



Information on the 2025 MABA Trade Show for Exhibitors

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[View the 2025 Floor Plan](#)

The Michigan Agri-Business Association (MABA) invites you to participate in the 92nd Annual Winter Conference and Trade Show, to be held on **Tuesday and Wednesday, January 7-8, 2025**, at the Lansing Center in downtown Lansing.

The most recent MABA Trade Show continued with a revamped floor plan and additional networking opportunities, including two conference meals served on the show floor. This resulted in our first *Sold Out* show in more than a decade in 2024! In 2025 we are continuing with this excellent new Trade Show plan, which includes:

- **Continued Dedicated Trade Show Time! *The 2025 Winter Conference will once again include a second networking meal on the Trade Show Floor*** – breakfast on Wednesday, January 8, 2025. This is a relatively new addition and means that breakfast and lunch will both be included on the Trade Show floor, allowing attendees to eat in the Trade Show or at booths. As an exhibitor, you will be able to count on this window where attendees can be on the floor without interrupting their conference experience.
- **Trade Show Exhibitors Spotlighted Throughout the Conference:** MABA will also once again ask each Trade Show exhibitor to provide a single, template PowerPoint slide with your logo, contact information and booth number. These slides will be displayed on a rotating basis at the Winter Conference – starting well before the Trade Show begins and continuing throughout the Conference. This is one additional way to say “thank you” for participating, and help raise awareness of your Trade Show presence!
- **This year’s floor plan was revised slightly to make improvements based on last year’s Trade Show.** Specifically we have moved large equipment booths to the center of the floor, providing an easier experience for load-in and load-out while encouraging traffic flow through the Trade Show. We have also adjusted the booths to prevent some of them from facing a wall. The 2025 Floor Plan [can be viewed here](#).

[Reserve my space for the 2025 MABA Trade Show](#)

2025 Trade Show hours will be as follows:

- Tuesday, January 7 from 1:30 - 6:30 p.m. (Load-in Tuesday morning), with an opening reception from 4:30 – 6:00 p.m. and a ribbon cutting at 5:00 p.m.
- Wednesday, January 8 from 8:00 a.m. – 1:00 p.m. (Load-out Wednesday afternoon), with two meals served in the Trade Show to maximize networking opportunities

2025 Trade Show booth prices remain the same YOY and will be as follows:

10' x 10' - \$800 MABA member / \$900 non-member

34' x 20' - \$1000 MABA member / \$1,200 non-member – Equipment or large display required, priority to past equipment presenters.

**An additional \$100 charge will apply to specific corner booths [as noted on the Floor Plan](#).

These prices include an identification sign, 110 electrical outlet/usage and two conference registrations per booth. The passes will allow access to all sessions and meal functions. Draping and carpeting is provided for all booths. Tables are included with 12' x 10' booths. Additional items are available to rent from Art Craft Display, Inc.

Please use the link below to let us know your intentions for the 2025 Trade Show and reserve your space before we open the floor up to new exhibitors. You will be contacted in early October by the MABA staff. If you have any questions, please contact me at kara@miagbiz.org or rose@miagbiz.org. Thank you for your participation!

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