2021 Dairy Strong Conference
Call for seminar proposals

The organizers of Dairy Strong are looking for relevant, innovative and valuable topics and speakers for seminars at the 2021 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 who 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 government 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 17, 2020. Proposals 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:

- **June 17, 2020** – Deadline to submit proposal
- **July 15, 2020** – Topics are selected, notification sent

ABOUT DAIRY STRONG:

Dairy Strong is held at the Monona Terrace Community and Convention Center in Madison, Wis. in mid-January. More than 600 dairy professionals and farmers from 17 states and four countries attended in 2020 - 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 2020 conference. Dairy Strong 2021 is scheduled for Jan. 20-21.

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. 20 Dairy Strong features three “tracks” grouped according to subject area. Previous tracks include supply chain, dairy vs. plant-based, economic opportunities, consumer trends, dairy technology and business development. Tracks are not limited to these subject areas and themes will be chosen based on proposals that are selected for the conference.

Each track room comfortably accommodates 75-100+ people. There are two 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 plug-in. We suggest that presenters bring their own laptops to prevent presentation formatting issues. Presentations will be recorded and posted to our website and YouTube. *Sponsorship fee: $4,000*

**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. A 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. *Sponsorship fee: $2,000*

**Table-top information sessions (20-30 minutes):** Offered on Wednesday during lunch and during trade show hours, these small group meetings give you a chance to talk to farmers in a more intimate setting. You can talk about a product – or get their feedback on any idea that you have. We are open to ideas! We will help recruit farmers to each table in advance (possibly during registration) and publish a schedule to capture walk-ins. You will get the names and contact information of any pre-registered attendees for your session in advance of Dairy Strong. *Sponsorship fee: $1,500*

SPONSORSHIP COSTS:

- Track sessions - $4,000
- Innovation Stage presentation - $2,000
- Table-top information sessions - $1,500

Sponsors will be listed in all news releases, printed materials, on the Dairy Strong website, signage and on social media.

Questions?

If you have questions or comments, please contact Bekah Wilbert at rwilbert@dairyforward.com or (920) 883-8560. Proposals are being accepted using the online proposal submission form and are due by June 17, 2020.

Thank you in advance for participating in the proposal process, we look forward to your ideas!