

# DAIRY FORUM 2021



## Sponsorship Prospectus

JANUARY 24-27, 2021

OMNI RESORT AT CHAMPIONSGATE | CHAMPIONSGATE, FLORIDA



**IDFA**  
International  
Dairy Foods Association



## Overview

Dairy Forum is the premier conference for leaders in the dairy industry. It is where more than 1,000 executives and decision makers kick off each new year setting priorities for response to upcoming policy changes, regulatory issues and global trends.

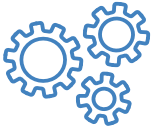
## Sponsor Highlights

Dairy Forum is an ideal event for **networking, collaboration, education and business opportunities**. Make a stronger connection with your customers and prospects by sponsoring an education session, networking event or takeaway.



### NETWORKING

Dairy Forum offers many opportunities to interact with colleagues and customers in both formal and casual social settings. Receptions, golf tournaments, sessions, meetings and meals are all prime locations to meet, mingle and connect.



### COLLABORATION

If you're looking for more substantive ways to engage with colleagues, industry insiders and potential trading partners, participate in the educational sessions, business meetings and interactive discussions at the core of the Dairy Forum schedule. These are prime platforms for connection and collaboration.



### EDUCATION

Whether educating yourself about the dairy industry or educating others about the issues affecting your business, Dairy Forum is teeming with opportunities to learn and to teach. From sessions on current trends and critical issues, Dairy Forum is the event where information is flowing from the moment you walk through the door.



### BUSINESS

Dairy Forum promotes a productive and interactive atmosphere where dairy leaders come to seek new ideas, discuss important industry issues and collaborate on finding solutions. The busy hallways, sessions and networking events at Dairy Forum have long been springboards to lucrative business relationships.

## Who Attends?

Dairy Forum draws leaders from across the dairy industry, including processors, producers, suppliers, retailers, academics, policy makers and journalists. All segments of the industry come together to gain insight from experts, discuss the top issues of the coming year and take advantage of the best networking opportunities available to dairy professionals.

**\$45,000**  
**PREMIER**  
**SPONSORSHIP**



The Premier Conference Partner receives the most visibility and more benefits than any other Dairy Forum sponsorship. Our Conference Partners also enjoy exclusive opportunities for strategic business connections and access to industry leadership.

**PREMIER SPONSORSHIP BENEFITS INCLUDE:**

- Two complimentary registrations to attend Dairy Forum
- Two invitations to the private Chairman's VIP Reception
- Option to host a session on Monday or Tuesday afternoon
- Private meeting room at the conference hotel
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide promotional materials to attendees

**\$27,500**  
**(EXCLUSIVE)**  
**OPENING RECEPTION**



Make a great and lasting impression by being one of the first sponsors to welcome attendees to Dairy Forum at the Opening Reception. Be a key part of generating the excitement and enthusiasm as industry colleagues and friends reconvene and reconnect. The energy is palpable as attendees mingle with old friends and begin to make new contacts, all in anticipation of the week that lies ahead.

**OPENING RECEPTION (EXCLUSIVE SPONSORSHIP) BENEFITS INCLUDE:**

- One complimentary registration to attend Dairy Forum
- One invitation to the private Chairman's VIP Reception
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide promotional materials to attendees

**\$16,000**  
**(SHARED)**  
**OPENING RECEPTION**



Share the spotlight at the Opening Reception with another sponsor and get the same exposure for almost half the price!

**OPENING RECEPTION (SHARED SPONSORSHIP) BENEFITS INCLUDE:**

- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide promotional materials to attendees

**\$25,000**  
**CHAIRMAN'S**  
**LECTURE**



Get maximum bang for your buck by sponsoring the best-attended session at Dairy Forum. The Chairman's Lecture is Dairy Forum's popular kickoff event and always features a highly respected and well-known guest speaker. Past speakers have included former U.S. Trade Representative Ambassador Ron Kirk, former congressman Charlie Stenholm (D-Texas), former Minnesota Gov. Tim Pawlenty, General Michael Hayden, and Karen Hughes, former Counselor to President George W. Bush.

**CHAIRMAN'S LECTURE SPONSORSHIP BENEFITS INCLUDE:**

- One complimentary registration to attend Dairy Forum
- One invitation to the private Chairman's VIP Reception
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide promotional materials to session attendees

**\$25,000**  
**LUNCH SESSION**



Gain maximum exposure by sponsoring a Luncheon at Dairy Forum. Always well attended, the meal functions feature guest speakers and are a great opportunity to gain added visibility among dairy executives enjoying conversations with industry colleagues.

**LUNCH SPONSORSHIP BENEFITS INCLUDE:**

- One complimentary registration to attend Dairy Forum
- One invitation to the private Chairman's VIP Reception
- One reserved table at lunch session
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide promotional materials to Luncheon attendees

**\$17,500**  
**REGISTRATION**  
**LOUNGE**



The Registration Lounge guarantees your company name will be one of the first things every attendee sees as they arrive at Dairy Forum. The prominent placement of the lounge also ensures that attendees will spend time there throughout the conference, having impromptu business meetings and gathering for social interaction and networking. If you're looking for visibility, the Registration Lounge is a good choice for your sponsorship dollars.

**REGISTRATION LOUNGE SPONSORSHIP BENEFITS INCLUDE:**

- A lounge in the registration area with company branding
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide promotional materials to attendees

## **\$15,000** **SALON DINNER**



Our salon dinners are a special evening of good food and great conversation with high-level executives and top thought leaders. IDFA will host salon dinners throughout Dairy Forum to meet and preview our top speakers in an intimate and exclusive setting. Salon dinners are by invitation only.

### **SALON DINNER SPONSORSHIP BENEFITS INCLUDE:**

- Two invitations to the salon dinner
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition at the salon dinner
- Option to provide promotional materials to dinner attendees

## **\$10,000** **BREAKFAST SESSION**



Start the morning off right with a Breakfast sponsorship at Dairy Forum. Breakfast sessions feature guest speakers and are a great opportunity to get your message out to industry leaders before they start their day of education and networking.

### **BREAKFAST SPONSORSHIP BENEFITS INCLUDE:**

- One reserved table at breakfast session
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide promotional materials to session Breakfast attendees

## **\$10,000** **WI-FI**



Wi-Fi is every conference attendee's connection to the outside world, which means they'll be accessing Wi-Fi frequently throughout the event. Why not be there to greet them when they do?

### **WI-FI SPONSORSHIP BENEFITS INCLUDE:**

- Company featured on Wi-Fi connection page
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide promotional materials to attendees



**\$9,000**  
**HOTEL KEY CARDS**

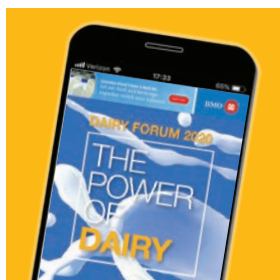


All attendees at Dairy Forum who stay at the conference hotel will see your company's logo printed prominently on their hotel room key cards. Your name will be the first thing they see as they head out in the morning and the last thing they see as they turn in for the night.

**HOTEL KEY CARD SPONSORSHIP BENEFITS INCLUDE:**

- Company logo on every hotel key card, distributed to guests upon check-in
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide promotional materials to attendees

**\$9,000**  
**MOBILE APP**



The Dairy Forum App offers unique, detailed content through an easily downloadable application to attendees' personal mobile devices. The app provides a great opportunity to highlight your brand before, during and after the conference. Attendees will be accessing the app often to see conference schedules, the current attendee list, session information and speaker bios, and to receive event notifications and social media updates. This sponsor is featured prominently as users navigate the app.

**CONFERENCE MOBILE APP SPONSORSHIP BENEFITS INCLUDE:**

- Banner ad on every page in the app that can be linked to a customized landing page or website
- Pre-event email featuring the app to all Dairy Forum registrants
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide promotional materials to attendees

**\$9,000**  
**NOTEPADS**



One of the most well-used and highly appreciated handouts at any conference is a simple notepad. Always handy for jotting down new ideas, critical follow-up reminders and contact information for new customers, the notepad is a basic tool of the conference trade. When your company logo is printed on the cover of those notepads, people will "take note."

**CONFERENCE NOTEPAD SPONSORSHIP BENEFITS INCLUDE:**

- Company logo printed on notepads distributed to all Dairy Forum attendees
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum

**\$8,000**  
**LIVE STREAM**



IDFA will be offering a live stream of select sessions during the conference program. This opportunity will provide the live stream sponsor exposure before, during and after the event including both onsite attendees and individuals around the world who are unable to join the event in person. After the conference the session recordings will also be available for the IDFA community to view on-demand.

\*Sponsorship subject to change if the entire event is held virtually

**LIVE STREAM SPONSORSHIP BENEFITS INCLUDE:**

- Sponsor logo featured on screen during live streams
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum

**\$7,500**  
**CHAIRMAN'S VIP RECEPTION**



The Chairman's VIP Reception, hosted immediately prior to the Chairman's Lecture, includes special, invited guests, making it an unequalled opportunity to network with some of the most influential decision makers of the dairy industry.

**CHAIRMAN'S VIP RECEPTION SPONSORSHIP BENEFITS INCLUDE:**

- Two invitations to the private Chairman's VIP Reception
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum

**\$7,500**  
**CLOSING RECEPTION**



Sponsoring the Closing Reception gives your company a featured presence at Dairy Forum. Your logo becomes one of the final images attendees will remember as they look back on a productive conference. The wisdom of the ages invented the phrase "save the best for last" for a reason!

**CLOSING RECEPTION SPONSORSHIP BENEFITS INCLUDE:**

- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide promotional materials to attendees

**\$7,500**  
**GENERAL SESSION**



General sessions are highly promoted prior to the conference and are open to all attendees giving your company name recognition and visibility to the leaders of the dairy industry. Session topics include critical issues including dairy policy, disruptive technology, market outlooks and current trends.

**GENERAL SESSION SPONSORSHIP BENEFITS INCLUDE:**

- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide promotional materials to session attendees

**\$7,500**  
**WOMEN IN DAIRY RECEPTION**



Join IDFA as we empower and support women in the dairy industry. As a sponsor of the women and dairy reception your organization will gain visibility and respect among industry peers and showcase your commitment to investing in the diversity of the dairy industry.

**WOMEN IN DAIRY RECEPTION SPONSORSHIP BENEFITS INCLUDE:**

- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum

**\$7,000**  
**LANYARDS**



Every attendee at Dairy Forum is required to display a name badge to enter sessions and conference events. Those name badges hang from lanyards that can be emblazoned with your company branding. Imagine the visual impact of 1,000 of your industry colleagues sporting your company name throughout the entire conference.

**REGISTRATION LANYARD SPONSORSHIP BENEFITS INCLUDE:**

- Company logo printed on registration lanyard
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum



**\$6,000 (EACH)**  
**COFFEE BREAK**



Treat Dairy Forum attendees to a coffee break to jump-start the day and rejuvenate them between sessions. There's nothing quite like a complimentary beverage to make people take note of your generosity and spark an interest in your company.

**COFFEE BREAK SPONSORSHIP BENEFITS INCLUDE:**

- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide promotional materials to coffee break attendees

**\$6,000**  
**ONSITE PRINTED PROGRAM**



The onsite printed program is distributed to every attendee at Dairy Forum. The printed program is a primary reference tool for everyone at the conference. Having your company name and logo front and center virtually guarantees that every attendee will think of your company many times throughout the course of the event.

**ONSITE PRINTED PROGRAM SPONSORSHIP BENEFITS INCLUDE:**

- Sponsor logo on front page of the onsite program
- One full-page ad in the onsite program
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum

**\$4,500**  
**NAME BADGES**



Every attendee at Dairy Forum is required to display a name badge to enter sessions and conference events. Those name badges hang can be emblazoned with a company logo. Imagine the visual impact of 1,000 of your industry colleagues sporting your company name throughout the entire conference.

**NAME BADGE SPONSORSHIP BENEFITS INCLUDE:**

- Company logo printed on name badges (co-branded with Dairy Forum)
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum

**\$4,000 (SHARED)  
GOLF TOURNAMENT**



Golf tournaments are extremely popular among corporate executives, and dairy professionals are no exception. So popular in fact, that we're hosting two of them on the same day! Participation in Dairy Forum golf tournaments is always high as golfers use this time in the sun to relax and do some informal business.

**GOLF TOURNAMENT SPONSORSHIP BENEFITS INCLUDE:**

- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide golf balls, towels, tees or other items to players

**\$4,000  
HOLE-IN-ONE  
CONTEST**



Golf contests are a fun way to make the game more exciting and raise the level of competition among players. Sponsor the Dairy Forum golf tournament hole-in-one contest and see the benefits of building relationships with clients in a friendly and casual setting.

**HOLE-IN-ONE CONTEST SPONSORSHIP BENEFITS INCLUDE:**

- Hole-In-One contest prize (arranged by IDFA)
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Live recognition throughout Dairy Forum
- Option to provide golf balls, towels, tees or other items to players

**\$4,000  
PENS**



Attendees are always taking notes, why not gain additional exposure by featuring your company logo on a pen ready for them to use!

**PEN SPONSORSHIP BENEFITS INCLUDE:**

- Company logo printed on conference pens
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
- Option to provide promotional materials to session attendees

**\$1,000**  
**MEETING**  
**ROOM (ONE DAY)**

**\$2,500**  
**(FULL CONFERENCE)**

Planning to hold a meeting during Dairy Forum or need a private space to conduct business? Expand your capacity for dedicated face-to-face discussions by reserving a private meeting room for your company to use at the conference hotel. Space is limited! Day and room size are subject to availability.

**MEETING ROOM SPONSORSHIP BENEFITS INCLUDE:**

- Use of a private meeting room in the conference hotel: Full Conference or Single Day
- Companies are responsible for organizing audio visual and food and beverage requests directly with the hotel.