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 2019, 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.

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

Dairy Strong tackles the most relevant topics facing the dairy community.
DEAR FRIENDS & PARTNERS!

Hundreds of dedicated members of the U.S. dairy community will gather again Jan. 22-23, 2020, at the Monona Terrace in Madison, Wis., for the sixth annual Dairy Strong conference.

Dr. Kate Darling will serve as the opening keynote. A leading expert in robot ethics, Kate is a research specialist at the Massachusetts Institute of Technology (MIT) Media Lab, where she investigates social robotics and conducts research on human-robot interaction. Her work addresses the difficult questions that lawmakers, engineers and the public will need to address as human-robot relationships evolve in the coming decades. Forever interested in how technology intersects with society, Kate will draw parallels between her work and the growth of robotics in dairy.

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.

Tom Crave
president,
Dairy Business Association

Farmers at Dairy Strong are owners, managers and decision-makers. They are business people, just like you.
IMPORTANT DEADLINES

August 31  Returning sponsors & exhibitors first right of renewal on 2019 items
November 1  Early-bird deadline for exhibit space
December 21  Hotel room blocks fill quickly, especially the Hilton
January 2  Advance order discount for booth materials (Valley Expo)
January 2  Internet/electric advance order, 20% discount (Monona Terrace)
January 15  Deadline to order booth materials (Valley Expo)

Sponsorships and exhibit space accepted after deadlines as available
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 both 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: $3.00 per hour, $16 daily maximum.

Additional parking is available in the City of Madison Government East Garage located at 215 S. Pinckney St. Parking rates: $1.80 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: $155/$255
Cut-off date for this room block is December 21, 2019.
Call (877) 510-7465 and reference Dairy Business Association

MADISON CONCOURSE HOTEL
1 W. Dayton St.,
Madison, WI 53703
Room pricing: $153/$185
Cut-off date for the room block is December 27, 2019.
Call (800) 356-8293 and reference Dairy Strong Conference
WEDNESDAY, JANUARY 22

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT &amp; LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 - 9:00 AM</td>
<td>Buffet Breakfast &amp; Trade Show</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>Opening Keynote – Dr. Kate Darling is a leading expert in robot ethics. Her work addresses the difficult questions that lawmakers, engineers and the public will need to address as human-robot relationships evolve in the coming decades.</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Concurrent Tracks</td>
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<tr>
<td></td>
<td>» Track 1: Business Development</td>
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<tr>
<td></td>
<td>» Track 2: Consumer Trends</td>
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<tr>
<td></td>
<td>» Track 3: Dairy Technology</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Trade Show, Buffet Lunch</td>
</tr>
<tr>
<td>1:00 - 6:30 PM</td>
<td>Trade Show, In-Booth Presentations</td>
</tr>
<tr>
<td>1:00 - 4:30 PM</td>
<td>Innovation Stage Sessions</td>
</tr>
<tr>
<td>1:30 - 3:00 PM</td>
<td>DBA &amp; Edge Annual Meetings</td>
</tr>
<tr>
<td>3:30 - 6:30 PM</td>
<td>Wine &amp; Beer Tasting</td>
</tr>
<tr>
<td>4:30 - 6:00 PM</td>
<td>Wisconsin Cheese Tasting and Pairing Stage</td>
</tr>
<tr>
<td>4:30 - 6:30 PM</td>
<td>Wisconsin’s Master’s Cheese Reception</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>Plated Dinner</td>
</tr>
<tr>
<td>7:30 PM</td>
<td>Awards</td>
</tr>
<tr>
<td>8:00 PM</td>
<td>Evening Keynote – Michael Parrish DuDell has helped some of the world’s most influential brands, including Kraft, Visa, L’Oreal, Toyota and American Express connect with millennials</td>
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</tbody>
</table>

THURSDAY, JANUARY 23

<table>
<thead>
<tr>
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<tbody>
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<tr>
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<td>Innovation Stage, In-Booth Presentations</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>State Legislative Keynote</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Keynote – Brett Scottio, former Army Intelligence Officer, will fuse best practice and Intelligence disciplines with marketing research methodologies to explain the “Farmer of the Future”</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Closing Keynote – Col. Nicole Malachowski (USAF, Retired), a decorated combat veteran and the first female Thunderbird pilot, will close the conference</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Trade Show Lunch</td>
</tr>
</tbody>
</table>

SPONSORSHIP OPPORTUNITIES

GAIN MORE EXPOSURE in 2020. 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.**
SPONSORSHIP OPPORTUNITIES

**DR. KATE DARLING**  Keynote Speaker

$15,000  3 sponsorships total; 2 available

This sponsorship includes:
» Free exhibitor booth.
» Passes for up to 16 guests to attend the Jan. 22 Darling keynote and conference for the day. This sponsorship also comes with 50 extra drink tickets.
» Invited to introduce Darling’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.

**MICHAEL PARRISH DUDELL**  Keynote Speaker

$9,000  3 sponsorships available

This sponsorship includes:
» Opportunity to introduce Parrish DuDell’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.

**BRETT SCOTTIO**  Keynote Speaker

$9,000  3 sponsorships available

This sponsorship includes:
» Opportunity to introduce Scottio’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.

**COL. NICOLE MALACHOWSKI**  Keynote Speaker

$15,000  3 sponsorships available

This sponsorship includes:
» Free exhibitor booth.
» Passes for up to 16 guests to attend the Malachowski keynote and conference for the day. This sponsorship also comes with 50 extra drink tickets for the reception on Jan. 22.
» Invited to introduce Malachowski’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.

**TRACK SESSIONS**

6 sponsorships - **SOLD**  $3,000
» Proposals were accepted as part of the “Dairy Strong request for proposals” due June 14.

**INNOVATION STAGE**

7 sponsorships - **SOLD**  $1,500
» Proposals were accepted as part of the “Dairy Strong request for proposals” due June 14.

**IN-BOOTH PRESENTATIONS**

**NEW** - 5 Available - $1,500
» Proposals were accepted as part of the RFP process and limited slots are available on a rolling basis. Includes a trade show booth.
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

REGISTRATION & PROMOTION SPONSORSHIP

**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.

**Conference Program**  
$4,000  
With your company’s ad in the conference program.

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. Bring your oversized check and present to winner on stage.

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 badgeging process of any event they attend. Sponsor our registration area - one station, or all six stations for the exclusive! Includes your signage, handouts, videos and representatives at registration.

Innovation Stage  
$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 and Pairing Stage - SOLD  
$3,000  
This exclusive stage is adjacent to the reception area where cheese mongers and cheesemakers 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  
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:

<table>
<thead>
<tr>
<th>Level</th>
<th>Passes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitors</td>
<td>2</td>
</tr>
<tr>
<td>Friend of Dairy Strong</td>
<td>2</td>
</tr>
<tr>
<td>Bronze</td>
<td>4</td>
</tr>
<tr>
<td>Silver</td>
<td>8</td>
</tr>
<tr>
<td>Gold</td>
<td>10</td>
</tr>
<tr>
<td>Platinum</td>
<td>16</td>
</tr>
</tbody>
</table>
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 homepage 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!
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.

EXHIBITOR OPPORTUNITIES

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 MOVE-IN

Tuesday, January 21
Exhibit move-in and set-up
11:00 AM - 5:00 PM

EXHIBIT MOVE-OUT

Thursday, January 23
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 HOURS

Wednesday, January 22
Exhibits open:
8:00 - 9:00 AM
Continental breakfast served in Exhibit Hall
12:00 - 1:30 PM
Buffet lunch served in Exhibit Hall
1:30 - 6:30 PM
Afternoon break, Innovation Stage, in-booth presentations, Cheese Stage and reception in Exhibit Hall

Thursday, January 23
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
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 ____________________________
Name ____________________________
Name ____________________________

EXHIBITOR BOOTH:
(Includes one free conference registration)
$1,500 Early-bird discount before November 1
$1,700 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 = $ __________________

REGISTRATION INFORMATION

EARLY REGISTRATION
By Jan. 1, 2020
Corporate Members
$350 - Full Conference
$250 - One-Day Rate
Corporate Non-Members
$500 - Full Conference
$350 - One-Day Rate

REGISTRATION AFTER
Jan. 1, 2020
Corporate Members
$400 - Full Conference
$300 - One-Day Rate
Corporate Non-Members
$550 - Full Conference
$400 - One-Day Rate

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 ____________________________
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@dairyforward.com

**Register and pay online at dairystrong.org**