost	We Are Interested!
Dairy Industry Moover	\$5,000	
Herd Leader	\$3,000	
Milk Master	\$1,000	
Tuesday night (3/28/23) reserved table for 10	\$350/table	
On-site Branding Opportunities Pricing DOES NOT include production costs		
Ed shed	\$1,000	
Registration computer/Ipad splash screens	\$3,000	
<u>Premier Center</u>		
Outside banners	\$500	
Great wall 12' x 9'	\$1,000	
Steps to second level	\$500	
Exterior windows (16 available)	\$300 each	
<u>Convention Center</u>		
Ballroom one doors (2 available)	\$350 each	
Exhibit hall one doors (6 doors available)	\$350 each	
Exhibit hall two doors (2 doors available)	\$350 each	
Entrance pillar wraps (2 available)	\$350 each	
Restroom audio	\$700	
Restroom mirror bottom border	\$400	
Hallway pillar wraps (10 available)	\$300 each	
Hanging banners above your booth	\$500 each	
Hanging banners in center hallway (8 available)	\$300 each	
<u>Arena</u>		
Entrance pillars	\$350 each	
Between door posters	\$300	
Foyer ticket windows	\$700	
Hospitality area wall wrap 23' x 14'	\$650	
Second level glass panels	\$150 each	
Railing banners	\$100 each	
Restroom mirror bottom border	\$400	
On-site Branding Opportunities at Sheraton Sioux Falls & Convention Center		
Hotel column wraps (11 available)	\$450 each	
Walkway windows to and from Arena 70" x 34" (15 available)	\$450 each	
Banners hanging off 2nd floor 3' x 5'	\$450	
Hotel front doors	\$700 each	
Additional Opportunities		
Branded lanyards (sponsor provided) 4,000 quantity	\$1,500	
Doughnut sponsor	\$400	
Coffee station sponsor (4 available)	\$600 each	
Wine and cheese social sponsor (6 available)	\$1,500 each	
Welcome Reception appetizer sponsor (6 available)	\$1,500 each	
Pancake breakfast	\$2,000	
Mobile app banner ads (15 available)	\$1,000 each	
Push notification via mobile app (5 available)	\$350 each	
Wednesday morning Prayer Breakfast (3/29/23) sponsor	\$500	
Badge scanning/lead capture	TBD	



Why
CPDE?



Exhibitor
Information



Star
Sponsorships



Booth
Application



Membership
Application



Exhibitor
Insurance



Show
Magazine



Sponsorship
Information



Central Plains
Dairy Foundation



SUPPORT THE CENTRAL PLAINS DAIRY FOUNDATION!

Silent Auction & Beer Garden At the Central Plains Dairy Expo

Consider donating auction items for the CPD Foundation auction!

Auction items will be on display both days during the Expo. Producers, exhibitors and other dairy industry attendees may view the items you donate for more than two days! Your donation will help provide funding for the many great programs and scholarships CPDF provides right here in the Central Plain's region.

Click [here](#) to see the Central Plains Dairy Foundation's initiatives.

Auction Item Ideas:

Farm supplies or services, feed, tools, collectibles, paintings, experiences, gift cards, gift baskets, cheese baskets, vacation packages and hunting packages.

To donate, please contact CPDF:

(605) 412-8403 or

info@centralplainsdairyfoundation.org

Items can be dropped off at the CPDE Show Office on Monday, March 27, and Tuesday, March 28, 2023.

We would be honored to donate an item to the 2023 CPDF auction!			
Auction Item #1		Approx. \$ Value	
Auction Item #2		Approx. \$ Value	
Auction Item #3		Approx. \$ Value	
If you would like to fill out an electronic donation form, please click here .			

The Beer Garden will be conveniently located between the Convention Center and Arena, so you won't have to miss out on the action to grab a drink. Servers will be pouring 16-ounce tap beers for \$8. Have you noticed that beer tastes better when it's poured for a good cause?

To make this event even more fun, we've cut out the need to buy tickets in person. Check out our convenient online purchasing [here](#). We encourage you to go online and purchase tickets for you and your friends. **The more you buy, the more you save.**



#CPDE2023