



114th Annual
MWFP
2018 CONVENTION

LEARNING.
CONNECTING.
GROWING.



Exhibitor Prospectus

**114TH ANNUAL CONVENTION/TRADE SHOW
91ST PROCESSING CROPS CONFERENCE**

November 27–29, 2018 • Kalahari Convention Center, Wisconsin Dells, WI

**Our attendees
have more than
\$1,000,000,000 in
purchasing power!**

Who Exhibits

Leaders in machinery, food equipment, goods and services to the food processing industry exhibit at this convention. Professionals in processing equipment, canning, freezing, cleaning, safety, seeds, packaging, chemicals, and consultants to the industry have found the convention to be highly effective for securing their success.

Why Exhibit Here

You will have access to a wide range of food processing professionals, from presidents of companies, upper management, safety and human resources professionals, environmental managers to front line supervisors. We have an economical show in a great location with plenty of attendees.

Our attendees have more than ONE BILLION DOLLARS in purchasing power.

A Great Venue

The Kalahari Resort and Convention Center is a premier meeting and convention facility.

Conveniently located in central Wisconsin, the campus of convention space, meeting rooms and selection of accommodations means that exhibitors and attendees are in easy proximity.

The addition of recreation and dining options at the Kalahari further facilitates interaction with customers and prospects.





Dear Exhibitor:

We are excited that your business is considering exhibiting at the Midwest Food Products Association's (MWFP) 114th Annual Convention/Trade Show. This prospectus has all the information you need to prepare for the more than 1,000 expected attendees.

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

This year's show maximizes the amount of time attendees have on the exhibitor floor while still delivering high quality education sessions throughout the day. Exhibitors are encouraged to attend any of the educational sessions that interest them.

Your company is an integral component of the 2018 MWFP Convention/Trade Show. Your participation is one of the reasons attendees leave with innovative ideas and solutions to improve their company's productivity. In return, you may leave with new customers, fresh leads, and a newfound respect for what MWFP's Annual Convention/Trade Show can do for you.

We truly believe there is no better way to end the year than to join a gathering of food industry professionals at the MWFP's Annual Convention/Trade Show. We genuinely hope you will be part of its success every year!

Sincerely,

Jon Brekken
Chairman of the Board, MWFP
VP Western Ops & Ag, Seneca Foods Corp.

Jim Knetsch
Vice Chairman, MWFP
Director of Vegetable Operations, Del Monte Foods

Mike Forbes
Past Chairman, MWFP
Corporate Manager – Regulatory Affairs,
Hormel Foods Corporation

Rob Anderson
Secretary/Treasurer, MWFP
VP Operations Ontario, Alberta & USA, Bonduelle USA

Booth Specifications

Exhibiting is reserved for MWFPA members only. Annual membership is \$395. Your booth payment and Membership Application must accompany this registration form. Download the membership application at www.mwfpa.org.

Booth Options

OPTION 1 - \$800 per booth

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

OPTION 2 - \$1,400 per end cap

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

ADDITIONAL BOOTHS - \$500 each

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

***Note: Drape color is Burgundy.**

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

PREMIER BOOTH: A 10 ft. x 10 ft. space positioned against a wall and allows for a 10 ft. backdrop height. The standard booth side guidelines will apply.

END CAP BOOTH: A 20 ft. x 10 ft. space positioned on the end of the center rows. The standard booth side guidelines will apply.

INTENT: The guidelines are intended to not distract from the other exhibitors' displays. If you have special needs for your display, please let us know and we will work to accommodate your request. The exhibit area is carpeted. The service kit will be posted on our website for easy access, www.foodproductsconvention.org.

Booth Assignment/Lottery

You must choose six (6) booth locations. **Those submitting booth registrations by July 29, 2018 will be entered into the 1st Round Booth Lottery and will be given top priority in booth location.** Lottery points are accumulated by total years of membership plus total years exhibited since 1985. **See Exhibitor Contract Terms and Conditions for lottery details (last page).** Those submitting booth applications **after July 29, 2018** will be assigned booth location on a first come/first served basis and on availability.

Exhibit Move-In

TUESDAY, NOVEMBER 27

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

Note: Large equipment must be moved in on this date. Please join us at the All-Industry Reception from 5–7 p.m.

WEDNESDAY, NOVEMBER 28

Move-In 6:30–9:30 a.m. only

NO move-in allowed after 9:30 a.m.

Please join us for the Chairman's Reception from 5–7 p.m.

Exhibit Hours

WEDNESDAY, NOVEMBER 28

Exhibit Hall Open 9:30 a.m.–4:30 p.m.

THURSDAY, NOVEMBER 29

Exhibit Hall Open 9:00 a.m.–2:00 p.m.

Exhibit Move-Out

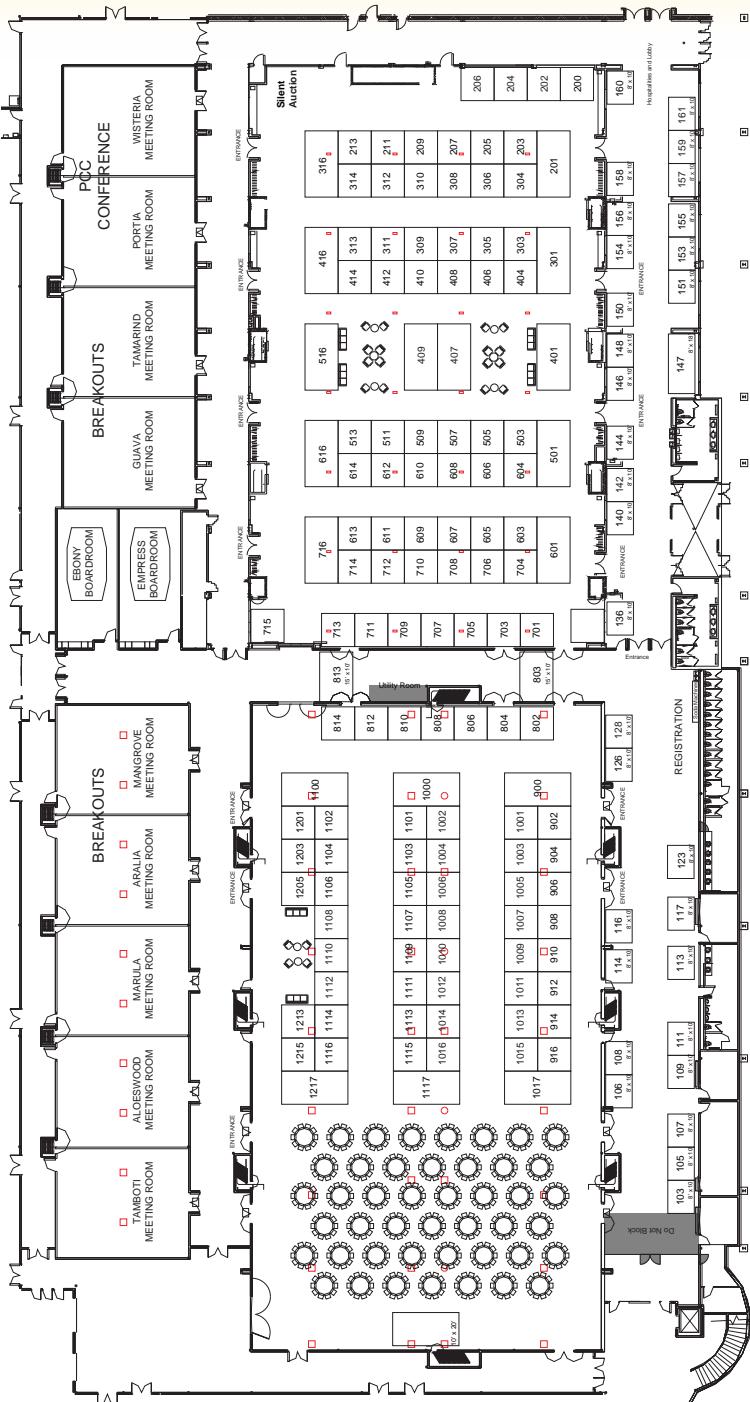
THURSDAY, NOVEMBER 29

Tear Down 2:00 p.m.–6:00 p.m.

NO early tear downs allowed.

There will be a prize drawing for exhibitors only at 2:00 pm.

Exhibit Floor Plan



Booth Registration

Booth Choice

Please list 6 booth choices. After lottery, first come-first served.

Booth Space:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

We will be exhibiting the following products: _____

We prefer not to be placed next to: _____

- OPTION 1 — \$800**
for 10' wide x 10' deep space.
We request ____ booth(s) x \$800 \$ _____

- OPTION 2 - End Cap — \$1,400**
for 20' wide x 10' deep end cap space.
We request ____ booth(s) x \$1,400 \$ _____

- Additional Booth(s) — \$500**
for 10' wide x 10' deep space.
We request ____ booth(s) x \$500 \$ _____

- Big Prize Raffle* — \$400** \$ _____

***Big Prize Raffle: (Exhibitors Only — 21 participant maximum) Guarantee traffic to your booth! Exhibitors will receive a large Raffle Sponsor sign which will draw processors to your booth to collect stamps to complete their raffle sheet. Processors must collect all stamps to be eligible to win the Grand Prize, TVs, iPads, and more! Prize drawings take place Wednesday and Thursday afternoon. The Grand Prize drawing will be Thursday after lunch.**

TOTAL BOOTH(S) AND RAFFLE \$ _____

Booth Contact

This person will receive all info about the show.

Name _____

Title

Company

Cell Phone

Email

Sponsorships

Sponsor Opportunities

Gain more exposure at the MWFPA Annual Convention by sponsoring an event or activity. MWFPA will acknowledge your support in the convention program, display signage at sponsored events, on the sponsor banner, and in the registration area. In addition we will post your sponsorship on our website and other social media outlets.

Sponsorships are on a first come-first serve basis.



Sponsorships

	EXCLUSIVE SPONSOR	PLEDGE AMOUNT
All Industry Reception, Tuesday	\$10,000	\$ _____
Wednesday Breakfast Keynote	\$10,000	\$ _____
Wednesday Lunch Keynote	\$15,000	\$ _____
Wednesday Entertainment	\$10,000	\$ _____
Chairman's Reception, Wednesday	\$10,000	\$ _____
Thursday Breakfast Keynote	\$10,000	\$ _____
Thursday Lunch Keynote	\$15,000	\$ _____
Morning Coffee Station		
<input type="checkbox"/> Wednesday	\$1,500	\$ _____
<input type="checkbox"/> Thursday	\$1,500	\$ _____
Afternoon Snacks (Not Beer or Wine)		
<input type="checkbox"/> Wednesday	\$1,500	\$ _____
<input type="checkbox"/> Thursday	\$1,500	\$ _____
Expo Cash Prizes	\$3,000	\$ _____
General Sponsor (Minimum \$500)		\$ _____
<input type="checkbox"/> Platinum	\$8,000	\$ _____
<input type="checkbox"/> Gold	\$5,000	\$ _____
<input type="checkbox"/> Silver	\$3,000	\$ _____
<input type="checkbox"/> Bronze	\$1,000	\$ _____

TOTAL SPONSORSHIP \$ _____



Exhibitor Registration

Attendee Information

(Please print if filling out by hand) This information will be listed in the convention program.

1. Badge Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Mobile _____

Email _____

2. Badge Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Mobile _____

Email _____

Each booth purchase includes two booth staff passes. Passes are not transferable, for additional passes see below. Wednesday and Thursday meals, all receptions and convention activities are also included with each pass. Exhibitors are encouraged to attend these events!

Additional Booth Staff

(Please print if filling out by hand)

3. Badge Name _____ Title _____ Additional Staff \$90

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Mobile _____

Email _____

4. Badge Name _____ Title _____

Additional Staff \$90

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Mobile _____

Email _____

TOTAL \$ _____

Two booth staff passes are included in the price of a booth. Passes are not transferable. Meals are included for days attending.
ALL CONTRACTS RECEIVED BY JULY 29, 2018 WILL BE ELIGIBLE FOR THE FIRST ROUND OF BOOTH LOTTERY

Registration and Sponsorship Payment

Exhibitor Investment

Booth(s) _____
 Registration _____
 (Page 5) Total \$ _____
 Sponsorships _____
 (Page 6) Total \$ _____
 Exhibitor
 Registration
 (Page 7) Total \$ _____
GRAND TOTAL \$ _____

METHOD OF PAYMENT

Company Name _____

Check — Make check payable to: **Midwest Food Products Assoc.**

Amount \$ _____ Check No. _____

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

Credit Card — Fax to MWFPA at 608-255-9838

Or call 608-255-9946 with your information,
 or mail to the address above.

Visa MasterCard American Express

Cardholder Name _____

Credit Card Billing Address _____

City _____ State _____ Zip _____

Card Number _____

Expiration Date _____ CVV No. _____

Signature _____ Date _____



Exhibitors discuss their products with attendees.



Registration may be emailed to Jane Algiers at jane.algiers@mwfpa.org

Exhibitor Contract Terms and Conditions

BOOTH RESERVATIONS: Attending companies **must be Association members.** Booths will be assigned based on the order in which the application was received. If multiple applications are received simultaneously, booth assignment preference will be given to members who have previously exhibited with the Midwest Food Products Association.

APPLY NOW! Complete and return the registration page of this contract with full payment to: MWFPA, 4600 American Pkwy., Suite 210, Madison, WI 53718, FAX: 608-255-9838. Please do not email credit card info.

REFUND POLICY: There will be no refunds for cancellations or reduction of exhibit space after August 31, 2018.

BOOTH INCLUDES: Booth space available is 10' wide by 10' deep or 20' 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.

SET UP/TEAR DOWN: Exhibitors move-in/set-up is Tuesday, Nov. 27 from 8 a.m.- 4 p.m. Large equipment must move in on this date. Set up is also allowed on Nov. 28 from 6:30-9:30 a.m. NO large equipment can be moved in on this date. Tear Down not allowed before 2 p.m. on November 29th.

SHOW DATES/TIMES: The exhibit show hours are Wednesday, Nov. 28 from 9:30 a.m.-4:30 p.m. and Thursday, Nov. 29 from 9 a.m.-2 p.m.

EXHIBITOR SERVICE KIT/DECORATORS: The Exhibitor Service Kit will be available on our website, www.foodproductsconvention.org. Please refer to the kit for any equipment and/or services you need to order.

UTILITIES: The exhibit hall is fully carpeted. Electrical service and water/drainage are available in the exhibit hall for an additional fee. There is no 400 Volt hook up available. Utilities/services shall be installed at the exhibitor's expense through the Kalahari Convention Center. For more information see the Exhibitor Service Kit.

ADMISSION TO CONVENTION: Two free exhibitor attendee passes are included in each booth package purchased. Passes are not transferable. There is a \$90 charge for every exhibit company attendee over the two free per booth space. All attendee passes include the following: Wednesday breakfast & lunch, Thursday breakfast & lunch, refreshment breaks, admittance to all breakout sessions and receptions. ALL attendees, including those who attend free, MUST pre-register on the Exhibitor Attendee Registration form to obtain a name badge pass to enter all show areas. Full convention details and Exhibitor Attendee Registration forms will be emailed out in August or can be downloaded from the convention website at www.foodproductsconvention.org.

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.

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 MWFPA Convention 2018, 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 2018 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 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.

**These guidelines apply to all exhibitors at the MWFPA show.
By registering for this event you are agreeing to abide by these regulations.**

Lodging



Hotel Information

KALAHARI RESORT AND CONVENTION CENTER

1305 Kalahari Drive • Wisconsin Dells, WI 53965

www.kalahariresorts.com/wisconsin

877-525-2427 or 608-254-5466

\$117 for single/double/triple/quad for standard room

\$190 for Two Room Suite

\$140 for a Lodge Suite

Reservations must be made on or before Thursday, November 1, 2018. After the cutoff the hotel will still accept reservations if rooms are available. To receive the group rate when phoning, ask for the Midwest Food Products Association Group Rate.

The Kalahari is offering a special rate of \$139 for standard rooms, if you'd like to stay the weekend!

FOR ONLINE RESERVATIONS:

<https://stay.kalahariresorts.com/wisconsin#groupSignIn>

Once you type in our group ID, click on **Submit**.

Follow the instructions to reserve your rooms.

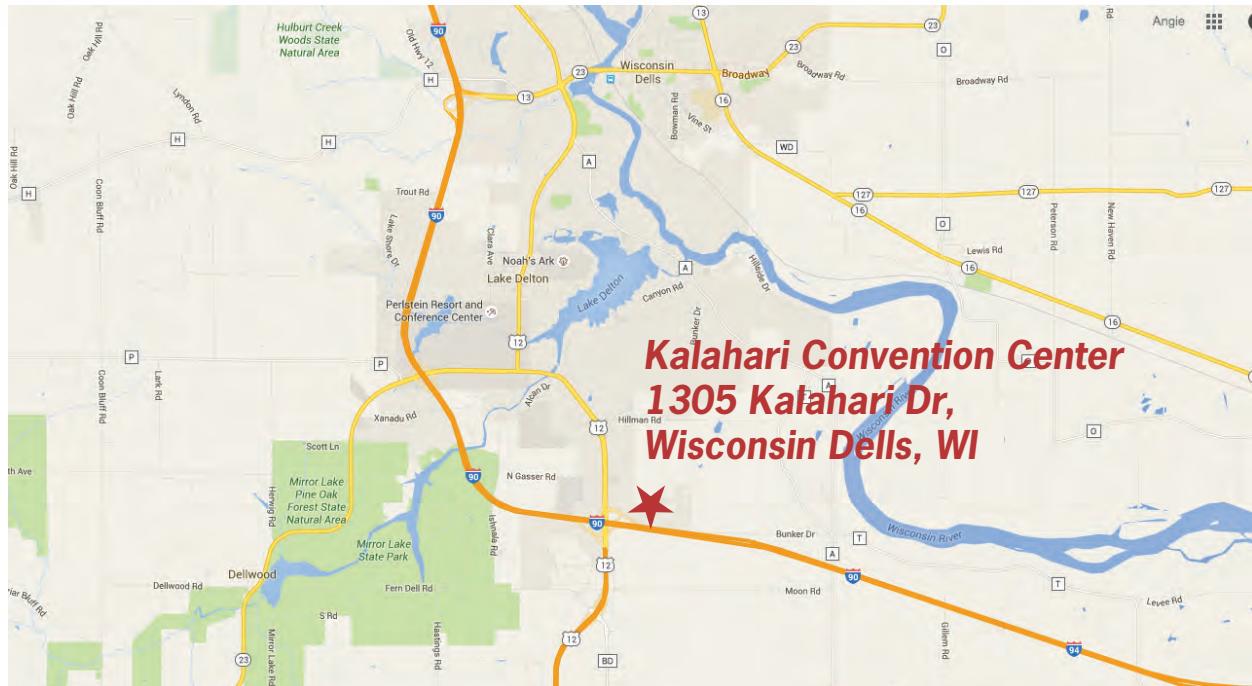
GROUP ID: 39683



Networking time during meals.



Directions



From Madison:

I-90 westbound to exit 92, Hwy. 12 (Lake Delton/Wisconsin Dells). Turn west (right) at the bottom of the exit ramp onto Hwy. 12. At the first stoplight (Meadowview Drive), turn right to Kalahari Drive.

From Milwaukee:

I-94 westbound to exit 92, Hwy. 12 (Lake Delton/Wisconsin Dells). Turn west (right) at the bottom of the exit ramp onto Hwy. 12. At the first stoplight (Meadowview Drive), turn right to Kalahari Drive.

From Green Bay/Appleton:

US 41 southbound to Hwy. 44 west. Hwy. 44 west to Hwy. 23 west. (Hwy. 23 merges with I-39), exit 100 Hwy. 23 west to Wisconsin Dells. Hwy. 23 (Broadway Street) through downtown Wisconsin Dells. Once over the bridge, at the 2nd stoplight, Hwy. 23/12, Wisconsin Dells Pkwy., turn left. In three stoplights, turn left onto Hwy. 12. In two stoplights (Meadowview Drive), turn left to Kalahari Drive.

From Minneapolis:

I-94 eastbound, exit #92 Hwy. 12 (Lake Delton/Wisconsin Dells). Turn west (left) at the bottom of the exit ramp onto Hwy. 12. At the first stoplight (Meadowview Drive), turn right to Kalahari Drive.

From Stevens Point:

Take exit 158B for US-10 W. Turn left to merge onto I-39 N/US-51 N toward US-23 E. Turn left to stay on WI-23 E/WI-23 Trunk E/WI-23 E. Turn right onto WI-23 E/WI-23 Trunk E/Stand Rock Road/WI-23 E. Continue to follow WI-23 E/WI-23 Trunk E/WI-23 E. Turn right onto WI-23 E/WI-23 Trunk E/WI-23 E. Turn right onto WI-23 N/WI-23 Trunk N/Wisconsin Dells Pkwy. Continue to follow WI-23 N/WI-23 Trunk N. Take the 2nd right onto Wisconsin Dells Pkwy. S. Turn left onto Meadowview Drive. Head west on Kalahari Drive toward Meadowview Drive.

From Chicago:

I-90 westbound to exit 92, Hwy. 12 (Lake Delton/ Wisconsin Dells). Turn west (right) at the bottom of the exit ramp onto Hwy. 12. At the first stoplight (Meadowview Drive), turn right to Kalahari Drive.





Back by popular demand, MWFPA will host its
6TH ANNUAL
SILENT AUCTION
 to raise money for the MWFPA Scholarship Fund!

WHEN:

November 28, 2018

During the Chairman's reception.

DONATIONS:

We are in the process of accepting merchandise worth \$100 or more for this event. Please consider donating an item to support the continued work of the MWFPA Scholarship Fund.

The deadline for donations is November 18, 2018.

If you wish to donate, contact Brian Elliott, brian.elliott@mwfpa.org, 608-255-9946. We will provide you with information as to where the item should be sent.

DONATION WISH LIST:

Popular items to donate include:

- SPORTS TICKETS
- GOLF ITEMS
- TOOLS
- SPORTING GOODS
- ELECTRONICS
- GIFT CARDS
- HOTEL STAYS
- WINE/BEER



CASH DONATION:

MWFPA is also accepting cash contributions of \$100 or greater. If you wish to contribute cash simply mail your check to:

MWFPA
 4600 American Pkwy., Suite 210
 Madison, WI 53718

or call 608-255-9946 with credit card information.

MWFPA will use cash donations to purchase desirable items.

WHO BENEFITS?

By donating an item with a value of at least \$100, you will be assisting the children of MWFPA processor and associate members in making their post-high school ambitions a reality. Additionally, you'll benefit from exposure of your company's name to those who attend the event. Donors will be listed on the event program, and the merchandise you give will be on display throughout the evening with appropriate recognition.



**Come prepared to bid on some exciting items!
 We look forward to seeing you in Wisconsin Dells!**