



Monona Terrace
Madison, Wisconsin
January 17-18, 2018

dairystrong.org



**SPONSORSHIP
& EXHIBIT**

GUIDE



Dairy Strong is the premier event for progressive people in dairy.



MIKE NORTH
PRESIDENT, DAIRY BUSINESS ASSOCIATION



DEAR FRIENDS AND PARTNERS!

Hundreds of dedicated members of the U.S. dairy community will gather again Jan. 17-18, 2018, at the Monona Terrace in Madison, Wis., for the fourth annual Dairy Strong conference.

Bud Selig will serve as the opening keynote. He is the former commissioner of Major League Baseball. He is also the former owner of the Milwaukee Brewers and a Milwaukee native. During his tenure, Selig navigated numerous controversies in baseball and will call on his leadership experience to draw parallels

to challenges in the dairy community.

Dairy Strong brings farmers and dairy professionals from diverse management philosophies together to coalesce around what's important to our community today and in the future.

Farmers at Dairy Strong are owners, managers and decision makers. They are business people, just like you - with an aptitude for creativity and the desire to succeed today and tomorrow. There is also tremendous business-to-business potential between animal health, nutrition,

genetics, financial services, equipment, technology, engineering and many other partners.

Dairy Strong is a great chance to extend your brand with enhanced sponsorship opportunities. The sell-out trade show is designed for meaningful interactions.

On behalf of the Board of Directors, thank you for considering Dairy Strong.

Mike North
Dairy Business Association

Why Dairy Strong?



FARMERS, industry professionals, representatives from universities and government agencies, dairy processors and non-profits find value in Dairy Strong.

Farmers at Dairy Strong are leaders, decision makers, owners and managers. They are progressive in their business practices and buying decisions. They embrace technology.

In 2017, Dairy Strong had record attendance with more than 700 registrations. Farmer participation increased by more than 100 people alone. More than 135,000 cows are represented. Our planning committee recognizes the value of having as many farmers as possible at Dairy Strong. We are proud to be the only high-caliber dairy conference in Wisconsin to offer complimentary attendance to all farmers who register by Nov. 1.



Dairy Strong tackles the most relevant topics facing the dairy community.

MEANINGFUL INTERACTIONS

- Exclusive trade show
- Limited to 70 booths
- Reserve space early

DIVERSE SPONSORSHIPS

- Items for all budgets
- Tailored to your business
- You are creative. So are we.

CONTENT IS KING

- Nationally known speakers
- Innovative sessions
- Forward thinking audience



Planning Your Trip

AIRPORTS

MADISON - Dane County Regional Airport (American Eagle, United, Delta and Frontier). The airport is a 15 minute drive from the Monona Terrace. Taxi service is available at the airport and there is a free shuttle from all three hotels below (call when you land).

MILWAUKEE - General Mitchell International Airport is a 1 1/2-hour drive from Madison.

CHICAGO - O'Hare International Airport is a 3-hour drive from Madison.

LOCATION

**MONONA TERRACE
ONE JOHN NOLEN DRIVE
MADISON, WI 53703**

DIRECTIONS - From Chicago take I-90 West; From Minneapolis take I-94 East; From Milwaukee take I-94 West. Exit West from these onto Hwy 12/18 (the Beltline). From Iowa enter Madison on Hwy 12/18 or Hwy 14 which runs into Hwy 12/18. From Hwy 12/18 (the Beltline) exit North on John Nolen Drive. The Monona Terrace is on John Nolen Drive.

PARKING

Guests of the Hilton, Madison Concourse and Park Hotel may park at their hotel and walk to the Monona Terrace (hotel parking rates apply).

Those coming for the day may park at the Monona Terrace. **Please be advised that parking is limited.** Parking rates: Weekdays: \$1.50 per hour, \$12 daily maximum.

Additional parking is available in the City of Madison Government East Garage located at 215 S. Pinckney St. Parking rates: \$1.50 per hour. We encourage carpooling, public transportation or walking from other parking lots.

LODGING

HILTON MADISON

9 E. Wilson St.,
Madison, WI 53703

Room pricing: \$149/\$285

Cut-off date for this room block is Dec. 17, 2017.

Call (877) 510-7465 and reference Dairy Business Association

MADISON CONCOURSE HOTEL

1 W. Dayton St.,
Madison, WI 53703

Room pricing: \$145/\$185

Cut-off date for the room block is Dec. 18, 2017.

Call (800) 356-8293 and reference Dairy Strong Conference

PARK HOTEL

22 S Carroll St.
Madison, WI 53703

Room pricing: \$149/\$159/\$179

Cut-off date for this room block is Dec. 17, 2017.

Call (608) 285-8000 and reference Dairy Business Association

Connect With Us



Nicole Barlass
Director of Member Relations, DBA

Nicole joined DBA in April 2015, bringing nearly a decade of experience as an ag educator, community organizer and as Wisconsin's 59th Alice in Dairyland. Nicole oversees both dairy and corporate membership strategies as well as membership engagement activities. Nicole can help with sponsorship, exhibit space and general information. Contact Nicole at nbarlass@widba.com or (920) 883-0020 x104



Maria Woldt
Director of Industry Relations, DBA

Maria joined DBA in April 2016. She comes to DBA with extensive experience in non-profit management, trade shows and education. Maria oversees the Dairy Strong event, the Dairy Strong Sustainability Alliance and other commodity and trade group partnerships. Maria can help with sponsorship, exhibit space, event logistics and speakers. Contact Maria at mwoldt@widba.com or (608) 577-4345



Lauren Brey
Director of Marketing & Research, DBMMC

Lauren joined DBMMC in the fall of 2014. A food scientist by training, Lauren blends dairy processing knowledge and marketing/communications skills with a passion for agriculture. Lauren directs DBMMC's outreach efforts and member communications. Lauren can help with booth services, hotels and registration. Contact Lauren at lbrey@dbmmc.com or (920) 883-0020 x107

IMPORTANT DEADLINES

- August 31 Returning sponsors & exhibitors first right of renewal on 2017 items
- November 1 Early-bird deadline for exhibit space
- December 17 Hotel room blocks fill quickly, especially the Hilton
- December 21 Advance order discount for booth materials (Valley Expo)
- December 26 Internet/electric advance order, 20% discount (Monona Terrace)
- January 5 Deadline to order booth materials (Valley Expo)

Sponsorships and exhibit space accepted after deadlines as available

Tentative Agenda

WEDNESDAY, JANUARY 17TH

TIME	EVENT & LOCATION
7:30 - 9:00 AM	Buffet Breakfast & Trade Show Exhibit Hall B
9:00 AM	Opening Keynote - Bud Selig, former Commissioner of Major League Baseball, a position he held for a historic 17 years. He is also the former owner of the Milwaukee Brewers Exhibit Hall A
10:00 AM	Concurrent Tracks Madison Ballrooms, Hall of Ideas <ul style="list-style-type: none"> • Track 1: Legislative & Advocacy • Track 2: Consumer Trends • Track 3: Dairy Technology
12:00 PM	Trade Show, Buffet Lunch Exhibit Hall B
1:00 - 6:30 PM	Trade Show Exhibit Hall B
1:00 - 4:30 PM	Innovation Stage Sessions Exhibit Hall B
1:30 - 3:30 PM	DBA & DBMMC Annual Meetings Madison Ballroom B
3:30 - 6:30 PM	Wine & Beer Tasting
4:30 - 6:30 PM	Wisconsin's Master Cheese Reception
6:30 PM	Plated Dinner Exhibit Hall A
7:30 PM	Advocacy Awards Exhibit Hall A
8:00 PM	Evening Keynote - Lynne Lancaster is one of today's foremost cultural translators and an expert on generations Exhibit Hall A

THURSDAY, JANUARY 18TH

TIME	EVENT & LOCATION
7:30 - 9:00 AM	Buffet Breakfast & Trade Show Exhibit Hall B
8:30 AM	New Member Breakfast (by invitation) Exhibit Hall B
8:30 AM	Innovation Stage Exhibit Hall B
9:00 AM	Legislative Keynote - Ana Navarro - Republican strategist and political contributor to CNN, ABC News and Telemundo Exhibit Hall A
10:00 AM	Dairy Economics Keynote - Tom Vilsack Exhibit Hall A
10:45 AM	Panel: Dairy economics & milk marketing, featuring: Tom Vilsack, USDEC; Chuck Connor, NCFC; Michael Dykes, IDFA. Exhibit Hall A
11:45 AM	Trade Show Lunch Event concludes following lunch

Sponsorship Opportunities

GAIN MORE EXPOSURE in 2018. Your support will be recognized in the conference program, signage at sponsored events and during general sessions. In addition, your sponsorship will be posted on the Dairy Strong website and social media channels. **First right of refusal will be given to returning sponsors who reserve by Aug. 31. All commitments requested by Nov. 1.**

**Keynote Speaker:
Bud Selig**

**3 sponsorships total;
2 available**



\$30,000

This sponsorship includes:

- Free exhibitor booth
- Passes for up to 32 guests to attend the Jan. 17 Selig keynote and conference for the day. This sponsorship also comes with 50 extra drink tickets.
- Invited to introduce Selig's presentation and to show a 3-minute video about your company sometime during the conference.
- Opportunity to moderate the question and answer session immediately following presentation.
- Your company will also receive 5 free conference registrations and first choice of exhibitor booth locations.

**Keynote Speaker:
Ana Navarro**

3 sponsorships available



\$9,000

This sponsorship includes:

- Opportunity to introduce Navarro's presentation and 10 free passes for your guests to attend her presentation along with 50 extra drink tickets.
- Invitation to moderate the question and answer session immediately following presentation.
- Four free conference registrations.

Track Sessions

**6 sponsorships - SOLD
\$2,500**

- Proposals were accepted as part of the "Dairy Strong Call for Presenters" due June 16.

**Keynote Speaker:
Lynn Lancaster**

3 sponsorships available



\$9,000

This sponsorship includes:

- Opportunity to introduce Lancaster's presentation and 10 free passes for your guests to attend along with 50 extra drink tickets.
- Invitation to moderate the question and answer session immediately following presentation.
- Four free conference registrations.

Innovation Stage

**7 sponsorships - SOLD
\$2,500**

- Proposals were accepted as part of the "Dairy Strong Call for Presenters" due June 16.

Sponsorship Opportunities

ALL SPONSORS receive mention in the conference guide, on the Dairy Strong website and on-site. Sponsors receive recognition at the corresponding sponsor level found on the following page.

Meal Sponsorship Registration & Promotion Sponsorship

Buffet Breakfast **\$3,000**

Wednesday | 2 available
Thursday | 2 available

Lunch **\$3,000**

Wednesday | 2 available
Thursday | 2 available

Dinner **\$7,500**

Wednesday | 2 available

Desserts - \$1,000

Wednesday | 5 available

Drink Tickets & Appetizers **\$2,500 - \$5,000**

Wednesday | Several available

Morning Break **\$2,500 - Thursday**

Wine & Beer Tasting **\$7,500 - Thursday**

Lanyards - SOLD **\$2,500**

Lanyards provided by your company and offered at registration.

Attendee Badges **\$3,500**

On-site badge printing makes conference registration a snap! The custom 4" x 6" badge features attendee information and your company logo.

Dairy Farmer Cash Giveaway **\$1,500 | 2 available**

Farmers register to win \$1,000 cash prize by completing a card at booths in the trade show. Includes oversized check and chance to present to winner.

Conference Program **\$4,000**

With your company's ad in the conference program.

New Member Breakfast **\$2,000**

DBA and DBMMC host a special breakfast for new members at Dairy Strong. Staff, select members and board members join together to welcome farmers and affiliated businesses who have joined both DBMMC or DBA in the last year. Sponsorship includes signage, table tents, the ability to provide marketing collateral as well as your attendance.

Attendee Registration Stations

\$2,000 - \$7,000 | 4 available

NEW! Attendees and exhibitors agree that Dairy Strong has the best registration and badging process of any event they attend. Sponsor our registration area - one station, or all six stations for the exclusive! Includes your signage, handouts, and representatives at registration.

Innovation Stage - SOLD **\$7,500**

NEW! The Innovation Stage debuted at the 2017 show, and was a huge hit. This exclusive stage is located in the middle of the trade show and features seven 20-minute presentations. Sponsorship includes naming rights, side wall signage, ceiling-hanging signage and logo placement on stage schedule.

Bring your best customers. Reward loyalty.

The more farmers, the better. Every exhibitor and sponsor receives free passes based on level of support to offer customers. Passes are pre-printed and mailed to your main contact with a unique registration code for farmers to use online.

Free customer passes for exhibitors and sponsors

Exhibitors - 2	Silver - 8
Friend of Dairy Strong - 2	Gold - 10
Bronze - 4	Platinum - 16

General Sponsors

GENERAL SPONSORS partner with Dairy Strong and enjoy exposure through web and social media, printed materials and at related events. The January conference serves as the capstone for Dairy Strong.

Dairy Strong Sponsorship Program

PLATINUM \$15,000

This sponsorship includes:

- Automatic seat on the Dairy Strong Conference Advisory Committee.
- Logo and link on the home page of Dairy Strong website for one year.
- Complimentary 10x20 booth space with preferred placement.
- Live recognition during conference.
- Half-page ad in conference guide.
- Video message sent to pre-registered and potential attendees.
- 6 free registrations for Dairy Strong.
- 40 total additional drink tickets.
- 16 free farmer registrations to offer your clients (custom cards provided in advance).
- **PLUS** everything provided to Gold level

GOLD \$9,000

This sponsorship includes:

- Access to Dairy Strong attendee mailing list.
- Participant lists from Dairy Strong events during the year.
- Complimentary 10x10 exhibit space with preferred placement.
- 4 total registrations for conference.
- 25 total additional drink tickets for conference.
- 10 free farmer registrations.
- **PLUS** everything provided to Silver level

SILVER \$6,000

This sponsorship includes:

- Company logo in Dairy Strong conference guide.
- Logo on event signage.
- Logo on AV display screen in main conference hall.
- Preferred exhibit booth placement.
- Logo and link placement on Sponsorship page of the Dairy Strong website.
- 3 total registrations for conference.
- 15 total additional drink tickets for conference.
- 8 free farmer registrations.
- **PLUS** everything provided to Bronze level

BRONZE \$3,000

This sponsorship includes:

- Company name in Dairy Strong conference guide.
- Company name on AV display screens in Exhibit Hall.
- Link placement on sponsorship page of website.
- On-site decal for booth.
- Listing in E-news promoting conference and events.
- Mention on Dairy Strong and affiliated social media platforms.
- Promotional use of the Dairy Strong logo and art.
- 2 total registrations for conference.
- 4 free farmer registrations.

FRIEND OF DAIRY STRONG \$1,500

This sponsorship includes:

- Company name in Dairy Strong conference guide.
- Company name on the Sponsorship page of the Dairy Strong website.
- On-site decal for booth.
- Promotional use of the Dairy Strong logo and art.
- One complimentary registration for conference.
- 2 free farmer registrations.

Ask us about perks available exclusively to new or increased sponsorships!

Exhibitor Opportunities



ALL EXHIBITORS at Dairy Strong receive direct access to key dairy decision-makers; strengthened relationships and new contacts; a platform to promote and sell your products; and more value for your marketing dollars.

Exhibit Booth

\$1,440 before November 1
\$1,600 after November 1

- 10-by-10-foot booth
- Pipe and drape on back and sides
- 1 six-foot skirted table and 2 chairs
- ID sign and waste basket
- Wireless internet access – 128K connection
- Free conference registration for one person

All exhibitors will be listed on the Dairy Strong website and in the conference proceedings

Exhibit Hours

Wednesday, January 17

Exhibits open:
8:00 to 9:00 AM
Continental breakfast served in Exhibit Hall

12:00 to 1:30 PM
Buffet lunch served in Exhibit Hall

1:30 to 6:30 PM
Afternoon break, Innovation Stage sessions and reception in Exhibit Hall

Thursday, January 18

Exhibits open:
8:00 - 9:00 AM
Continental Breakfast served in Exhibit Hall

11:45 AM - 1:00 PM
Buffet lunch served in Exhibit Hall. Event concludes following lunch

Exhibit Move-In

Tuesday, January 16

Exhibit move-in and set-up
11:00 AM - 5:00PM

Exhibit Move-Out

Thursday, January 18

Tear-down can begin after 1:00 PM

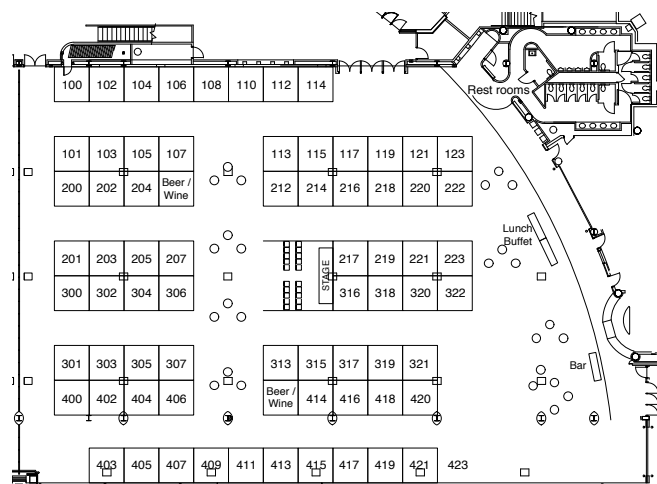
All items must be removed by 5:00 PM.
 No early move-outs, please!

Exhibit Booth Assignments

Sponsors will be given first choice in booth locations.
 Booth locations will be assigned based on:

- Sponsorship level
- Date payment is received
- Membership with DBA

L1 Exhibit Hall B, Level 1 Venue Location



Registration Information

Early Registration by Jan. 1, 2018

Corporate Members

\$350 - Full Conference
\$250 - One-Day Rate

Corporate Non-Members

\$500 - Full Conference
\$350 - One-Day Rate

Registration After Jan. 1, 2018

Corporate Members

\$400 - Full Conference
\$300 - One-Day Rate

Corporate Non-Members

\$550 - Full Conference
\$400 - One-Day Rate

Yes, I want to participate as an exhibitor and/or sponsor for Dairy Strong!

Company Name _____

Address _____

Contact Person _____

City _____ State _____ Zip _____

E-mail _____

Phone _____ Fax _____

Please list all attendees - include name and email addresses

Name _____

Email _____

Name _____

Email _____

Name _____

Email _____

EXHIBITOR BOOTH:

(Includes one free conference registration)

\$1,440 Early-bird discount before November 1

\$1,600 After November 1

Total booth cost: \$ _____

SPONSORSHIP LEVEL:

(Please indicate what level and amount):

Yes, I will sponsor: _____

Amount of sponsorship: \$ _____

EXTRA CONFERENCE REGISTRATIONS:

(Beyond free with exhibit booth and/or sponsorship)

_____ @ \$ _____ = \$ _____

TOTAL AMOUNT DUE = \$ _____

PAYMENT INFORMATION:

Check enclosed

(Make checks payable to the Dairy Business Association)

Please charge my credit card:

Visa MasterCard Discover American Express

Name on Card _____

Card Number _____

Exp _____ CVV code _____

Billing address _____

City _____ State _____ Zip _____

PLEASE INVOICE ME (Check box if you prefer to be invoiced)

RETURN THIS FORM BY MAIL TO:

Dairy Business Association
2763 Manitowoc Rd Ste B
Green Bay, WI 54311

For more information or questions please contact:

Maria Woldt at (608) 577-4345 or mwoldt@widba.com

Nicole Barlass at (920) 980-3141 or nbarlass@widba.com



DAIRY BUSINESS ASSOCIATION

2763 Manitowoc Rd Ste B
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DAIRY STRONG

Dairy Business Association

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 **KEEPING DAIRY
STRONG**

dairystrong.org