



# MINNESOTA Ag & Food Summit *hosted by AgriGrowth*

## 2021 EXHIBITOR OPPORTUNITIES

Where else can you reach over 170 organizations with your branded materials, network with others from across a diverse industry and listen to an impressive line-up of speakers all in the same place? The AgriGrowth Ag & Food Summit and Annual Meeting provides unparalleled networking, and expert-level speakers talking about relevant global and macro-level topics and trends. Exhibitors gain the opportunity for brand exposure in front of 500 attendees, including leaders from across the spectrum of Minnesota’s diverse food and agricultural sector, state and federal government officials, and academia.

**MOBILE CONFERENCE APP.** Get the most out of your exhibitor presence by incorporating a mobile app feature to your exhibitor booth. Two add-ons are available: The Traffic Driver and Data Collector. These add-ons extend your exposure beyond the 1-day conference two and enhance your presence on-site the day-of. All attendees will have access and be encouraged to use the app throughout the day on their mobile phones.

### EXHIBITOR FEES & INFORMATION:

#### THE DETAILS:

Member exhibitor fee	\$600
Non-member exhibitor fee (for-profit business)	\$850
Non-member exhibitor fee (non-profit)	\$650
Electricity available upon request (additional)	\$100 (estimated)

\*\*Twenty tables available

2021 Event Date/Location  
**Thursday, November 4, 2021**  
**Minneapolis Convention Center**  
 1301 2<sup>nd</sup> Ave S  
 Minneapolis, MN 55403  
 7:30 a.m. – 5:30 p.m.

#### EXHIBITOR FEE INCLUDES:

- One eight-foot display table and two chairs
- Registration, including continental breakfast, plated lunch & reception for two-individuals (Members a \$450 value and non-members a \$650 value)
- Recognition in printed conference program
- Printed nametags
- Wi-Fi included

#### THE PROCESS:

- Complete application and send in exhibitor fees
- **Booth numbers will not be assigned until fee and application are received.**
- Exhibitors will display in the hallway outside Ballroom A
- Refreshments & post-conference bar set-up in the hallway next to exhibitor displays to encourage display traffic
- All exhibitors will receive specific instructions and table # within two weeks of the Nov. 7<sup>th</sup> event.

\*\* Exhibitor fee must be paid in full prior to the event.

## DIGITAL CONFERENCE APP ADD-ONS EXPAND YOUR REACH WITH A DIGITAL ADD-ON

Standard digital app listing: Exhibitor name, Booth number & Contact Email	Included
<b>Traffic Driver:</b>	<b>\$50</b>
<ul style="list-style-type: none"> <li>• Logo with live link to website of your choosing</li> <li>• 2-3 sentences about the unique role your organization plays</li> <li>• Call to action: ex) Check out our newest loan programs at www... (insert own domain)</li> </ul>	
<b>Data Collector</b>	<b>\$100</b>
<ul style="list-style-type: none"> <li>• Logo with live link to website of your choosing</li> <li>• 2-3 sentences about the unique role your organization plays</li> <li>• Call to action: ex) Check out our newest loan programs at www. ... (insert own domain)</li> <li>• Ask 1-2 questions of attendees. What do you want to know about the audience to enhance your business? Sponsor receives data post-event: name, org, email and answer to questions.</li> </ul>	



# MINNESOTA Ag & Food Summit *hosted by AgriGrowth*

Have questions? Contact Dana Ellis at [dana@ellisinternational.com](mailto:dana@ellisinternational.com) or 612-240-5535

## Billing Information

\_\_\_\_\_ Invoice me \_\_\_\_\_ Invoice me with credit card link  
 \_\_\_\_\_ Enclose & make check payable to MN AgriGrowth Council  
 # \_\_\_\_\_ Purchase order

2021 Event Date/Location  
**Thursday, November 4, 2021**  
**Minneapolis Convention Center**  
 1301 2<sup>nd</sup> Ave S  
 Minneapolis, MN 55403  
 7:30 a.m. – 5:30 p.m.

## Please select your order:

Exhibitor Booth member: \_\_\_\_\_\$600      Exhibitor Booth Non-member (non-profit):\_\_\_\_\_ \$650  
 Exhibitor Booth Non-member (for-profit):\_\_\_\_\_ \$850      Traffic driver: \_\_\_\_\_\$50      Data Collector: \_\_\_\_\_ \$100  
 Electricity \_\_\_\_\_\$100 (estimated)      **TOTAL:** \_\_\_\_\_

**Please note:** You are responsible for providing all content for your traffic driver or data collector to Dana Ellis by **October 21<sup>st</sup>** at [dana@ellisinternational.com](mailto:dana@ellisinternational.com)

Organization name (to appear in program) \_\_\_\_\_

Primary Contact name: \_\_\_\_\_ Email: \_\_\_\_\_

Work phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Names of the two people who represent your organization in the exhibitor booth. Name tags will be printed for the two names below:

Name: \_\_\_\_\_ Organization name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Organization name: \_\_\_\_\_ Email: \_\_\_\_\_

## CHECK-IN Instructions

Upon Arrival, please check-in at the registration table which will be located outside of Ballroom A. You will receive a printed nametag for the two people whose names you included in the above application and instructions.

- Set-up:** Wednesday, Nov. 3<sup>rd</sup> between 3:00 p.m. and 6:00 p.m. and Thursday, Nov 4<sup>th</sup>, between 6:30 a.m. and 8:30 a.m. (not a secured location overnight)
- Teardown:** Thursday, Nov 4<sup>th</sup> between 5:00 p.m. and 7:00 p.m.

We strongly recommend you bring your items with the day of the event if at all possible. If you must ship in advance, send to: Ellis International, 4688 Flag Ave N, Minneapolis, MN 55428

**Must arrive to this address by November 4th.** Dana will deliver to Minneapolis Convention Center for no additional charge. **Inside your box label materials with:** MN AgriGrowth Meeting, Nov 7<sup>th</sup> Exhibitor Company name (your co.)



2021 MN AG & FOOD SUMMIT AND  
AGRI GROWTH MN AG & FOOD SUMMIT  
MINNEAPOLIS CONVENTION CENTER  
Outside Ballroom A  
NOVEMBER 4, 2021

Set-Up: Wed: 3:00 p.m. – 6:00 p.m.  
Thurs; 6:30 a.m. – 8:30 a.m.  
Teardown: Thurs: 5:00 p.m. – 6:00 p.m.  
*(\*reception in this foyer until 5:30 p.m.)*

### EXHIBITOR TABLE MAP

All tables will be assigned on a first come, first served basis once application and payment are received. Table locations are approximate and may be moved by show management to accommodate needs such as COVID restrictions/spacing requirements if needed.

