



2018 Dairy Strong Conference **Call for Presenters: Seminar Proposal**

The organizers of Dairy Strong are looking for relevant, innovative and valuable topics and speakers for seminars at the 2018 Dairy Strong Conference.

WHO CAN APPLY?

Dairy Strong is accepting proposals for seminar topics, presenters and sponsors for each seminar. This request is open to organizations that wish to:

- 1) Propose and sponsor a topic/speaker
- 2) Sponsor a seminar but prefer to collaborate with Dairy Strong organizers on topic/speaker
- 3) Propose a topic/speaker without a corresponding sponsorship (Non-profits or gov. agencies only)

Individuals, companies, universities, organizations and government agencies may submit proposals.

HOW TO APPLY/APPLICATION FORMAT

Proposals should be submitted using the [online proposal submission form](#) by June 16, 2017. Proposals should be no more than two typed pages and should address the topic's relevance to the dairy community and any other special aspects related to the importance of the subject.

SEMINAR SELECTION TIMELINE:

- **May 8, 2017** – Release and distribution of “Call for Presenters”
- **June 16, 2017** – Deadline to submit proposal
- **July 14, 2017** – Topics selected, notifications sent

ABOUT DAIRY STRONG

Dairy Strong is held at the Monona Terrace and Convention Center in Madison, Wis. in mid-January. More than 600 dairy professionals and farmers from 18 states and four countries attended in 2017 - representing nearly 135,000 cows.

Coordinated by the Dairy Business Association and its partners, Dairy Strong organizers are working hard to continue the momentum from the 2017 conference. Dairy Strong 2018 is scheduled for Jan. 17-18 again at the Monona Terrace Community and Convention Center.

This event provides farmers and industry leaders with the opportunity to hear from inspirational speakers, improve their business acumen through educational sessions and network with the nation's leading industry suppliers on the trade show floor.

TYPES OF PROPOSALS:

Concurrent Track Sessions (50 minutes): Offered Wednesday, Jan. 17. New this year, Dairy Strong will feature three “tracks”:



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- Consumer/Product
 - Economic/Legislative
 - Dairy management and innovation

Each track room comfortably accommodates 75-100 people. There are several sessions in each track. All topics will be considered, not just those within the topics above. Traditional AV equipment is available – screen & projector with a HDMI laptop plug-in. Sessions are recorded and posted to YouTube. We suggest that presenters bring their own laptops to prevent presentation formatting issues. Presentations will be recorded and posted to our website and YouTube.

Innovation Stage (20 Minutes): A smaller “Innovation Stage” takes place on the trade show floor. Area features clear side walls and classroom seating for 15-20 people in a public setting. A schedule of presentations will be published online and in conference materials. Large flat screen (rolling) TV will be available with a cable to connect to presenter’s laptop. Presentations may feature new products, innovations or related content. Due to logistics, these presentations will not be recorded.

SPONSORSHIPS COSTS

The fee to sponsor a track session is \$2,500. The fee to sponsor an Innovation Stage presentation is \$1,500. Sponsors will be listed in all printed materials, on the Dairy Strong website, signage and on social media.

Questions?

If you have questions or comments, please contact Maria Woldt, Director of Industry Relations at mwoldt@widba.com or (608) 577-4345. Proposals are being accepted using the [online proposal submission form](#) and are due by June 16, 2017.

Thank you in advance for participating in the proposal process. We look forward to your ideas.