



Register now for Wisconsin Pavilion at soy and grain trade show

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MADISON – This fall, Wisconsin will host an international soybean and specialty grain conference and trade show for the very first time. Attendees can expect to meet with more than 200 buyers from more than 40 countries as well as several hundred industry people at this global soy and grain event. Wisconsin feed, food and equipment companies can reserve booth space to exhibit within the Wisconsin Pavilion and capitalize on this opportunity to showcase their businesses and products to international buyers.

The U.S. Soy Global Trade Exchange and the Midwest Specialty Grains Conference will take place Sept. 15-18, 2014 at the Wisconsin Center in Milwaukee. Attendees will include international buyers and traders of food-grade soybeans, conventional soybeans and grains, and food ingredients. In addition to attending the trade show, participants can attend presentations about global soy and grain markets, animal nutrition and international trade. They can also attend networking events with transportation and logistics company representatives, grain producers, agricultural industry organization leaders, researchers and more. For a full conference agenda, visit [http://grainconference.org/2014_USSEC-MSA Tentative Conf Agenda.pdf](http://grainconference.org/2014_USSEC-MSA_Tentative_Conf_Agenda.pdf).

Booths within the Wisconsin Pavilion are being offered at a reduced price of \$900. The standard exhibit booth fee is \$1,595. Exhibitors receive:

- A 10-foot by 10-foot carpeted space in the Wisconsin Center's ballrooms C&D.
- An 8-foot skirted table, two chairs, a waste basket, a company sign, and pipe and drape separating each exhibit space.
- A company profile posted in advance on the conference website at www.grainconference.org.
- One free registration (Valued at \$845 at the standard rate or \$645 for host organization members. Registration includes the conference meals, evening receptions, transportation and extensive program information materials.)

The deadline to register for the Wisconsin Pavilion is Aug. 11. Call Wisconsin International Trade Team Economic Development Consultant Ashwini Rao at 608-224-5119 or email Ashwini.Rao@Wisconsin.gov for more information.

The trade event is hosted by the U.S. Soybean Export Council and the Midwest Shippers Association. For details, go to www.grainconference.org. The Wisconsin Soybean Marketing Board is a co-sponsor of the Wisconsin Pavilion.

The Wisconsin Department of Agriculture, Trade and Consumer Protection's International Trade Team works to help Wisconsin farms and companies reach new international markets and increase profitability in their export businesses. To learn more, visit <http://datcp.wi.gov/Business/Exports>.