

SOUTH DAKOTA SOYBEAN ASSOCIATION

AGOUTLOOK

Sponsorship Opportunities

The South Dakota Soybean Association invites you to participate in our 22nd AgOutlook Conference & Trade Show, taking place on December 3, 2026, at the Sioux Falls Best Western Ramkota Exhibit Hall. This premier event is designed to provide farmers and ranchers with a comprehensive overview of the latest advancements in agriculture.

Engage with an audience of 800-1,000 farmers and ranchers who are eager to discover cutting-edge technologies and innovations to enhance their operations. This is an invaluable opportunity to connect, learn, and grow within the agricultural community. Don't miss out!

We look forward to hearing from you and appreciate your participation in AgOutlook, as well as your support of South Dakota's agriculture industry.

EACH SPONSORSHIP LEVEL BUILDS ONTO THE LEVELS BELOW IT!

General Exhibitor (\$600)

- One 8x10 trade show booth
- Name recognition in all AgOutlook promotional materials

Champion Partner (\$1,250)

- Appetizers during social hour
- Recognition on social media platforms
- PowerPoint recognition
- Double booth upgrade available

Row Builder (\$2,000)

- Provide brochure plus promotional item in welcome bags
- Company logo on signage located on noon lunch tables*

Seed Sower (\$3,500)

- Company-provided banner displayed in trade show
- Logo on event invite mailed to 15,000+ producers

Cultivator (\$5,000)

- Company-provided informational materials on tables in break areas
- One-third page ad in the program
- One page in the South Dakota Soybean Leader magazine**

Harvester (\$7,000)

- One-half page ad in the program
- Company logo and signage located on refreshment/break tables*
- One free radio interview during the trade show

Ag Visionary (\$10,000)

- Opportunity for a company representative to make welcoming remarks/brief company message prior to one of the day's three speakers (3-4 minute limit)
- Full page ad in the program

* specific to sponsorship level

** the South Dakota Soybean Leader magazine is distributed to 18,000 people

Terms & Conditions

The following terms and conditions shall apply to all Sponsors/Exhibitors as part of the South Dakota Soybean Association (SDSA) AgOutlook Trade Show:

Trade Show Booth: The 8' x 10' booth space includes two chairs and a draped 6-foot table.

Exhibitor Representative Responsibility: Exhibitors shall be responsible for operating, setting up/ installing, and tearing down their booths. Each exhibitor must keep an attendant in the trade show area during official exhibiting hours. Audio-visual equipment and other sound and attention-getting devices and effects shall not be permitted without the written consent of SDSA.

Internet Access: Free wireless internet access is available through the Best Western Ramkota.

Liability: The exhibitor is entirely responsible for the space leased by him/her and shall not injure, mar, or deface the premises. The exhibitor shall not drive nor permit to be driven any nails, hooks, tacks, or screws in any part of the building nor affix to the walls of the building any advertisement, signs, etc., or use Scotch tape, masking tape or any adhesive-type materials on painted surfaces. The exhibitor agrees to reimburse the facility for any loss or damage to the premises or equipment occurring in the space leased to the exhibitor.

SDSA, its employees, and sponsors shall not be liable for failure to perform its obligation under this contract as a result of strikes, riots, acts of God, or any other causes beyond its control.

Reservations/Cancellation of Participation by Sponsor/Exhibitor: To guarantee reservation of exhibit space and inclusion in the 2026 AgOutlook program materials, all Sponsor/Exhibitor agreements must be duly completed and submitted to the South Dakota Soybean Association ("SDSA") no later than October 6, 2026. **Full Payment due no later than 30 days from the invoice receipt date.**

All notices of cancellation or requests for modification of participation by a Sponsor or Exhibitor must be submitted to SDSA in writing and must be postmarked no later than November 19, 2026.

By signing this contract, you acknowledge reading and understanding the terms and conditions outlined in this contract provided for the participation of AgOutlook.

Signature

Date

Company

(As it should appear on promotional materials)



SOUTH DAKOTA
SOYBEAN
ASSOCIATION

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