



2026 PDP Business Conference

HALL OF IDEAS & EQUIPMENT SHOW CONTRACT



March 4-5,
2026

Alliant Energy Center
Madison, Wis.

Reserve 2026 exhibit space at dairy's premier educational event!

EXHIBITOR INFO *Take advantage of savings and select your space by March 13, 2025*

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

Footprint of equipment displayed: _____ *(length/width/height)*

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. 4 & 5 @\$400	Mar. 4 @\$300	Mar. 5 @\$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 \$250.....* \$1,250 = _____
- 10 x 20 booth = \$3,000 *save \$500.....* \$2,500 = _____
- 10 x 30 booth = \$4,500 *save \$750.....* \$3,750 = _____
- 20 x 20 booth = \$6,000 *save \$1,000.....* \$5,000 = _____

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, 2026).* = COMPLIMENTARY

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

Exhibit Total: \$ _____

2026 PDP Membership Dues (\$600) *all exhibitors must be members* \$ _____

2026 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, 2025. A certificate of insurance is required. This contract is for floor space only, which includes one 8-foot table and two chairs. It DOES NOT include carpet, electricity, utilities or additional furniture. **All exhibitors must be members of PDP.**

CANCELLATION POLICY

The exhibitor must notify PDP in writing before May 1, 2025 with intention to cancel or withdraw from the exhibition. **NO REFUNDS AFTER MAY 1, 2025.**

RETURN CONTRACT TO:

PDP, 820 N. Main Street, Suite D, Juneau, WI 53039; or fax to 920.386.9440. For more details: croy@pdpw.org, 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.