



MARCH 19-21, 2024 | SIOUX FALLS, SD

**CENTRAL PLAINS DAIRY ASSOCIATION
2024 Expo
Exhibitor Registration Packet**

March 19-21, 2024

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

www.centralplainsdairy.com



Why CPDE?



Exhibitor Information



Star Sponsorships



Booth Application



Membership Application



Exhibitor Insurance



Show Magazine



Sponsorship Information



#CPDE2024

CENTRAL PLAINS DAIRY EXPO INFO

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

2023 Expo data:

Attendance: 4,004

62% producers (largely made up of the owners and herd managers)

27% exhibitors

11% 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 and innovation in today's business.

IMPORTANT DATES

October 13, 2023 - Past exhibitor booth applications due

November 6, 2023 - Sponsorship commitments due

December 1, 2023 - Expo Show Magazine ads due

December 1, 2023 - Submit your new product press release online

December 13, 2023 - Speaker information due for 5-Star Sponsors

January 19, 2024 - Full payment due

January 19-29, 2024 – CPDE will have limited staff in the office

March 1, 2024 – 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. ***



Why
CPDE?



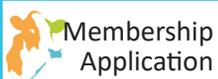
Exhibitor
Information



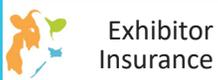
Star
Sponsorships



Booth
Application



Membership
Application



Exhibitor
Insurance



Show
Magazine



Sponsorship
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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
- 4 exhibitor badges
- 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, chairs, carpet or electricity
- **Additional items can be rented through the following companies:**

[Denny Sanford Premier Center Appliance & Furniture Rental](#)
[ABC Rentals](#)

Electricity and Other Services:

Order electricity 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 19, at the Event Services desk, which is located at the back of the Convention Center.

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

EXHIBITOR AGENDA

- Show Hours:** *Wednesday, March 20: 8:30 a.m. - 5:00 p.m.*
Thursday, March 21: 8:00 a.m. - 3:00 p.m.
- Set Up Hours:** *Monday, March 18: 8:00 a.m. - 3:00 p.m. (large equipment as assigned)*
Tuesday, March 19: 8:00 a.m. - 3:00 p.m.
- Tear Down Hours:** *Thursday, March 21: 3:00 p.m. - 8:00 p.m.*
Friday, March 22: 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 19, 2024, 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 21, 2024, 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 2024 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, presentation title and topic description will be due to CPDE by December 13, 2023. [Click here](#) to submit. 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 and 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



Why CPDE?



Exhibitor Information



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Booth Application



Membership Application



Exhibitor Insurance



Show Magazine



Sponsorship Information





www.centralplainsdairy.com

CENTRAL PLAINS DAIRY EXPO EXHIBITOR BOOTH APPLICATION			
<i>Exhibitor Booth forms due via mail or email by October 13, 2023</i>			
Company Name			
Address			
City		State	Zip
Contact Person			
Email			
Phone			
<i>I want the same booth space and same star sponsorship I had in 2023 (if applicable) _____</i>			
<i>Any special requests or changes?</i>			



Why CPDE?



Exhibitor Information

REGULAR EXHIBIT SPACES			
<i>Includes 4 exhibitor badges</i>			
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	=



Star Sponsorships

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



Booth Application

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)	=



Membership Application



Exhibitor Insurance



Show Magazine



Sponsorship Information

EXHIBITOR TERMS:

*Full payment is due on or before January 19, 2024. 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, 2024. If a space is canceled after January 1, 2024, 50% of payment will be returned. Cancellations made after February 1, 2024, 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: _____
 City, State, Zip Code: _____
 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.



#CPDE2024



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.

www.centralplainsdairy.com

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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 COMPANIES		
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):

<input type="checkbox"/> Animal Health	<input type="checkbox"/> Buildings	<input type="checkbox"/> Business Mgmt/Consulting	<input type="checkbox"/> Communications
<input type="checkbox"/> Education & Research	<input type="checkbox"/> Energy	<input type="checkbox"/> Equipment	<input type="checkbox"/> Farm Supplies
<input type="checkbox"/> Feed	<input type="checkbox"/> Financial Services	<input type="checkbox"/> Genetics	<input type="checkbox"/> Media
<input type="checkbox"/> Milk Processors	<input type="checkbox"/> Nutrition	<input type="checkbox"/> Organizations/Government	<input type="checkbox"/> Pharmaceutical
<input type="checkbox"/> Professional Services	<input type="checkbox"/> Seed	<input type="checkbox"/> Technology	<input type="checkbox"/> Utilities

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



Book your ad space in the official 2024 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 1, 2023.

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

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 1, 2023.



Why CPDE?



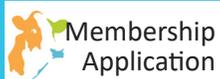
Exhibitor Information



Star Sponsorships



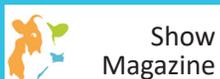
Booth Application



Membership Application



Exhibitor Insurance



Show Magazine



Sponsorship Information



SPONSORSHIPS

Welcome Reception Sponsorships, Tuesday, March 19, 2024, 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 20, 2024, 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 20, 2024. As in the past, we would appreciate your support for this great event.

Here are a few highlights for 2024:

- 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.

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 2023 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 October 13, 2023.



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SPONSORSHIPS

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: \$800 per 25-minute presentation. Receive 25% off when you reserve by December 1, 2023.

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		
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.***

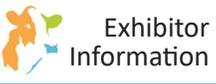
Public Service Announcement!

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!

www.centralplainsdairy.com



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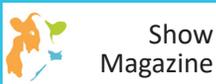
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SPONSORSHIPS

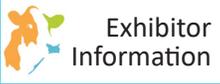
Welcome Reception Sponsorships	Cost	We Are Interested!
Dairy Industry Moover	\$5,000	
Herd Leader	\$3,000	
Milk Master	\$1,000	
Welcome Reception Table	\$350/table for 10	
Wednesday morning Prayer Breakfast (3/20/24) sponsor	\$500	
On-site Branding Opportunities Pricing DOES NOT include production costs		
Ed shed	\$800	
Registration computer/lpad splash screens	\$2,000	
Premier Center		
Outside banners	\$500	
Great wall 12' x 9'	\$1,000	
Steps to second level	\$500	
Exterior windows (16 available)	\$300 each	
Convention Center		
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	
Arena		
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	\$500 each	
Glass Elevator Doors (4 available)	\$300 each	
Glass Elevator Outside (2 available)	\$700 each	
Sign over Falling Water Lounge	\$650	
Keycards	\$650	
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	
Badge scanning/lead capture	TBD	



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