Exhibitor Pricing

All Booths, primary and secondary - $5,250 ea., includes:

- 10'x10' booth space
- (1) – 6' long draped table (3 sides) or (1) – 30" Bar table
- (2) – Contour chairs or (2) stools
- Wastebasket
- ID Sign (17" x 11")
- 5-amp electrical outlet
- Wireless Internet access
- Max quantity – 2, 10x10 booths (one primary and one additional)

Booth fees will increase to $6,250 each after January 7, 2027, 11:59pm CST.

Attendee fee - $1,350, includes:

- Access to the event from setup to load-out
- Breakfast – Tuesday & Wednesday
- Lunch – Monday, Tuesday, & Wednesday
- Morning and afternoon breaks
- Dealer reception Monday evening

Attendee fees will increase to $1,450 after January 14, 2027, 11:59pm CST.

Event Cancellation Policy:

- Attendee:
  - Prior to January 14th, 11:59pm CST, full attendee fee refunded
  - On or after January 15, 2027, full attendee registration fee is forfeited.
- Booth
  - Prior to December 23rd, 11:59pm CST, full booth fee refunded
  - On or after December 24, 2026, full booth registration fee is forfeited.

Note: Attendees are responsible for adjusting both their registration and hotel arrangements, if necessary.

*Prices are subject to change. For questions, please contact **JDUG@JohnDeere.com**.*

Published: November 3, 2026. All previous versions are obsolete.

Company Use

Sponsorship Packages:

- **$15,000 Gold**
  - "Mention" in the opening session (Gold Sponsors dedicated slide)
  - "Helped made possible by:" signage for Dealer Reception*
  - (2), 1-hour classes
  - (2), Push Notifications in the Mobile App
  - Dedicated icon in the Mobile App with company information
  - Logo in Mobile App under Exhibitors icon
  - Premium Gold sponsorship signage upon guest arrival
  - JDUG Gold Sponsor Signage in booth
  - (1) Lead Generation App
  - Key placement within exhibitor area

- **$10,000 Silver**
  - "Mention" in the opening session
  - "Helped made possible by:" signage for breakfast and lunch
  - (1), 1-hour class
  - (1), Push Notification in the Mobile App
  - Logo in Mobile App under Exhibitors icon
  - Premium Silver sponsorship signage upon guest arrival
  - JDUG Silver Sponsor Signage in booth
  - (1) Lead Generation App
  - Key placement within exhibitor area

- **$5,000 Bronze**
  - "Mention" in the opening session
  - "Helped made possible by:" signage for break tables
  - Logo in Mobile App under Exhibitors icon
  - Premium Bronze sponsorship signage upon guest arrival
  - JDUG Bronze Sponsor Signage in booth
  - Key placement within exhibitor area

Additional Sponsorship Options:

- Monday Morning *Rise and Connect* Mixer - $1,500, 2 sponsors per Track
  - The JDUG Rise and Connect mixers are a relaxed networking event where attendees connect by department before sessions begin. It's a chance for dealers to meet their counterparts from other dealerships and build connections across the John Deere network in an informal setting.
  - **Note to Sponsors:** Sponsors will not attend or speak at the Rise and Connect Mixer. Instead, your company will be recognized with signage featuring your logo and booth number, encouraging attendees to visit you on the exhibit floor.
- LeadCapture - $300

For branding opportunities, please contact JohnDeereRegistration@JohnDeere.com.

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Company Use

Group Hotel Information

Accommodations - $339 + Resort Fee, in-room amenities at the time of check-in includes (subject to change via hotel):

- **Internet**: Enhanced high-speed wireless internet access in your guest room for up to six devices.
- **Water park access:** Entry to the outdoor pool areas, lazy river, waterslides, and wave pool for up to four registered guests per room.
- **Fitness center**: Daily access to the on-site 24-hour gym/fitness facilities.
- **Extras**: Two bottles of water per room daily, select fitness classes like yoga or boot camp for up to two guests, and a 1-hour bike rental for up to two guests per stay

Note: *Room block will expire on* ***Thursday, January 14, 2027****. After that, Gaylord Pacific reserves the right to charge their regular published price.*

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Company Use