



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. With the world changing rapidly, the International Dairy Foods Association is proud to lead the industry with a virtual event. Join us in January where we will collaborate, innovate and inspire our industry to embrace and lead change for continued growth.

## \$45,000 PREMIER SPONSOR



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

- Two (2) complimentary registrations to attend Dairy Forum
- Opportunity to host a thought leadership session (*developed by sponsor company*)
- One (1) dedicated email to Dairy Forum registrants (*developed by sponsor company*)
- Logo on a virtual banner within the virtual platform
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition during welcome video shown on the virtual platform
- Recognition on the virtual platform and conference website

## \$25,000 KEYNOTE SESSION



**Exclusive sponsorship of a conference keynote session. Keynote speakers include: Peter Diamandis, Futurist and Chairman & CEO of The XPRIZE Foundation; Adam Grant, American Psychologist and Author; Chris Wallace, Emmy Nominated Journalist and Host of FOX News Sunday; and Greg Williams, Editor-in-Chief of WIRED Magazine.**

- One (1) complimentary registration to attend Dairy Forum
- 30-second video at the start of the session (*produced by sponsor company*)
- Logo featured in online presentation room during the session
- Logo on a virtual banner within the virtual platform
- Exposure leading up to, during and post-event through IDFA's marketing channels
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## \$25,000 WELCOME EVENT



Make a great and lasting impression by being one of the first sponsors to welcome attendees to Dairy Forum. The welcome event will generate excitement and enthusiasm as industry colleagues reconvene and reconnect.

- One (1) complimentary registration to attend Dairy Forum
- 30-second video at the start of the event (*produced by sponsor company*)
- Logo featured in online presentation room during the event
- Logo on a virtual banner within the virtual platform
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## \$15,000 COFFEE AND CONVERSATION



The sponsored event is a special morning featuring coffee and conversation with one of the Dairy Forum keynote speakers. The event is by invitation only creating an intimate and exclusive setting.

- Two (2) invitations to the networking event (*individuals must register for Dairy Forum*)
- 30-second video at the start of the event (*produced by sponsor company*)
- Logo featured in online presentation room during the event
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition during welcome video shown on the virtual platform
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## \$15,000 VIP VIRTUAL EVENT



The sponsored virtual event is a special evening featuring a guided virtual wine, whiskey, tequila or beer tasting and great conversation with high-level executives and top thought leaders. The event is by invitation only creating an intimate and exclusive setting.

- Two (2) invitations to the networking event (*individuals must register for Dairy Forum*)
- 30-second video at the start of the event (*produced by sponsor company*)
- Logo featured in online presentation room during the event
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition during welcome video shown on the virtual platform
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## \$10,000 C-SUITE TALKS FROM THE TOP



Exclusive sponsorship of one of the C-Suite Talks from the Top sessions. Taking a page from the popularity of TED Talks, Dairy Forum will feature dairy company CEOs who will give concise and colorful talks about leading in today's uncertain and challenging market.

- 30-second video at the start of the session (*produced by sponsor company*)
- Logo featured in online presentation room during the session
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition during welcome video shown on the virtual platform
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## \$7,500 ENGAGEMENT CENTER



The Engagement Center will facilitate strategic business exchange. Discussion topics will be scheduled throughout the event for attendees to be challenged and informed. Lounges include: CEO, NextGen, Women in Dairy or specific subject matter.

- Logo featured in online lounge throughout the event
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition during welcome video shown on the virtual platform
- Recognition on the virtual platform and conference website

## \$7,500 GENERAL SESSION



Exclusive sponsorship of one of the general sessions. 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.

- 30-second video at the start of the session (*produced by sponsor company*)
- Logo featured in online presentation room during the session
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition during welcome video shown on the virtual platform
- Recognition on the virtual platform and conference website

## \$6,000 (each day) SOCIAL LOUNGE



The Social Lounge allows attendees to connect and collaborate with colleagues in an informal setting.

- Logo featured in online lounge on day of sponsorship
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition during welcome video shown on the virtual platform
- Recognition on the virtual platform and conference website

## \$5,000 CONCURRENT SESSION



Exclusive sponsorship of one of the concurrent sessions. Concurrent session topics include: Agriculture Policy, Dairy Markets, Food Safety, Sustainability, Nutrition and Workforce Evolution.

- 30-second video at the start of the session (*produced by sponsor company*)
- Logo featured in online presentation room during the session
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition during welcome video shown on the virtual platform
- Recognition on the virtual platform and conference website

## \$5,000 ESSENTIAL MOMENTS



Recognize heroes, essential workers and those who have struggled and sacrificed during coronavirus restrictions with sponsored segments featured throughout Dairy Forum. As a sponsor, your organization will gain visibility and respect among industry peers and showcase your commitment to the future of the dairy industry.

- 60-second video featured during Dairy Forum (*produced by sponsor company*)
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition during welcome video shown on the virtual platform
- Recognition on the virtual platform and conference website

**CUSTOM SPONSORSHIP** | Don't see anything that fits your exact marketing desires? We'll customize a sponsorship package created specifically to meet your goals and objectives.