



2763 Manitowoc Rd Ste B  
Green Bay WI 54311

# MONONA TERRACE, MADISON, WI JANUARY 18-19, 2017



## DAIRY STRONG

THE JOURNEY FORWARD

Presented by:  
Dairy Business Association

Event location:  
Monona Terrace  
One John Nolen Drive Madison, WI 53703

(920) 883-0020 | info@dairystrong.org | dairystrong.org

@dairystrong | DairyStrongConference | @DairyStrong | #ds17





# DAIRY STRONG

THE JOURNEY FORWARD

**SPONSORSHIPS | EXHIBITS**



**MONONA TERRACE**  
COMMUNITY & CONVENTION CENTER  
**MADISON, WISCONSIN**  
**JANUARY 18-19, 2017**

# WHY DAIRY STRONG?

PARTICIPANTS FROM  
17 STATES AND FOUR COUNTRIES.

MEANINGFUL  
INTERACTIONS

ONLY **70** BOOTHS

DIVERSE  
SPONSORSHIPS

FOR ALL  
**BUDGETS**

CONTENT IS  
KING

- Nationally known speakers
- Innovative breakout sessions
- Forward thinking audience

**600+**  
ATTENDEES

Industry professionals, representatives from universities and government agencies, dairy processors, non profits and farmers find value in Dairy Strong.

**255+**  
FARMERS

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

REPRESENTING

**135,000**  
COWS





# A LETTER FROM THE LEADERSHIP

## DEAR FRIENDS & PARTNERS,

Hundreds of dedicated members of the U.S. dairy community will gather again Jan. 18-19, 2017, at the Monona Terrace Community & Convention Center, in Madison, Wis., for the third annual Dairy Strong conference.



Dairy Strong organizers are working hard to build content that parallels the opportunities and challenges faced by dairy farmers today. To that end, the theme for 2017 is “The Journey Forward”. Dana Perino will serve as the opening keynote for Dairy Strong 2017. Perino is a former White House press secretary, political commentator, *New York Times* No. 1 best-selling author, and co-host of Fox’s “The Five.”

The dairy community is creative and innovative. Dairy Strong brings farmers and industry professionals from diverse management philosophies together to focus on what matters. We work hard to provide content that is relevant, inspiring and entertaining.

Dairy Strong provides attendees the chance to listen to inspiring keynotes, participate in practical sessions and engage with the nation’s leading industry suppliers on the trade show floor.

In its third year, this event is a “must attend” for progressive people in dairy. 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 B2B potential between animal health, nutrition, genetics, financial services, equipment, technology, engineering and many other partners.

Dairy Strong is a great chance to network and extend your brand with enhanced sponsorship opportunities. Many tailored events will provide your company quality face time with farmers above and beyond the trade show venue. These opportunities are featured in the Sponsorship and Exhibitor Information portion of this brochure.

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

A handwritten signature in cursive script that reads "Gordon Speirs".

Gordon Speirs  
President, Dairy Business Association



# PLANNING YOUR TRIP

## AIRPORTS

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**Madison** is home to the 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** 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

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Monona Terrace  
One John Nolen Drive  
Madison, WI 53703

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 Nolan Drive.

## PARKING

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

Those coming for the day may park at the Monona Terrace. Parking rates are: Weekdays: \$1.50 per hour, \$12 daily maximum. Weekday evenings after 5 p.m.: \$5 flat rate.

Additional parking is available in the City of Madison Government East Garage located at 215 S. Pinckney St. Parking rates are: \$1.50 per hour.

Parking is at a premium in Madison during the week. Consider carpooling and smaller SUV's or cars.

## LODGING

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NOTE: Reservations received after the cut-off dates below will be accepted based on availability. Pricing below cannot be guaranteed after the cut-off dates.

### **HILTON MADISON**

9 E. Wilson St.,  
Madison, WI 53703  
www.hiltonmadison.com

Room block pricing: \$149/\$285

Cut-off date for this room block is December 17, 2016.

To make reservations call:  
(877) 510-7465  
Reference "DBA17" when calling.

### **MADISON CONCOURSE HOTEL**

1 W. Dayton St.,  
Madison, WI 53703  
www.concoursehotel.com

Room block pricing: \$139/\$179

Cut-off date for the room block is December 19, 2016.

To make reservations call:  
(800) 356-8293  
Reference the Dairy Strong conference.

### **BEST WESTERN INN ON THE PARK**

22 S Carroll St.  
Madison, WI 53703-3309  
www.innonthepark.net

Room block pricing:  
\$139/\$149/\$169

Cut-off date for the room block is December 18, 2016.

To make reservations call:  
(608) 285-8000  
Reference Dairy Business Association.

# CONNECT WITH US



**Nicole Barlass,  
Director of Member Relations, DBA**

Nicole joined Dairy Business Association in April 2015, bringing nearly a decade of experience as an ag educator, community organizer and as Wisconsin's 59th Alice in Dairyland. As the director of member relations, Nicole oversees both dairy and corporate membership strategies as well as membership engagement activities. Nicole can help with sponsorship, exhibit space, general information and DBA membership.

Contact Nicole at [nbarlass@widba.com](mailto:nbarlass@widba.com) or (920) 980 3141



**Maria Woldt,  
Director of Industry Relations, DBA**

Maria joined Dairy Business Association first as a private consultant in April of 2015 and then as a staff member in April of 2016. Maria comes to DBA with extensive experience in non-profit management, trade shows and education. As the director of industry relations, 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](mailto:mwoldt@widba.com) or (608) 577 4345



**Lauren Brey,  
Director of Marketing and Research, DBMMC**

Lauren joined Dairy Business Milk Marketing Cooperative in the fall of 2014. A food scientist by training, Lauren blends dairy processing knowledge and marketing/communications skills with a passion for sharing the positive message of agriculture. As director of marketing and research, Lauren directs DBMMC's outreach efforts, member communications and all marketing research (DBA and DBMMC). Lauren can help with exhibitor booth services, hotels and attendee registration.

Contact Lauren at [lbrey@dbmmc.com](mailto:lbrey@dbmmc.com) or (920) 392 1220

## IMPORTANT DEADLINES

- November 1** Early-bird deadline for exhibit space
- December 15** Hotel room blocks fill quickly, especially the Hilton
- December 22** Advance order discount for booth materials (Valley Expo)
- December 26** Internet/electric advance order, 20% discount (Monona Terrace)
- January 6** Deadline to order booth materials (Valley Expo)

*Sponsorships and exhibit space accepted after deadlines as available*

# TENTATIVE AGENDA

## TUESDAY, JANUARY 17

**11:00 AM – 5 PM** Vendors load in Exhibit Hall B

## WEDNESDAY, JANUARY 18

**7:30 – 9:00 AM** Buffet Breakfast on the Trade Show Floor

**8:00 – 10:45 AM** Trade Show & Innovation Stage

**9:00 – 10:45 AM** DBA & DBMMC Annual Meetings

**11:00 – 11:45 AM** **Opening Keynote** - Dana Perino  
Perino is a former White House press secretary, political commentator, *New York Times* No. 1 best-selling author, and co-host of Fox's "The Five."

**12:00 – 1:30 PM** Trade Show/Buffer Lunch Served in Exhibit Hall

**1:45 – 2:30 PM** Breakout Session #1 - Choice of 5 (recorded and posted to YouTube)

**2:45 – 3:30 PM** Breakout Session #2 - Sessions repeated

**3:30 – 6:30 PM** Trade Show/Cocktails, appetizers & champion cheese tasting

**3:30 – 6:30 PM** Innovation Stage located in the Exhibit Hall

**6:30 – 7:30 PM** Plated Dinner

**7:30 PM** Legislative & Advocacy Awards

**8:00 – 9:00 PM** **Evening Keynote** - Jack Uldrich  
Uldrich is an acclaimed global futurist, speaker and best-selling author

## THURSDAY, JANUARY 19

**7:30 – 9:00 AM** Buffet Breakfast on Trade Show Floor

**8:00 – 9:00 AM** New Member Breakfast

**9:00 – 10:00 AM** Policy Keynote

**10:00 – 11:15 AM** Morning refreshments, Trade Show, Innovation Stage

**10:15 – 11:00 AM** Breakout meetings - Farmer-led sustainability groups

**11:15 – 12:00 PM** Panel Presentation: Latino workforce development and the evolving cultural landscape in rural America

**12:00 – 1:30 PM** Trade Show/Buffer Lunch Served in Exhibit Hall

**1:30** Trade Show concludes (move out begins)

**1:30 – 2:30 PM** Panel Presentation: Home: through the lens of a Latino immigrant

**2:45 – 4:00 PM** **Closing Keynote** - The growing Latino influence on US food manufacturing

**4:00 – 6:00 PM** Closing Reception/Cocktails & Appetizers

Event concludes

# SPONSORSHIPS

Gain more exposure at the 2017 Dairy Strong conference by sponsoring an event or activity. Your support will be recognized in the conference program, display signage at sponsored events, on sponsor banners and during general sessions. In addition, your sponsorship will be posted on the Dairy Strong website and social media outlets. Commitments kindly requested by November 1.

## KEYNOTE & SESSION SPONSORSHIPS

### KEYNOTE SPEAKER: DANA PERINO

**3 sponsorships total:  
2 available**

\$30,000



This sponsorship includes:

- Free exhibitor booth
- Passes for up to 32 guests to attend the January 18 Perino keynote and conference for the day. This sponsorship also comes with 50 extra drink tickets.
- Invited to introduce Perino'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: JACK ULDRICH

**3 sponsorships total  
2 available**

\$8,000



This sponsorship includes:

- Opportunity to introduce Uldrich'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.
- Three free conference registrations.

### CLOSING PANEL: LATINO FOOD INFLUENCE

**3 sponsorships total**

\$8,000

This sponsorship includes:

- Opportunity to introduce 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.
- Three conference registrations.

### BREAKOUT SESSIONS

**4+ sponsorships available**

- 50 minute presentation, repeated
- Sponsors will be listed in all printed materials, on the Dairy Strong website, on all signage and banners, and on social media.
- Speaker costs (if any) are covered by the sponsorship fee.
- Sessions will be recorded and posted to YouTube.
- Potential topics and sponsorship proposals are accepted as part of the "Dairy Strong Call for Presenters" due June 13, 2016. Late entries will be considered based on availability of breakout sessions and other opportunities.

\$2,500

### INNOVATION STAGE - NEW

**8 sponsorships available**

- 20 minute presentation in the new Innovation Stage area located in the Trade Show.
- Sponsors will be listed in all printed materials, on the Dairy Strong website, and on area signage.
- Proposals are accepted as part of the "Dairy Strong Call for Presenters" due June 13, 2016. Late entries will be considered based on Innovation Stage schedule.

\$1,500



# SPONSORSHIPS

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

## MEAL SPONSORSHIPS

### BUFFET BREAKFAST

**NEW** - hot and continental items

Wednesday (2 available) **\$3,000**

Thursday (1 available) **\$3,000**

### LUNCH

Wednesday (2 available) **\$3,000**

Thursday (2 available) **\$3,000**

### DINNER

Wednesday (2 available) **\$7,500**

**DESSERTS** **\$1,000 ea.**

Following Wednesday night dinner

(5 available)

**LIGHT APPETIZERS** **\$5,000**

Wednesday evening

### DRINK TICKETS

Wednesday **SOLD** **\$3,000**

**WINE & BEER TASTING** **\$7,500**

Wednesday evening **SOLD**

**MORNING BREAK** **\$2,500**

Thursday AM **SOLD**

### CLOSING RECEPTION

Appetizers **\$2,500**

Drink tickets **\$2,500**

## REGISTRATION & PROMOTION SPONSORSHIPS

### LANYARDS

**\$2,500**

Lanyards provided by your company and offered at registration.

### ATTENDEE BADGES - **NEW** **\$3,500**

New automated on-site badge printing makes conference registration a snap! The custom "4x6" badge features attendee information and your company logo.

### MOBILE APP

**\$3,500**

The Dairy Strong mobile app was an instant hit last year! The app features your logo on every page. Your social channels and website link are part of the app. Many attendees prefer to access information on mobile and we promote it everywhere.

### PROGRAM PRINTING

**\$4,000**

With your company's ad in the conference program.

### DAIRY FARMER

**CASH GIVEAWAY** **\$1,500**

Farmers register to win \$1,000 cash prize by completing a giveaway card when they visit booths in the trade show. Includes oversized check and the opportunity to present to the happy winner.

### 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.

### DAIRY REGISTRATION

**SPONSORSHIP - **NEW**** **\$5,000**

#### **5 sponsorships available**

Help keep Dairy Strong accessible to dairy farmers! No matter the herd size, taking time away from the farm is challenging. Dairy Strong is the only conference of its kind that offers two free registrations to dairies who pre-register. Farmers will self-select the registration sponsor of their choice and sponsors have the ability to offer product gift certificates and other materials directly to these individuals at registration. Attendee mailing list included with sponsorship.

## BRING YOUR BEST CUSTOMERS.

## CREATE VALUE WITH PROSPECTS. REWARD LOYALTY.

Whatever your reason might be, we want you to bring farmers to Dairy Strong. Every exhibitor and sponsor will receive free passes based on your level of support to offer to your customers. Our goal is to encourage as many farmers to attend the event as possible. Passes will be pre-printed and mailed to your main contact with a unique registration code for farmers to use online.

Exhibitors - 2

Friend of Dairy Strong - 2

Bronze - 4

Silver - 8

Gold - 10

Platinum - 16

## FIRST-TIME SPONSORS

All first-time sponsors are invited to a pre-show meet-and-greet with the Dairy Business Association board members and corporate members to welcome new sponsors and share the value of Dairy Strong. Dairy Strong advisory committee members will welcome new sponsors and check in during the conference to answer questions etc.

# SPONSORSHIPS

General sponsors partner with Dairy Strong and enjoy exposure during the year through web and social media, printed materials and at Dairy Strong-related events. The January conference serves as the capstone for Dairy Strong and provides additional opportunities for sponsors to gain recognition and engagement.

## DAIRY STRONG SPONSORSHIP PROGRAM

### PLATINUM

\$15,000

- Automatic seat on the Dairy Strong Conference Advisory Committee.
- Ability to provide speakers for conference seminars.
- 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.
- Priority sponsorship for Dairy Strong-related events.
- Logo on Dairy Strong mobile app.
- Six free registrations for Dairy Strong.
- 40 total additional tickets for hospitality area.
- **NEW!** 16 free farmer registrations to offer your clients (custom cards provided in advance).

*PLUS everything provided to Gold level*

### GOLD

\$9,000

- Access to Dairy Strong attendee mailing list.
- Access to participant lists from functions during the year.
- Complimentary 10x10 exhibit space with preferred placement.
- Logo in pre-conference brochure mailed to dairy farmers across Midwest (if confirmed by August 15).
- Four total registrations for conference.
- 25 total additional drink tickets for conference.
- **NEW!** 10 free farmer registrations.

*PLUS everything provided to Silver level*

### SILVER

\$6,000

- 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 for one year.
- Three total registrations for conference.
- 15 total additional drink tickets for conference.
- **NEW!** 8 free farmer registrations.

*PLUS everything provided to Bronze level*

### BRONZE

\$3,000

- Company name in Dairy Strong conference guide.
- Company name on AV display screens in main conference hall.
- Link placement on sponsorship page of the Dairy Strong website for one year.
- Listing in pre-conference brochure mailed to dairy farmers across the Midwest (if confirmed by August 15).
- On-site sponsor decal for booth.
- Listing in promotional E-blasts and E-news sent during the year for conference and related events.
- Mention on Dairy Strong and affiliated social media platforms.
- Listing on the Dairy Strong app.
- Promotional use of the Dairy Strong logo and art.
- Two total registrations for conference.
- **NEW!** 4 free farmer registrations.

### FRIEND OF DAIRY STRONG

\$1,500

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

# EXHIBITOR OPPORTUNITIES

All exhibitors at the Dairy Business Association 2017 Dairy Strong event will 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 skirted table and 2 chairs
- ID sign and wastebasket
- Wireless internet access - 128K connection
- Free conference registration for one person (includes conference meals for one person, including 2 free drink tickets)
- All exhibitors will be listed on the Dairy Strong website and in the conference proceedings

## EXHIBIT HOURS

### WEDNESDAY, JANUARY 18

Exhibits Open:  
 8 a.m. to 10:45 a.m.  
 (continental breakfast served in exhibit hall)  
 12 p.m. to 1:30 p.m.  
 (buffet lunch served in exhibit hall)  
 3:30 p.m. to 6:30 p.m.  
 (afternoon break and open sessions in exhibit hall)

### THURSDAY, JANUARY 19

Exhibits Open:  
 7:30 a.m. to 9:00 a.m.  
 (continental breakfast served in exhibit hall)  
 10:00 a.m. to 11:15 a.m.  
 (morning break in exhibit hall)  
 12 p.m. to 1:30 p.m.  
 (buffet lunch served in exhibit hall)

## EXHIBIT MOVE-IN

### TUESDAY, JANUARY 17

Move-in  
 11 a.m. to 5 p.m.

## EXHIBIT MOVE-OUT

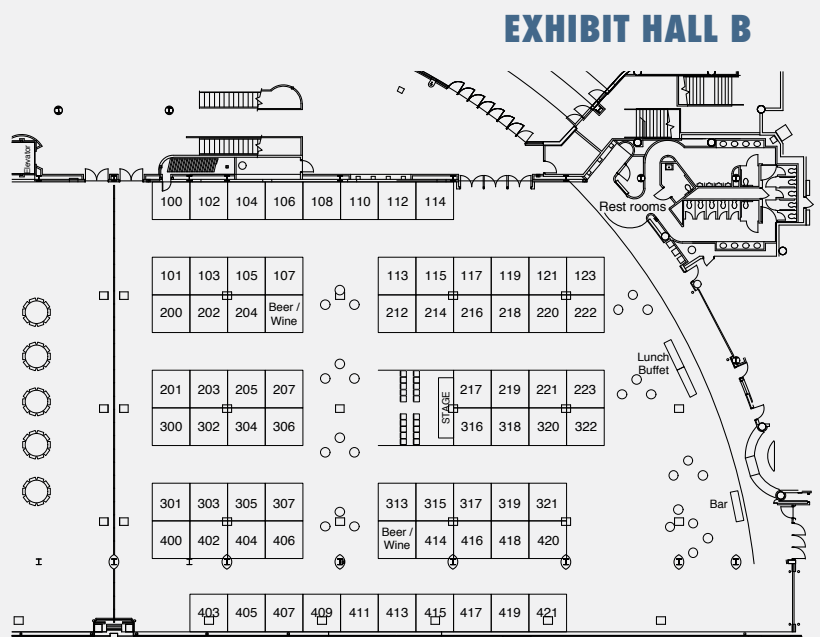
### THURSDAY, JANUARY 19

Tear-down can begin after 1:30 p.m.  
 All items must be moved out of the Monona Terrace by 5 p.m.  
**No early tear-downs please!**

## EXHIBIT BOOTH ASSIGNMENTS

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

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



# REGISTRATION INFORMATION

## EARLY REGISTRATION BY JANUARY 1, 2017

**CORPORATE MEMBERS** \$350 - Full Conference  
\$250 - One-Day Rate

**CORPORATE NON-MEMBERS** \$500 - Full Conference  
\$350 - One-Day Rate

## REGISTRATIONS AFTER JANUARY 1, 2017

**CORPORATE MEMBERS** \$400 - Full Conference  
\$300 - One-Day Rate

**CORPORATE NON-MEMBERS** \$550 - Full Conference  
\$400 - One-Day Rate

\*\* Register and pay online at [dairystrong.org](http://dairystrong.org)\*\*

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### YES, I WANT TO PARTICIPATE AS AN EXHIBITOR AND/OR SPONSOR FOR DAIRY STRONG 2017!

Company Name \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Contact Person \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Address \_\_\_\_\_ E-mail \_\_\_\_\_

Please list all attendees - include name and email addresses

Name \_\_\_\_\_ Email \_\_\_\_\_  
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

#### 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

Or via Fax at: (920) 857-1063

For more information or questions please contact:

Maria Woldt at (608) 577-4345 or [mwoldt@widba.com](mailto:mwoldt@widba.com)

Nicole Barlass at (920) 980-3141 or [nbarlass@widba.com](mailto:nbarlass@widba.com)