



2020 Dairy Strong Conference



SPONSORSHIP & EXHIBIT GUIDE

Monona Terrace
Madison, Wisconsin
January 19-20, 2022



dairyforward.com/dairystrong

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 2020, Dairy Strong welcomed more than 600 attendees. 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 brings together progressive stakeholders in the dairy community.



DEAR FRIENDS & PARTNERS!

Dairy Strong, the annual conference of the Dairy Business Association, will mark its eighth year in January. I am proud to say that the conference has become the premier event for progressive people in the dairy community, not only in America's Dairyland but from around the country.

Farmers, allied businesses and organizations come together to learn, network and dive deep into discussions about challenges and opportunities. We celebrate, too. After all, we are part of the greatest industry in the world.

Dairy Strong is inclusive, reflecting DBA's culture. This past January, the conference drew registrations from farmers, corporate professionals, government and

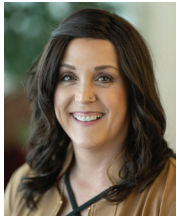
university representatives, and a host of other partners. Farmers who participate come from farms of all sizes and management philosophies, and a wide variety of other types of businesses are represented, from animal health and genetics to engineering and financial services. This unique mix of participants combined with engaging programming, thought-provoking speakers and invaluable networking make Dairy Strong a perfect opportunity to support existing clients and find new ones.

The conference also provides opportunities to extend your brand through enhanced sponsorships. We are excited about a newly creative online approach that will connect people, ideas and businesses.

I personally want to invite you to the conference and to consider a sponsorship.

Thank you for all you do to keep the dairy community strong and moving forward.

On behalf of the board of directors, thank you for considering Dairy Strong.



Amy Penterman
Amy Penterman
president,
Dairy Business
Association

“Farmers, allied businesses and organizations come together to learn, network and dive deep into discussions about challenges and opportunities. We celebrate, too. After all, we are part of the greatest industry in the world.”



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



CONNECT WITH US

OUR TEAM IS HERE TO HELP

BEKAH MORROW
EVENTS AND
EXECUTIVE ADMINISTRATOR,
DBA AND EDGE



Contact Bekah at:
rmorrow@dairyforward.com or
(920) 883-0020 x100

NICOLE BARLASS
DIRECTOR OF
CORPORATE RELATIONS,
DBA AND EDGE



Contact Nicole at:
nbarlass@dairyforward.com or
(920) 883-0020 X104

IMPORTANT DEADLINES

- | | |
|---------------------|--|
| September 10 | Returning sponsors & exhibitors first right of renewal on 2019 items |
| November 1 | Early-bird deadline for exhibit space |
| December 17 | Hotel room blocks fill quickly, especially the Hilton |
| January 2 | Advance order discount for booth materials (Valley Expo) |
| January 3 | Internet/electric advance order, 20% discount (Monona Terrace) |
| January 14 | 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 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	MADISON CONCOURSE HOTEL
9 E. Wilson St., Madison, WI 53703 <small>*Connected to the conference venue</small>	1 W. Dayton St., Madison, WI 53703 <small>*Within walking distance to the conference venue</small>
Room pricing: \$145	Room block pricing: \$159
Call-in number: (800) 445-8667, use code DAIRY	Call-in number: (800) 356-8293, use code Dairy Strong – DBA Winter Conference
Book online here .	Book online here .
Cut-off date: December 18, 2021	Cut-off date: December 27, 2021

TENTATIVE SCHEDULE

IT'S GOING TO BE GREAT!

WEDNESDAY, JANUARY 19



TIME	EVENT & LOCATION
7:30 - 9:00 AM	Buffet Breakfast & Trade Show Exhibit Hall B
9:00 AM	Opening Keynote – Ryan Estis has more than 20 years of experience as a top-performing sales professional and leader. As the former chief strategy officer for the McCann Worldgroup advertising agency NAS, he will bring innovative ideas on leading change, improving sales effectiveness and preparing for the future of work. Exhibit Hall A
10:00 AM	Concurrent Tracks Madison Ballrooms, Hall of Ideas <ul style="list-style-type: none">» Track 1: Sustainability» Track 2: Dairy Technology» Track 3: Forward Thinking
12:00 PM	Trade Show, Buffet Lunch Exhibit Hall B
1:00 - 6:30 PM	Trade Show, In-Booth Presentations Exhibit Hall B
1:00 - 4:30 PM	Innovation Stage Sessions Exhibit Hall B
1:30 - 3:30 PM	DBA & Edge Annual Meetings Exhibit Hall A
3:30 - 6:30 PM	Wine & Beer Tasting 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 – In 1987, John O’Leary was involved in an accident where 100% of his body was burned. He was given less than a 1% chance to live. Surviving, he makes it his goal to share his story and inspire others. Exhibit Hall A

THURSDAY, JANUARY 20

TIME	EVENT & LOCATION
7:00 AM	Farmers for Sustainable Food Annual Meeting Madison Ballroom B
7:30 - 9:00 AM	Buffet Breakfast & Trade Show Exhibit Hall B
8:30 AM	Innovation Stage, In-Booth Presentations Exhibit Hall B
9:00 AM	Legislative Keynote Exhibit Hall A
10:00 AM	Keynote – Panel discussion Exhibit Hall A
11:00 AM	Closing Keynote –Secretary Mike Pompeo was the first American to have served in the Cabinet posts of Secretary of State and Director of the Central Intelligence Agency, will close the conference. Exhibit Hall A
12:00 PM	Trade Show Lunch Event concludes following lunch

SPONSORSHIP OPPORTUNITIES



SECRETARY POMPEO Keynote Speaker
\$15,000 3 sponsorships available

- This sponsorship includes:**
- » Free exhibitor booth.
 - » Passes for up to 16 guests to attend the Jan. 19 Pompeo keynote and conference for the day. This sponsorship also comes with 50 extra drink tickets.
 - » Invited to introduce Pompeo presentation and to show a short video about your company sometime during the conference.
 - » Opportunity to moderate the question and answer session or moderate Q&A immediately following presentation.
 - » Your company will also receive 6 free conference registrations and first choice of exhibitor booth locations.



RYAN ESTIS Keynote Speaker
\$9,000 3 sponsorships available

- This sponsorship includes:**
- » Opportunity to introduce Estis’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.



JOHN O’LEARY Keynote Speaker
\$9,000 3 sponsorships available

- This sponsorship includes:**
- » Opportunity to introduce O’Leary’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.

SPONSORSHIP OPPORTUNITIES

GAIN MORE EXPOSURE in 2022. 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 Sept. 20.** All commitments requested by Nov. 1.

BREAKOUT SESSIONS

\$4,000

- » Proposals were accepted as part of the “Dairy Strong request for proposals” due June 18.

INNOVATION STAGE

\$2,500

- » Proposals were accepted as part of the “Dairy Strong request for proposals” due June 18.

IN-BOOTH INFO SESSIONS

\$1,500

- » Proposals were accepted as part of the “Dairy Strong request for proposals” due June 18.

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

\$3,000

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.

Registration Sponsor

\$5,000 | 1 available

Attendees and exhibitors agree that Dairy Strong has the best registration and badging process of any event they attend. Sponsor our registration area for premier visibility. 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

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.

Restroom Audio Message

\$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.

Premier Virtual Platform Sponsor

\$7,500 | 1 available

Your company will be featured on the virtual platform and recognized multiple times during, before and after conference.

- » Your logo will be featured on the virtual landing page for the entire event.
- » Opportunity for a 1-minute pre-recorded video to be aired at the beginning of the day.
- » 10 free virtual conference registrations included.

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!



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	Silver - 8
Friend of Dairy Strong - 2	Gold - 10
Bronze - 4	Platinum - 16

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 19

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 20

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 18

Exhibit move-in and set-up
11:00 AM - 5:00 PM

EXHIBIT MOVE-OUT

Thursday, January 20

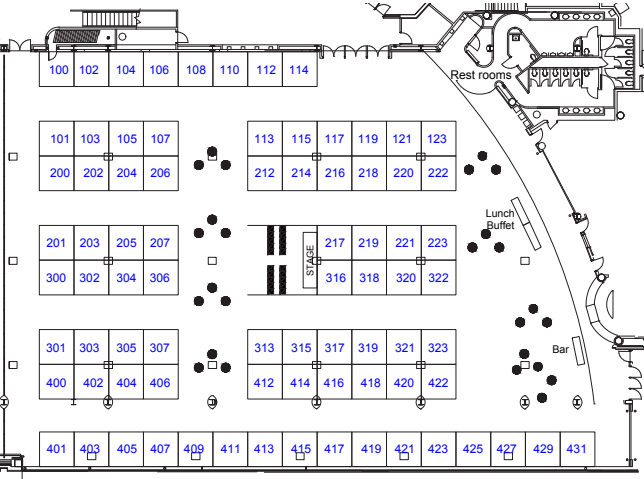
Tear-down can begin after 1:00 PM
All items must be removed by 5:00 PM
No early move-outs, please!

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, 2022

Corporate Members

\$350 - Full Conference
\$250 - One-Day Rate

Corporate Non-Members

\$500 - Full Conference
\$350 - One-Day Rate

REGISTRATION AFTER Jan. 1, 2022

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 _____ Address _____
Contact Person _____ City _____ State _____ Zip _____
E-mail _____ 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: \$ _____

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)

_____ @ \$ _____ = \$ _____

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

For more information or questions please contact:
Bekah Morrow at (920) 883-8560 or rmorrow@dairyforward.com



2763 Manitowoc Rd Ste B
Green Bay, WI 54311

KEEP DAIRY STRONG!



DAIRY BUSINESS ASSOCIATION

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dairyforward.com/dairystrong