

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

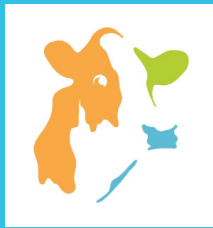
1201 Northwest Ave.

Sioux Falls, SD 57104

(605) 367-7288



#CPDE2025



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!

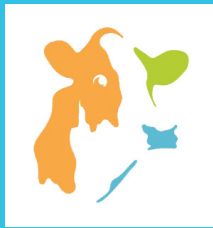
- More than 1,500 grilled cheese sandwiches
- 700 half pints of milk
- 300 various flavored yogurts
- 1,800 assorted ice cream novelties
- 84 gallons of ice cream
- AND 700 pounds of cheese!

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.

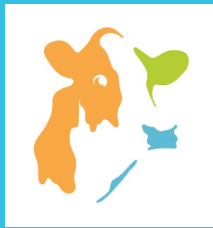
EMOOs NEWSLETTER	Cost	We Are Interested!
Banner Ad (600 x 150 pixels)	\$200	
Tile Ad (160 x 150 pixels)	\$50	
In Text Ad (450 x 350 pixels)	\$100	
Video Ad (2 minutes or less)	\$100	
SOCIAL MEDIA		
Company Spotlight Post	\$125/post	
New Product Release Shout Out	\$200/post	
Expo Booth Preview	\$150	
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!



www.centralplainsdairy.com

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		

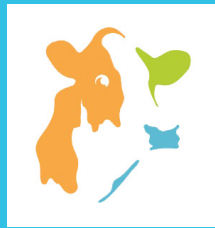
CONTACTS TO BE LISTED ON ONLINE DIRECTORY		
Name	Email	Phone
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

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

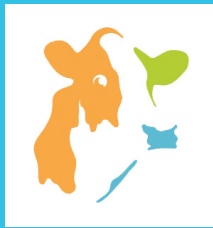
<p>1/2 Page = \$900 4 7/8 w x 7 3/8 h</p>	<p>3/4 Page = \$1,250 7 w x 7 3/8 h</p>
<p>1/3 Page = \$800 5 1/4 w x 5 1/2 h</p>	
<p>1/4 Page = \$600 3 3/8 w x 4 7/8 h</p>	
<p>1/8 Page = \$500 3 3/8 w x 2.5 h</p>	

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.



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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 <i>Pricing DOES NOT include production costs</i>		
Beer Garden	\$1500	
Registration computer/lpad splash screens	\$2,000	
Premier Center		
Outside banners	\$500	
Great wall 12' x 9'	\$1,000	
Steps to second level	\$500	
Exterior windows (16 available)	\$300 each	
Convention Center		
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	
Arena		
Entrance pillars	\$350 each	
Between door posters	\$300	
Foyer ticket windows	\$700	
Ed Shed 30 minute presentation	\$700	
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	