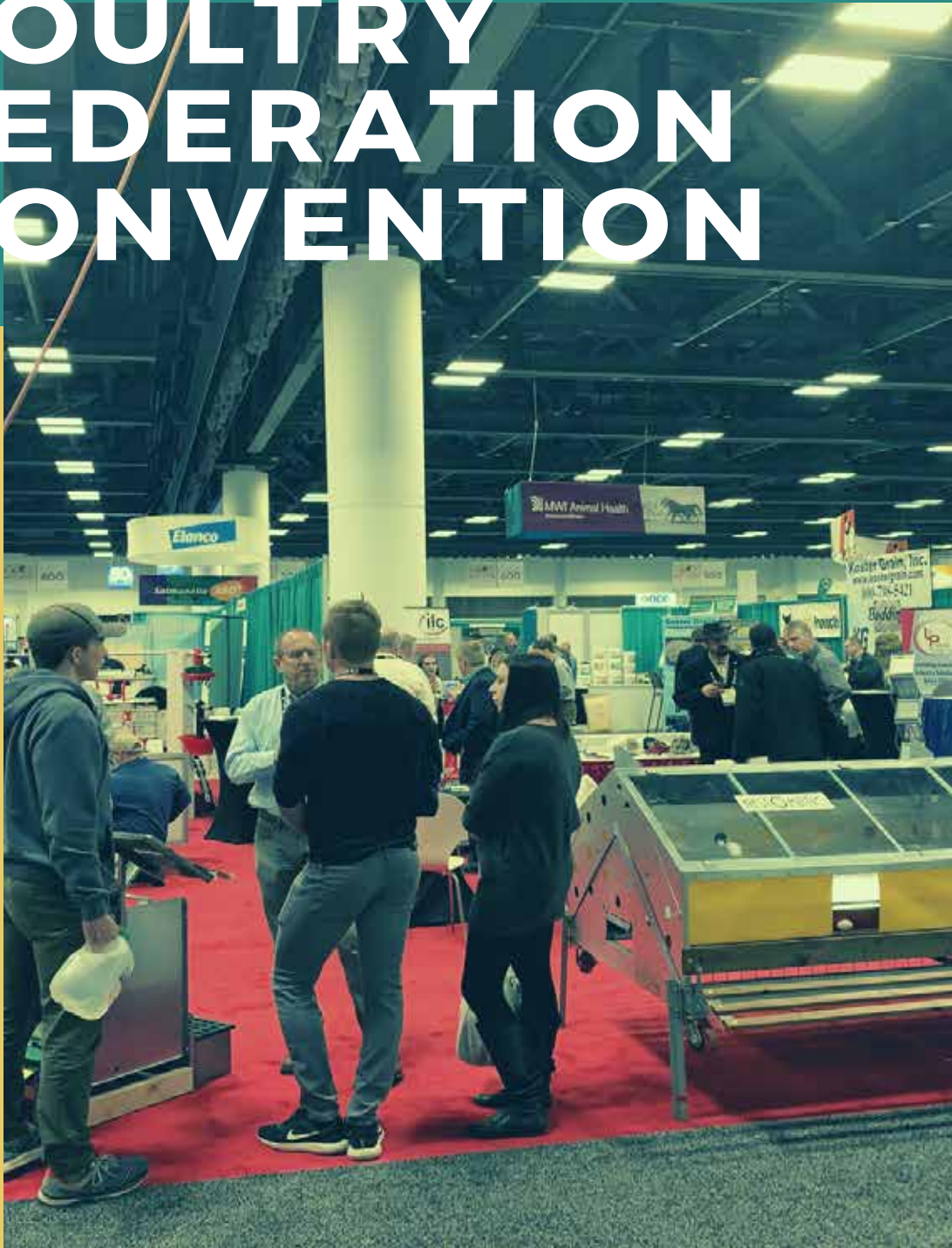


EXHIBITOR PROSPECTUS

2020 MIDWEST POULTRY FEDERATION CONVENTION



MARCH 17 - 19, 2020

MINNEAPOLIS CONVENTION CENTER | MINNEAPOLIS, MN

In 2019 MPF attendees travel from 41 states and 16 international countries (including 5 Canadian Provinces). The top states for attendance, in descending order: Minnesota, Iowa, Wisconsin, South Dakota & Ohio



WHY EXHIBIT?

- Premier industry event in the country focused 100% on poultry
- High quality, decision-maker attendees from across the country
- Best show to reach poultry producers
- MPF uses a variety of techniques to reach attendees
- Complimentary registration for booth personnel
- MPF Convention attendee contact information emailed to all exhibiting companies after the convention
- Exhibiting companies are listed on MPF's website, www.midwestpoultry.com, in the 2020 Convention Guide and various trade magazines

Top Reasons for Attending



Networking with other poultry industry representatives



Purchase new equipment



View the latest technology/products

EXHIBIT, ENGAGE & EDUCATE

The Midwest Poultry Federation (MPF) Convention highlights all aspects of on-farm poultry production through a dynamic tradeshow & educational experience.

In 2020, there will be several opportunities to network with all key players of the poultry sector through innovative education sessions and exceptional exhibits. We will welcome an anticipated 3500 participants.

For more than 49 years, the Convention has brought together decision-makers from all segments of the poultry industry - egg layer, broiler, turkey, gamebird and organic poultry production.

MPF partners with the North Central Avian Disease Conference (NCADC), a technical conference for university professionals and industry veterans, as well as the Organic Egg Farmers of America Symposium. Both events are held in conjunction with the MPF Convention.

HERE'S WHAT EXHIBITORS FOUND MOST VALUABLE ABOUT EXHIBITING AT THE 2019 MPF COVENTION

"Great contact with production decision makers, both in the booth and at vendor-sponsored hospitality events."

"Networking with producers."

"Customer interaction was great. Overall experience for this show is and was great again."

73%

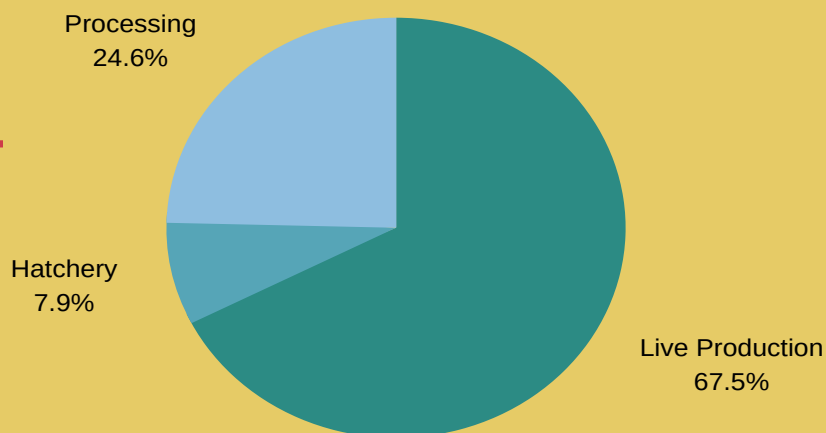
of attendees from the 2019 show requested information on specific products with the intent of placing an order

NEW FOR 2020

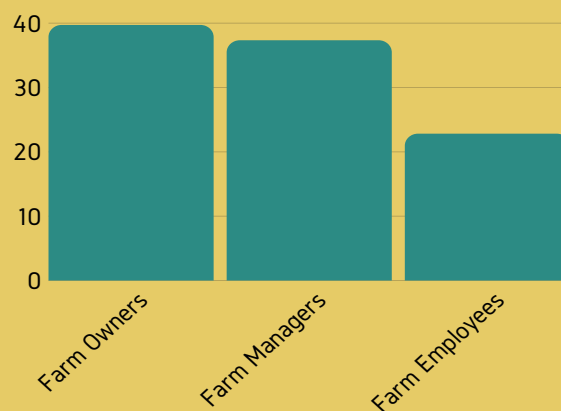
The National Professional Agricultural Student Organization (PAS) is a student-led organization for two and four year college-level agricultural students that allows them to build and sharpen their skills so that they are ready for the workplace.

MPF and PAS have partnered to have their 400+ students and advisors attend the MPF Convention on Thursday, March 20 and participate in the Student Careers Program. They will have ample time to visit the show floor and interact with exhibitors.

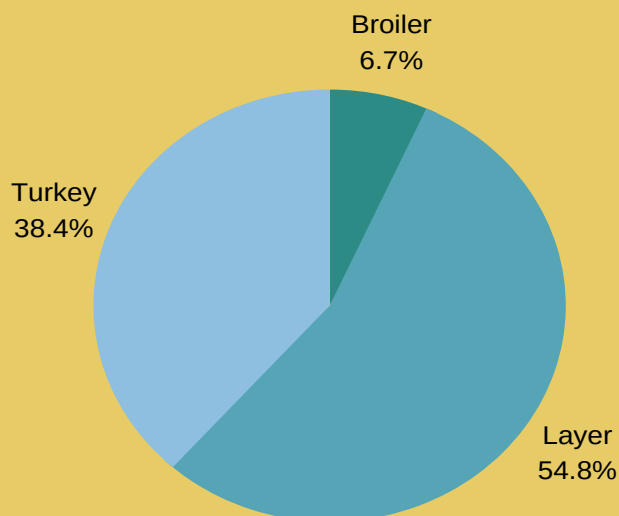
Attendees by Area of Work



Attendees by Role



Attendees by Type of Birds





2020 EXHIBIT PRICING

# of Booths	Non-Premium	Premium
1	\$750	\$850
2	\$1,400	\$1,600
3	\$2,000	\$2,250
4	\$2,650	\$3,050
5	\$3,250	
6	\$3,850	Premium "End Caps" will only be leased in blocks of 4. See below for full explanation
7	\$4,400	
8	\$5,025	
9	\$5,625	
10	\$6,225	

Marketing Opportunities

MPF offers several options for companies to maximize their exposure and help your company stand out:

- Sponsorships (first-come, first-serve basis)
- Hospitality/meeting rooms (first-come, first-serve basis and must be reserved through Teresa Sorenson at tsorenson@midwestpoultry.com or 763-682-2171)
- Catering in the Exhibit Hall is available (i.e. gourmet coffee, bottled water, cocktails, good, etc.). Information on ordering will be included in the 2020 Exhibitor Information Kit.

Booth space is leased in 10' x 10' increments, except where indicated on the Exhibit Hall Floor Plan. (Note: there are six (6) booths that are 8' w x 10' d in the L100 exhibit hall). Booth lease fees are assessed based on the number and type (non-premium/premium) as indicated below.

*Premium "End Caps" will only be leased in blocks of four (4).

Example: If you lease four (4) "premium" booths and two (2) "non-premium" booths, you pay \$3,050 for the 4 premium booths + \$1,400 for the 2 non-premium booths - total lease price of \$4,450.

Booth space includes:

- One complimentary standard booth sign, which includes exhibiting company name and booth number (s) on one line.
- 3' high side drape
- 8' high back drape



MIDWEST POULTRY FEDERATION CONTACTS

To inquire about exhibiting, meeting room space or registration questions, please contact:

Teresa Sorenson
Events/Exhibits Manager
tsorenson@midwestpoultry.com
763-682-2171

To inquire about marketing, sponsorship opportunities or the education program, please contact:

Lara Durben
Interim Executive Director
ldurben@midwestpoultry.com
763-682-2171