



## **The Power of People | October 6-7, 2020 | Washington, DC**

The International Dairy Foods Association has developed a new program in knowledge collaboration with Egon Zehnder and McKinsey & Company, that will focus on innovative people practices, workplace culture, leadership skill development, talent optimization, succession planning and building teams of integrity and accountability. The Power of People Conference is an experiential learning program that immerses participants in valuable, informative sessions focused on building a community of leaders across the dairy industry. Attendees will leave the program inspired by the possibility of what they can do within their organizations and feeling empowered as accountable agents of change.

### **Why Sponsor?**

As a sponsor, your company will gain visibility and respect among industry peers and showcase your commitment to ensuring the dairy industry has the knowledge, tools and talent to succeed in a more competitive future. Each level of sponsorship offers opportunities to build awareness of your brand, promote your products and services and engage with colleagues, industry insiders and potential partners. The setting is interactive, engaging and intimate, providing the perfect opportunity to build relationships with chief executive officers, chief human resource officers and talent and workforce leaders across the dairy industry.

### **SPONSORSHIP OPPORTUNITIES**

#### **Presenting Sponsor | \$15,000**

- Two (2) conference registrations
- Pre-conference exposure on marketing materials and conference website
- Onsite podium recognition and logo placement on event materials and signage
- Post-conference newsletter recognition
- Option to provide a giveaway to attendees

#### **Premier Sponsor | \$5,000**

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### **INTERESTED?**

Contact: Melissa Lembke | 202.220.3512 | [mlembke@idfa.org](mailto:mlembke@idfa.org)

