



113<sup>th</sup> Annual  
**MWFPFA**  
**2017 CONVENTION**

LEARNING.  
CONNECTING.  
GROWING.



# ***Exhibitor Prospectus***

**113TH ANNUAL CONVENTION/TRADE SHOW**  
**90TH PROCESSING CROPS CONFERENCE**

November 28–November 30, 2017 • Mayo Civic Center, Rochester, MN

**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***

Home of Mayo Clinic, Rochester is located in southeast Minnesota near the Wisconsin/Iowa borders and features an international airport with direct flights to Chicago, Atlanta, Minneapolis. A recently completed \$84 million convention center expansion doubled the center's space to 200,000 sq-ft, including 23 breakouts and a 40,000 sq-ft ballroom accommodating approximately 4,000 attendees. 2,033 hotel rooms are linked by climate-controlled skyway, 5,694 hotel rooms city-wide. The convention center is connected to the heart of downtown walking distance from locally owned restaurants, shops, and entertainment. Known for warmly welcoming visitors, Rochester offers a relaxing pace, scenic beauty, and a healthy dose of Midwest charm.





Dear Exhibitor:

We are excited that your business is considering exhibiting at the Midwest Food Products Association's (MWFP) 113th 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 2017 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,

Mike Forbes  
*Chairman of the Board, MWFP*  
Corporate Manager – Regulatory Affairs, Hormel  
Foods Corporation

Jon Brekken  
*Vice Chairman, MWFP*  
VP Western Ops & Ag, Seneca Foods Corp.

Joe Breid  
*Past Chairman, MWFP*  
Director of Operations, Bush Brothers & Company

Tom Timm  
*Secretary/Treasurer, MWFP*  
Senior Director of Operations, Pinnacle Foods



## Booth Specifications

Exhibiting is reserved for MWFPFA members only. Annual membership is \$395. Join now and extend your membership through December 2018. Your booth payment and Membership Application must accompany this registration form. Download the membership application at [www.mwfpa.org](http://www.mwfpa.org).

### Booth Options

#### OPTION 1 - \$700 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 - \$1,300 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 Black.**

**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](http://www.foodproductsconvention.org).

### Booth Assignment/Lottery

You must choose six (6) booth locations. 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.

### Exhibit Move-In

#### TUESDAY, NOVEMBER 28

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 29

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 29

Exhibit Hall Open 9:30 a.m.–4:30 p.m.

#### THURSDAY, NOVEMBER 30

Exhibit Hall Open 9:00 a.m.–2:00 p.m.

### Exhibit Move-Out

#### THURSDAY, NOVEMBER 30

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.**



## Booth Registration

**Booth Space** Please list 6 booth choices.

1. \_\_\_\_\_ 4. \_\_\_\_\_  
 2. \_\_\_\_\_ 5. \_\_\_\_\_  
 3. \_\_\_\_\_ 6. \_\_\_\_\_

We will be exhibiting the following products: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

We prefer not to be placed next to: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

☐ **OPTION 1 — \$700**

for 10' wide x 10' deep space.

We request \_\_\_\_ booth(s) x \$700 \$ \_\_\_\_\_

☐ **OPTION 2 - End Cap — \$1,300**

for 20' wide x 10' deep end cap space.

We request \_\_\_\_ booth(s) x \$1,300 \$ \_\_\_\_\_

☐ **Additional Booth(s) — \$500**

for 10' wide x 10' deep space.

We request \_\_\_\_ booth(s) x \$500 \$ \_\_\_\_\_

**TOTAL BOOTH(S) AND RAFFLE \$ \_\_\_\_\_**

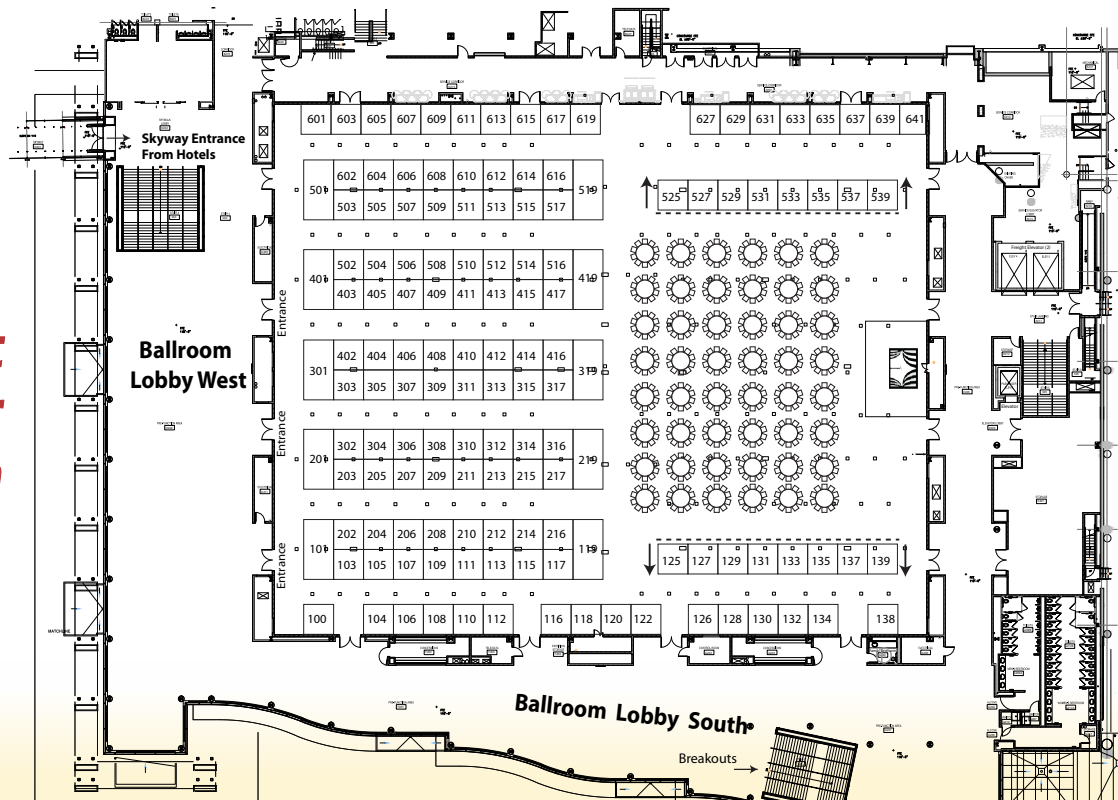
**Booth Contact** This person will receive all info about the show.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

## Exhibit Floor Plan



## 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 \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Mobile \_\_\_\_\_  
 Email \_\_\_\_\_

☐ Additional Staff \$90

4. Badge Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Mobile \_\_\_\_\_  
 Email \_\_\_\_\_

☐ Additional Staff \$90

**TOTAL** \$ \_\_\_\_\_

Two booth staff passes are included in the price of a booth. Passes are not transferable. Meals are included for days attending.



# 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.*



# 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: MWFPFA, 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, 2017.

**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. 28 from 8 a.m.-4 p.m. Large equipment must move in on this date. Set up is also allowed on Nov. 29 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 30th.

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

**EXHIBITOR SERVICE KIT/DECORATORS:** The Exhibitor Service Kit will be available on our website, [www.foodproductsconvention.org](http://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 Mayo Civic 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](http://www.foodproductsconvention.org).

**CHARACTER OF EXHIBITS:** The MWFPFA Convention Committee, and MWFPFA 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 Mayo Civic Center, MN fire marshals, or government officials.

**LIABILITY:** It is expressly understood and agreed between exhibitors, MWFPFA and the Mayo Civic Center, Rochester, MN that MWFPFA and the Mayo Civic Center, Rochester, MN 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 MWFPFA, 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 Mayo Civic Center requirements and naming MWFPFA as an additional insured, must be on file with MWFPFA 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 Mayo Civic Center, Rochester, MN. Exhibitor agrees to reimburse MWFPFA and/or the Mayo Civic 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 Mayo Civic Center or the MWFPFA. The Mayo Civic Center and MWFPFA 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 Mayo Civic Center or MWFPFA for any costs and expenses incurred as a result of the removal of property or enforcing this provision.

**AGREEMENT TO FOLLOW GUIDELINES OF THE MAYO CIVIC CENTER:** The Exhibitor and the employees or agents of the Exhibitor agree to follow the guidelines issued by the Mayo Civic Center and contained in the Exhibitor Service Kit provided by the Mayo Civic Center, Rochester, MN.

**MANAGEMENT DECISION:** Exhibitor agrees to abide by decisions of MWFPFA management concerning all matters pertaining to the administration and success of MWFPFA Convention 2017, which are not specifically addressed in this contract or the Exhibit Service Kit.

**CANCELLATION OF EXHIBITION:** Right of MWFPFA Management: MWFPFA 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 MWFPFA Convention 2017 is held on different dates or at different locations than scheduled, MWFPFA 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 MWFPFA. It is further agreed that MWFPFA 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 MWFPFA show. By registering for this event you are agreeing to abide by these regulations.**

## Lodging

### Hotel Information

HOTEL AND VISITOR  
INFORMATION CAN BE FOUND AT:  
[www.rochestercvb.org/2017mwfp/](http://www.rochestercvb.org/2017mwfp/)



**KAHLER GRAND HOTEL**  
20 2nd Avenue SW Rochester, MN 55902  
[www.thekahlerhotel.com](http://www.thekahlerhotel.com)  
**800.533.1655**

Standard \$135  
Deluxe \$159  
Executive \$189

#### **FOR ONLINE RESERVATIONS:**

[www.thekahlerhotel.com](http://www.thekahlerhotel.com)

To receive the GROUP BLOCK RATE identify yourself with **MWFP**



**HOLIDAY INN ROCHESTER DOWNTOWN**  
220 S Broadway, Rochester MN 55904  
**800.465.4329**

Rate \$109

HID does not offer online reservations. Please call to receive the GROUP BLOCK RATE and identify yourself with **MWFP**.



*Networking time during meals.*





## Location





Back by popular demand, MWFPF will host its

# 5TH ANNUAL SILENT AUCTION

to raise money for the MWFPF Scholarship Fund!

## WHEN:

**November 29, 2017**

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 MWFPF Scholarship Fund.

**The deadline for donations is November 17, 2017.**

If you wish to donate, contact Brian Elliott, [brian.elliott@mwfpf.org](mailto:brian.elliott@mwfpf.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:

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

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

or call 608-255-9946 with credit card information

*MWFPF 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 MWFPF 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 Rochester!**