

INTERNATIONAL Sugarbeet & Dry Bean EXPO

NEW!

January 21-22, 2026 | Alerus Center, Grand Forks

Join us in launching a new era for the dry bean and sugarbeet industries—where knowledge is shared, innovation is on display, and relationships drive success from the field to the future.

We're excited to introduce the **International Sugarbeet and Dry Bean Expo**, a dynamic event bringing together two powerhouse sectors in agriculture.

By combining **Bean Day**, the nation's largest annual dry bean gathering, with the **International Sugarbeet Institute**,

a premier hub for sugarbeet growers, processors, researchers, and industry leaders worldwide, this expo creates a one-of-a-kind platform to share knowledge, showcase innovation, and build meaningful partnerships.

Why Sponsor or Exhibit?

As an exhibitor or sponsor, you're not just participating in an event—you're helping shape its future. This is your opportunity to:

- Position your brand in front of **2,000+ decision-makers** across two essential crops
- Showcase your products and services in a dynamic marketplace
- Build relationships with growers seeking practical tools for success
- Invest in a platform designed for growth, impact, and long-term value

Visit www.ISDBExpo.com to position your brand now!

Sponsorship Investment Levels

Choose the partnership level that aligns with your goals and maximizes your impact.

Presenting

\$20,000

- Complimentary double booth or \$1,000 exhibit credit
- Multiple stage mentions
- Top logo placement
- Top social media visibility
- Top email placement/mention
- Founding Sponsor recognition
- Keynote introduction opportunity*
- Attendee lanyard logo placement

Premier

\$10,000

- Complimentary space or \$600 exhibit credit
- One mention from stage
- Large logo placement
- Featured social media visibility
- Featured email placement
- Founding Sponsor recognition

Supporting

\$5,000

- \$450 exhibit credit
- Group Thank-You mention
- Standard size logo placement
- Select social media posts
- Founding Sponsor recognition

Partner

\$2,500

- \$300 exhibit credit
- Group Thank-You mention
- Shared logo placement

Contributor

\$1,000

- \$150 exhibit credit
- Group Thank-You mention
- Shared name placement

Add-On Sponsorship Opportunities

Enhance your visibility with exclusive branded experiences

Add visibility and brand impact by supporting a key experience or item. In-kind contributions may offset total investment—ask for details. Available to sponsors at any tier on a first-come, first-served basis.

Social Hour Sponsor

\$3,500

2 available

Exclusive: branded signage and napkins, drink tickets for distribution, verbal recognition

Exhibitor Demonstration

\$2,500

6 available

Opt to provide a demonstration of your products or services and listed in the agenda*

Coffee Break Sponsor

\$1,500

4 available

Exclusive: branded napkins, signage at coffee break stations, mention in slide deck

**Sponsor content subject to approval*

Exhibit Opportunity

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Turn visibility into sales. Showcase your products to the growers, processors, and partners shaping the future of agriculture at the International Sugarbeet and Dry Bean Expo. Learn more at www.ISDBExpo.com

Showcase your business at the **International Sugarbeet and Dry Bean Expo**, where two powerhouse ag industries come together under one roof.

By combining **Bean Day** and the **International Sugarbeet Institute**, this event delivers growers, processors, researchers, and decision-makers from both sectors, without the need to invest in two separate booths at two different events.

One booth. Two industries. Maximum reach.

Exhibitor Rates:

\$600 – 8' x 10' booth

\$1,200 – 8' x 20' booth

Equipment Display Rates:

\$1.50/sq. ft. | Spaces available in 20', 40', & 50' depths (min 20' x 20')

All exhibitors are required to comply with setup, teardown, and venue rules, plus provide a certificate of insurance. See ISDBExpo.com for details.



Ready to reach 2,000+ growers and decision-makers in two powerhouse markets?

Secure your booth today at www.ISDBExpo.com.