

www.centralplainsdairy.com



MARCH 25-27, 2025 | SIOUX FALLS, SD

**CENTRAL PLAINS DAIRY ASSOCIATION
2025 Expo
Exhibitor Registration Packet**

March 25-27, 2025

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

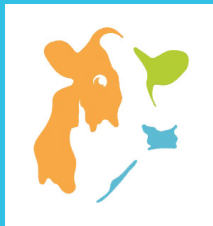
1201 Northwest Ave.

Sioux Falls, SD 57104

(605) 367-7288



#CPDE2025



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

2024 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 Region

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 18, 2024 - Past exhibitor booth applications due

October 18, 2024 - Sponsorship commitments due

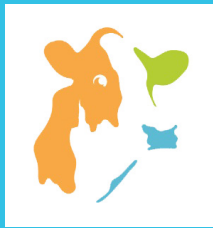
December 4, 2024 - Expo Show Magazine ads due

December 4, 2024 - *Free* **New product press releases due**

January 24, 2025 - Full payment due

March 5, 2025 - 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. *****



BOOTH RENTAL

Standard 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

Standard 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 25, 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 26: 8:30 a.m. - 5:00 p.m.

Thursday, March 27: 8:00 a.m. - 3:00 p.m.

Set Up Hours:

Monday, March 24: 8:00 a.m. - 3:00 p.m. (large equipment as assigned)

Tuesday, March 25: 8:00 a.m. - 3:00 p.m.

Tear Down Hours:

Thursday, March 27: 3:00 p.m. - 8:00 p.m.

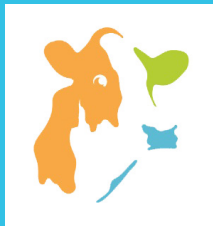
Friday, March 28: all equipment from parking lots must be removed by 10:00 a.m.

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 25, 2025, 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 27, 2025, 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 2025 CPDE.

Visit www.centralplainsdairy.com for the badge registration link.



S T★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 18, 2024. [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



Exhibitor Certificate of Insurance Requirement

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, 2025. 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. COI can be emailed to renee@centralplainsdairyexpo.com.



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 # |
| INSURED Vendor | | |

| | | |
|---|---------------------|------------------|
| 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 SUBR INSD 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)

| | |
|---|---|
| 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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SPONSORSHIP OPPORTUNITIES

Welcome Reception Sponsorships, Tuesday, March 25, 2025, 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 26, 2025, 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 26, 2025. As in the past, we would appreciate your support for this great event.

Here are a few highlights for 2025:

- 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 2024 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 18, 2024.



SPONSORSHIPS OPPORTUNITIES

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: \$700 per 25-minute presentation.

DIGITAL SPONSORSHIP OPPORTUNITIES

Facebook, Instagram and X 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.

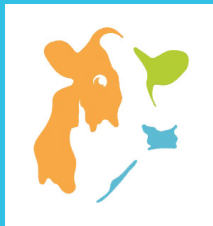
| EMOOS NEWSLETTER | Cost | We Are Interested! |
|--|------------|--------------------|
| Banner Ad (600 x 150 pixels) | \$200 | |
| Tile Ad (160 x 150 pixels) | \$50 | |
| In Text Ad (450 x 350 pixels) | \$100 | |
| Video Ad (2 minutes or less) | \$100 | |
| | | |
| SOCIAL MEDIA | | |
| Company Spotlight 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!



| CENTRAL PLAINS DAIRY EXPO EXHIBITOR BOOTH APPLICATION | | | |
|---|--|-------|-----|
| Exhibitor Booth forms due via mail or email by October 18, 2024 | | | |
| Company Name | | | |
| Address | | | |
| City | | State | Zip |
| Contact Person | | | |
| Email | | | |
| Phone | | | |
| I want the same booth space and same star sponsorship I had in 2024 (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 | \$750 | X | = |
| Tabletop 5' x 8' Booth in corridor | \$425 | X | = |
| Outside Lot Space 10' x 18' | \$425/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 \$750) | = |
| 2-Star Booth Location | \$1,400 | + (_____ x \$750) | = |
| 3-Star Booth Location | \$2,100 | + (_____ x \$750) | = |
| 4-Star Booth Location | \$3,000 | + (_____ x \$750) | = |
| 5-Star Booth Location | \$6,000 | + (_____ x \$750) | = |

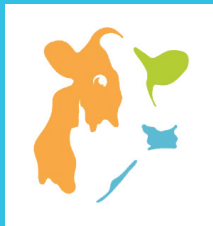
EXHIBITOR TERMS:
Full payment is due on or before January 24, 2025. A certificate of insurance is required. Please make sure your insurance company has the updated address of CPDE. **Application or payment sent does not guarantee a booth. Notification of confirmation will come in a separate email.**

CANCELLATIONS:
Requests for booths may be canceled by written notice to the CPDE staff provided that notice is received by January 1, 2025. If a space is canceled after January 1, 2025, 50% of payment will be returned. Cancellations made after February 1, 2025, 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.

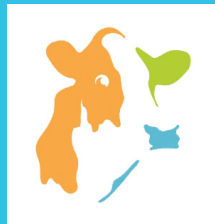


CPDE Membership

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 COMPANIES | | |
| Add your logo to your membership listing | \$150 | = |

| 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"/> Education & Research | <input type="checkbox"/> Energy | <input type="checkbox"/> Equipment |
| <input type="checkbox"/> Feed | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Genetics |
| <input type="checkbox"/> Milk Processors | <input type="checkbox"/> Nutrition | <input type="checkbox"/> Organizations/Government |
| <input type="checkbox"/> Professional Services | <input type="checkbox"/> Seed | <input type="checkbox"/> Technology |
| | | <input type="checkbox"/> Communications |
| | | <input type="checkbox"/> Farm Supplies |
| | | <input type="checkbox"/> Media |
| | | <input type="checkbox"/> Pharmaceutical |
| | | <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 2025 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 5,000 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 4, 2024.

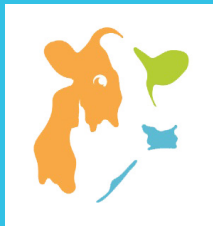
| | |
|---|---|
| 1/2 Page = \$900 4 7/8 w x 7 3/8 h | 3/4 Page = \$1,250 7 w x 7 3/8 h |
| 1/3 Page = \$800 5 1/4 w x 5 1/2 h | |
| 1/4 Page = \$600 3 3/8 w x 4 7/8 h | |
| 1/8 Page = \$500 3 3/8 w x 2.5 h | |

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 4, 2024.



SPONSORSHIP OPPORTUNITIES

| Welcome Reception Sponsorships | Cost | We Are Interested! |
|--|--------------------|--------------------|
| Dairy Industry Moover | \$5,000 | |
| Herd Leader | \$3,000 | |
| Milk Master | \$1,000 | |
| Welcome Reception Table | \$400/table for 10 | |
| Wednesday morning Prayer Breakfast (3/26/25) sponsor | \$500 | |
| On-site Branding Opportunities Pricing <i>DOES NOT</i> include production costs | | |
| Beer Garden | \$1500 | |
| Registration computer/lpad splash screens | \$2,000 | |
| <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 door (2 available) | \$350 each | |
| Exhibit hall one door (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 | \$500 | |
| Hallway pillar wraps (10 available) | \$300 each | |
| Hanging banners above your booth | \$400 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/Beer Garden wall wrap 23' x 14' | \$650 | |
| Second level glass panels | \$150 each | |
| Railing banners | \$100 each | |
| Restroom mirror bottom border | \$500 | |
| 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 (2 available) | \$600 each | |
| Glass elevator outside (2 available) | \$700 each | |
| Sign over Falling Water Lounge | \$650 | |
| Hotel keycards | \$650 | |
| Additional Opportunities | | |
| Branded lanyards (sponsor provided) 5,000 quantity in two different colors | \$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 | |