



# 2025 PDP Business Conference

## HALL OF IDEAS & EQUIPMENT SHOW CONTRACT



MARCH 12-13  
2025

DIALING IT IN

2025 Business Conference

ALLIANT ENERGY CENTER  
MADISON, WIS

Reserve 2025 exhibit space at dairy's premier educational event!

### EXHIBITOR INFO *Take advantage of savings and select your space by July 31, 2024*

#### PREMIER SUPPLIER CONTACT INFORMATION ... premier suppliers are PDP sponsors and/or Trade Show exhibitors ...

Company name: \_\_\_\_\_ Trade Show contact name: \_\_\_\_\_  
*(as it will be listed in PDP publications and on name badges)* *(all trade show information will be sent to this person)*

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Booth exhibitor:  Yes  No Equipment exhibitor:  Yes  No

Table size (select one):  6' or  8' Footprint of equipment displayed: \_\_\_\_\_ *(length/width/height)*  
*(if none selected, 8' table will be provided)*

#### CONTACT INFORMATION *as it will be listed in PDP publications.*

Sales contact name: (if different than above) \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

#### Registration *Exhibitors save \$300 over 2 days compared to industry members not exhibiting.*

Exhibitor name & email	Mar. 12 & 13 @\$400	Mar. 12 @\$300	Mar. 13 @\$300
1. _____	\$ FREE	\$ FREE	\$ FREE
2. _____	\$ _____	\$ _____	\$ _____
3. _____	\$ _____	\$ _____	\$ _____

Choose exhibit options: Booth price includes one complimentary registration and PRIME® listing.

- 10 x 10 booth = \$1,500 *save \$100..... \$1,400* = \_\_\_\_\_
- 10 x 20 booth = \$3,000 *save \$200..... \$2,800* = \_\_\_\_\_
- 10 x 30 booth = \$4,500 *save \$300..... \$4,200* = \_\_\_\_\_
- 20 x 20 booth = \$6,000 *save \$400..... \$5,600* = \_\_\_\_\_

PDP Prime, an online catalog of premier suppliers and their resources, is included for exhibitors with booth space *(contract must be received by March 1, 2025).* = COMPLIMENTARY

PDP Prime = \$1,500 *(for exhibitors without physical booth space)* = \_\_\_\_\_

Exhibit Total: \$ \_\_\_\_\_

2025 PDP Membership Dues (\$600) *all exhibitors must be members* \$ \_\_\_\_\_

2025 Conference Sponsorship *Check box to be contacted about opportunities* \$ \_\_\_\_\_

TOTAL COST: \$ \_\_\_\_\_

#### PAYMENT INFORMATION

Card # \_\_\_\_\_ 3-digit code \_\_\_\_\_

Name \_\_\_\_\_ Expiration date \_\_\_\_\_

#### TERMS

Full payment is due on or before April 1, 2024. A certificate of insurance is required. This contract is for floor space only which includes wall-to-wall carpet, one table and two chairs. It DOES NOT include electricity, utilities or additional furniture. **All exhibitors must be members of PDP.**

#### CANCELLATION POLICY

The exhibitor must notify PDP in writing before May 1, 2024 with intention to cancel or withdraw from the exhibition. **NO REFUNDS AFTER MAY 1, 2024.**

#### RETURN CONTRACT TO:

PDP, 820 N. Main Street, Suite D, Juneau, WI 53039; or fax to 920.386.9440. For more details: [mail@pdpw.org](mailto:mail@pdpw.org), [www.pdpw.org](http://www.pdpw.org) or call 800.947.7379.

Registration Total: \$ \_\_\_\_\_

#### DESCRIBE YOUR BUSINESS

*(select one)*

- Animal Genetics
- Animal Health
- Buildings
- Business Mgmt/Consulting
- Communications
- Computers/Software
- Crop Genetics
- Education/Orgs/Govt
- Energy & Utilities
- Farm Implement/Equipment
- Farm & Livestock Supplies
- Feed & Feed Additives
- Financial Services
- Media
- Milk Handling Equipment
- Milk Processor
- Nutrient Management

## PDP Business Conference Hall of Ideas & Equipment Show

*Where PDP's premier suppliers and leading dairy producers connect.*