



2027 Wisconsin Agribusiness Classic

January 11-12, 2027

Kalahari Resort & Convention Center

Wisconsin Dells, WI

Dear Exhibitors:

We are excited to announce plans for the 2027 Wisconsin Agribusiness Classic at the Kalahari Resort & Convention Center in Wisconsin Dells on January 11-12, 2027. Planning is well underway and once again, it looks to be an outstanding conference and tradeshow. We hope that you will want to be a part of it.

If you are interested in exhibiting at this year's event, please review the information below and complete your online registrations as soon as possible. The deadline to sign up as an exhibitor is December 17, 2026.

Here is some of what you will see at the 2027 Wisconsin Agribusiness Classic:

- **An all-new trade show floor plan designed to create a vibrant, high-energy atmosphere by bringing the exhibit hall and conference lunch together in one central location. This new layout will increase attendee traffic throughout the day and provide more opportunities for meaningful conversations at your booth.**
- Educational breakout sessions will remain conveniently located near the tradeshow floor, making it easy for attendees to move between sessions and the exhibit hall while maximizing networking opportunities during scheduled breaks.
- An additional dedicated tradeshow break on Tuesday will provide exhibitors with even more uninterrupted time to connect with attendees.
- Lunch and the annual awards presentation will take place in the exhibit hall, encouraging attendees to remain on the tradeshow floor longer while celebrating industry achievements and networking with exhibitors.
- Our popular Industry Reception will once again be held in the exhibit hall, offering another relaxed opportunity to build relationships with customers, prospects, and industry colleagues.

While more planning is still taking place, we already have many reasons to get excited about the Wisconsin Agribusiness Classic. However, the key to making it successful is you. We hope to see you as an exhibitor in 2027.

Here is to making the 2027 Wisconsin Agribusiness Classic the best one yet!

Sincerely,

Grace Howe
WABA Executive Director

Co-Sponsored by:





2027 Wisconsin Agribusiness Classic EXHIBITOR REGISTRATION

BOOTH RENTAL

Each exhibit booth is 8' x 10' (80 sq. ft.). Displays must remain within the assigned booth space and may not extend into the aisles. Booths include 8-foot-high green and white back drapes and 3-foot-high side drapes.

Indicate the number of booths requested and submit payment by check or credit card, payable to WABA, for the total amount due. Payment must accompany the application unless prior arrangements have been approved. Exhibitor cancellations received by November 16, 2026 are eligible for a full refund. No refunds will be issued after that date. All exhibitors must submit a current Certificate of Insurance to WABA.

Due to limited space while combining the lunch and exhibitor room, each exhibitor is limited to a two booth max. If you would like more than two booths please contact denise@wiagribusiness.org.

2027 BOOTH RATES	MEMBER COST	NON-MEMBER COST
Single Booth	\$800	\$1,300
Double Booth	\$1,280	\$2,010
Premium Booth Single	\$900	\$1,450
Premium Booth Double	\$1,400	\$2,200

Numer of Booths: _____

Member *or* Non-Member (circle one)

Total Price

\$

BOOTH LOCATION

Please refer to the 2027 Classic website at <https://wiagribusiness.org/2027-classic-exhibitors/> for the most up-to-date exhibitor map and booth listings.

First Choice Booth(s) #: _____

WABA reserves the right to modify the exhibit floor plan as necessary. If your preferred booth selections are unavailable, you will be contacted to discuss an alternate booth location. **Premium booths are listed with a red P on the map below.** Placement preferences cannot be guaranteed.

Second Choice Booth(s) #: _____

Third Choice Booth(s) #: _____

EXHIBIT SET UP & HOURS

Exhibitors may set up their booths on Sunday, January 10, 2027, from 8:00 p.m. to 10:00 p.m., or on Monday, January 11, 2027, from 7:00 a.m. to 10:00 a.m. All exhibits must be fully installed by 10:00 a.m. on Monday before the trade show opens.

The trade show will be open Monday, January 11, from 10:00 a.m. to 6:00 p.m. and Tuesday, January 11, from 8:00 a.m. to 1:15 p.m. Dedicated trade show hours and networking breaks are scheduled throughout the conference to maximize opportunities for attendees to visit with exhibitors.

Exhibits may not be dismantled or removed until the trade show concludes at 1:15 p.m. on Tuesday, January 12, 2027.

CONFERENCE PROGRAM INFORMATION

These items will be listed in the Classic program along with your booth number. Please send an electronic copy of your company logo to raegan@wiagribusiness.org.

Company/Firm Name: _____ Company Website: _____

Company Description: _____

AGREEMENT OF TERMS

Company _____

Rep. Name _____

Address _____

City/State/Zip _____

Phone _____

Email _____

(We accept Visa, MasterCard, Discover, We charge 3% credit card fee)

Credit Card # _____

Name on Credit Card _____

Expiration Date/CVV Code _____

Credit Card Billing Address _____

City/State/Zip Code _____

COMPANY ATTENDEES

Please register everyone who will be working in your booth so that we can prepare a nametag for them. If you have a single booth, you get two free registrations and two booths will get you 3 free attendees. Please check if you would like to opt out of having your email shared with exhibitors and sponsors.

Name **City/State** **Email** ☐ Opt out of email list

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Name **City/State** **Email** ☐ Opt out of email list

Application Deadline is December 17, 2026

For WABA Office Use Only

Contract Date

Receipt #

Booth Numbers

Check Amount



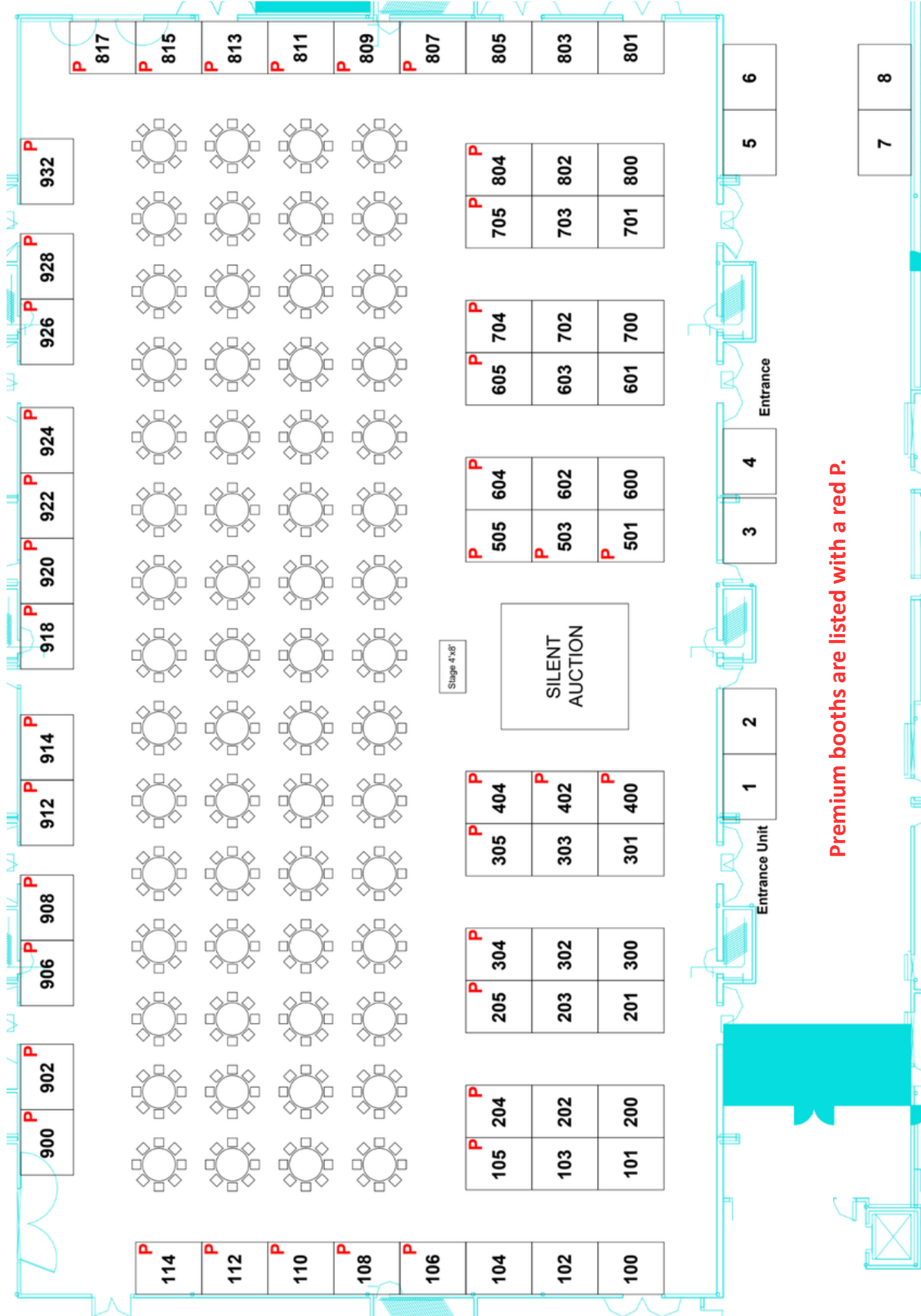
Hotel stay is not included in exhibitor packages. To book your stay at a discounted rate scan the QR code.

Advanced rate hotel room cut off is December 9, 2026.

Please return all forms and payment to :

Wisconsin Agri-Business Association

2801 International Lane, Suite 105
Madison, WI 53704



Premium booths are listed with a red P.