



SPONSORSHIP & EXHIBIT

GUIDE

Monona Terrace
Madison, Wisconsin
January 23-24, 2019

dairystrong.org

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**



WHY DAIRY STRONG?

Farmers, dairy 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 2018, Dairy Strong welcomed more than 700 registrations and farmer participation was the highest ever. More than 135,000 cows were 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 registration to all farmers who register by Nov. 1.



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

“ Farmers at Dairy Strong are owners, managers and decision makers. They are business people, just like you. ”

DEAR FRIENDS AND PARTNERS!

Hundreds of dedicated members of the U.S. dairy community will gather again Jan. 23-24, 2019, at the Monona Terrace in Madison, Wis., for the fifth annual Dairy Strong conference.

Molly Fletcher will serve as the opening keynote. She was hailed as the “female Jerry Maguire” as she represented sport’s biggest names, including Hall of Fame pitcher John Smoltz, PGA TOUR golfer Matt Kuchar, broadcaster Erin Andrews, and basketball coaches Tom Izzo and Doc Rivers. Molly will call on her business wisdom, relationship brilliance and unwavering optimism 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.



A handwritten signature in black ink that reads "Mike North".

Mike North
president,
Dairy Business
Association

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



CONNECT WITH US

OUR TEAM IS HERE TO HELP

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

Lauren Brey

**DIRECTOR OF MARKETING
& RESEARCH, EDGE**



Lauren joined Edge 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 Edge's outreach efforts and member communications. Lauren can help with booth services, hotels and registration.

Contact Lauren at:
lbrey@voiceofmilk.com or
(920) 883-0020 x107

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

IMPORTANT DEADLINES

- August 31** Returning sponsors & exhibitors first right of renewal on 2018 items
- November 1** Early-bird deadline for exhibit space
- December 23** Hotel room blocks fill quickly, especially the Hilton
- January 2** Advance order discount for booth materials (Valley Expo)
- January 2** Advance order for Internet and electricity (Monona Terrace)
- January 16** Deadline to order booth materials (Valley Expo)

Sponsorships and exhibit space accepted after deadlines as available

PLANNING YOUR TRIP



01 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.



02 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.



03 PARKING

Guests of the Hilton and Madison Concourse 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.



04 LODGING

HILTON MADISON

9 E. Wilson St.,
Madison, WI 53703

Room pricing: \$153/\$255

Cut-off date for this room
block is December 23, 2018.

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 December 28, 2018.

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

TENTATIVE SCHEDULE

WEDNESDAY, JANUARY 23

TIME	EVENT LOCATION
7:30 - 9:00 AM	Buffet Breakfast & Trade Show Exhibit Hall B
9:00 AM	Opening Keynote – Molly Fletcher was hailed as the “female Jerry Maguire” as she represented sport’s biggest names, including Hall of Fame pitcher John Smoltz, PGA TOUR golfer Matt Kuchar, broadcaster Erin Andrews, and basketball coaches Tom Izzo and Doc Rivers. Exhibit Hall A
10:00 AM	Concurrent Tracks Madison Ballrooms, Hall of Ideas <ul style="list-style-type: none">» Track 1: Finance & Economics» 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 & Edge Annual Meetings Madison Ballroom B
3:30 - 6:30 PM	Wine & Beer Tasting Exhibit Hall B
4:30 - 6:00 PM	Wisconsin Cheese Tasting Clinic and Pairing Stage Exhibit Hall B
4:30 - 6:30 PM	Wisconsin’s Master’s Cheese Reception Exhibit Hall B
6:30 PM	Plated Dinner Exhibit Hall A
7:30 PM	Awards Exhibit Hall A
8:00 PM	Evening Keynote – Ken Schmidt is the former director of communications for Harley-Davidson, where he played an active role in one of the most celebrated turnarounds in corporate history Exhibit Hall A

THURSDAY, JANUARY 24

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	Panel: State election recap Exhibit Hall A
10:00 AM	Legislative Keynote Exhibit Hall A
10:45 AM	Closing Keynote – Peter Zeihan’s worldview marries the realities of geography and populations to a deep understanding of how global politics impact markets and economic trends Exhibit Hall A
11:45 AM	Trade Show Lunch Event concludes following lunch

SPONSORSHIP OPPORTUNITIES

GAIN MORE EXPOSURE in 2019. 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

MOLLY FLETCHER

3 sponsorships total; 2 available



\$15,000

This sponsorship includes:

- » Free exhibitor booth
- » Passes for up to 16 guests to attend the Jan. 23 Fletcher keynote and conference for the day. This sponsorship also comes with 50 extra drink tickets.
- » Invited to introduce Fletcher's presentation and to show a short video about your company sometime during the conference.
- » Opportunity to moderate the question and answer session immediately following presentation.
- » Your company will also receive 6 free conference registrations and first choice of exhibitor booth locations.

Keynote Speaker

KEN SCHMIDT

3 sponsorships available



\$9,000

This sponsorship includes:

- » Opportunity to introduce Schmidt's presentation and 10 free passes for your guests to attend his 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** \$3,000

- » Proposals were accepted as part of the "Dairy Strong request for proposals" due June 15.

Keynote Speaker

PETER ZEIHAN

3 sponsorships available



\$9,000

This sponsorship includes:

- » Opportunity to introduce Zeihan'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** \$1,500

- » Proposals were accepted as part of the "Dairy Strong request for proposals" due June 15.

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

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 | 4 available

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

REGISTRATION & PROMOTION SPONSORSHIP

Conference Program

\$4,000

With your company's ad in the conference program.

New Member Breakfast

\$2,000

DBA and Edge 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 DBA or Edge 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

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

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.

Badge Recycling Stations

\$1,500 | 2 available

NEW! We recycle badges and lanyards at Dairy Strong. These upscale recycling stations are covered in your branding along with instructions for attendees. High traffic placement.

Wisconsin Cheese Tasting Clinic and Pairing Stage

\$3,000

NEW! Envision an exclusive stage adjacent to the reception area where cheese mongers and cheese makers offer insight about cheese tasting and food and wine pairings. Sponsorship includes naming rights, signage and logo placement on stage schedule.

Restroom Audio Message - ~~SOLD~~

\$1,500

Your company's 15 or 30-second audio spot played in four restrooms on continuous loop.

Video Message Billboard

\$2,000 | 3 available

NEW! Play your company videos and display your branding on a continuous loop. You provide the fully produced content (sound ok), and we provide the freestanding big screen LCD TV in a high traffic area.

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

Friend of Dairy Strong - 2

Bronze - 4

Silver - 8

Gold - 10

Platinum - 16

GENERAL SPONSORS

GENERAL SPONSORS partner with Dairy Strong and enjoy exposure through web and social media, printed materials and on-site signage.

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 for Bronze

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

\$1,500 before Nov. 1

\$1,700 after Nov. 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 23

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 24

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 22

Exhibit move-in and set-up

11:00 AM - 5:00PM

EXHIBIT MOVE-OUT

Thursday, January 24

Tear-down can begin after 1:00 PM

All items must be removed by 5:00 PM.

No early move-outs, please!

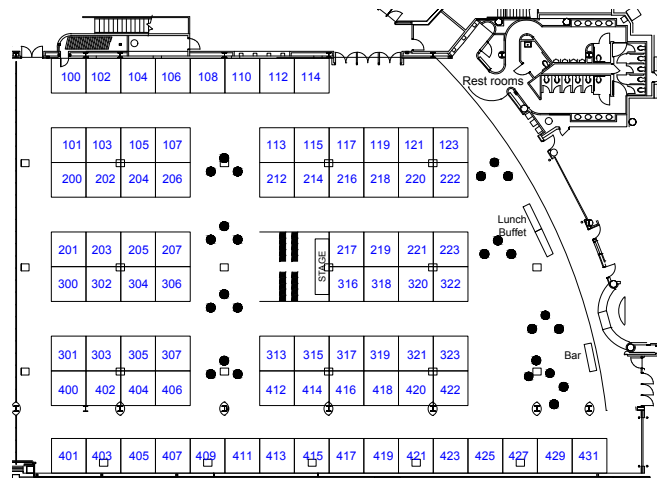
EXHIBIT BOOTH ASSIGNMENTS

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

EXHIBIT HALL B, LEVEL 1 VENUE LOCATION



REGISTRATION INFORMATION



EARLY REGISTRATION

By Jan. 1, 2019

Corporate Members

\$350 - Full Conference

\$250 - One-Day Rate

Corporate Non-Members

\$500 - Full Conference

\$350 - One-Day Rate

REGISTRATION AFTER

By Jan. 1, 2019

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 _____

Contact Person _____

E-mail _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Please list all attendees - include name and email addresses

Name _____

Email _____

Name _____

Email _____

Name _____

Email _____

EXHIBITOR BOOTH:

(Includes one free conference registration)

\$1,500 Early-bird discount before November 1

\$1,700 After November 1

Total booth cost: \$ _____

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)

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)

_____ @ \$ _____ = \$ _____

RETURN THIS FORM BY MAIL TO:

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

TOTAL AMOUNT DUE = \$ _____

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



2763 Manitowoc Rd Ste B
Green Bay, WI 54311

KEEPING DAIRY STRONG!



DAIRY STRONG

DAIRY BUSINESS ASSOCIATION

Phone(920) 883-0020

Fax (920) 857-1063

E-mailinfo@dairystrong.org

dairystrong.org