

DAIRY FORUM 2022

NEW.NOW.NEXT.

JANUARY 23-26

Dairy Forum is the premier conference for leaders in the dairy industry. It is where more than 1,000 executives and decision makers connect each year, advance their knowledge, and discover new perspectives on issues that are important to our industry. The event will feature three and a half days of top-notch programming, networking, and discussions about leadership, technology, global trade, sustainability, product innovations, and navigating the political landscape.

For those interested in sponsorship, Dairy Forum is the place to be heard and seen. Sponsorship is one of the best ways to brand your organization as a thought-leader and to highlight your commitment to advancing the dairy industry. IDFA offers various levels of sponsorship opportunities.

\$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
- Two (2) invitations to the private VIP Chairman's Reception
- Opportunity to host a thought leadership session (*developed by sponsor company*)
- 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

\$27,500

WELCOME RECEPTION



Make a great and lasting impression by being one of the first sponsors to welcome attendees to Dairy Forum. The Welcome Reception is a key part of generating the excitement and enthusiasm as industry colleagues and friends reconvene and reconnect.

- Company featured during the Welcome Reception
- One (1) complimentary registration to attend Dairy Forum
- One (1) invitation to the private VIP Chairman's 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

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\$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.

- Company featured during the Chairman's Lecture
- One (1) complimentary registration to attend Dairy Forum
- One (1) invitation to the private VIP Chairman's Reception
- Exposure leading up to, during and post-event through IDFA's marketing channels
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\$25,000

LUNCH SESSION



Gain maximum exposure by sponsoring a Lunch Session. 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.

- Company featured during the Lunch Session
- One (1) complimentary registration to attend Dairy Forum
- One (1) invitation to the private VIP Chairman's Reception
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
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\$17,500

CONFERENCE LOUNGE



The Conference Lounge guarantees your company name will be one of the first things attendees see 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.

- Lounge in the registration area with company branding
- Exposure leading up to, during and post-event through IDFA's marketing channels
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\$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.

- Two (2) invitations to the salon dinner event
- 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

\$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.

- Company featured during the 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

\$10,000

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.

- Sponsor logo featured on live stream platform
- Exposure leading up to, during and post-event through IDFA's marketing channels
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\$10,000

VIP CHAIRMAN'S RECEPTION



The VIP Chairman's 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.

- Company featured during the VIP Chairman's Reception
- Two (2) invitations to the private VIP Chairman's 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

\$10,000

WIFI



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

- Company featured with WiFi connection
- 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

\$9,000

HOTEL KEYCARDS



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.

- Logo printed on hotel keycards distributed at check-in (co-branded Dairy Forum)
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
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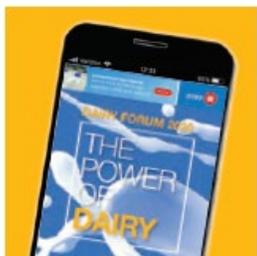
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\$9,000

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. The sponsor is featured prominently as users navigate the app.

- Banner ad on the app that can link 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

\$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."

- Logo printed on notepads distributed to all 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

\$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 that 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!

- Company featured during the Closing Reception
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
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\$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.

- Company featured during the General 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

\$7,500

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.

- Logo printed on conference lanyards distributed to all 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

\$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.

- Company featured during the Coffee Break
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event signage and conference website
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\$6,000

PRINTED PROGRAM



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.

- Logo printed on the cover of the printed program distributed to all attendees
- Full-page ad in the printed program book
- 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

\$5,000

CONCURRENT SESSION



Concurrent sessions offer a deep dive into critical issues. Sessions are 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.

- Company featured during the Concurrent 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

\$5,000

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.

- Logo printed on name badges distributed to all attendees (co-branded Dairy Forum)
- Exposure leading up to, during and post-event through IDFA's marketing channels
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\$5,000

PENS



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

- Logo printed on conference pens distributed to all 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

\$5,000

WOMEN IN DAIRY RECEPTION



Join IDFA as we empower and support women in the dairy industry. As a sponsor of the Women in 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.

- Company featured during the Women in Dairy 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

\$4,000 [SHARED]

GOLF TOURNAMENT



Golf tournaments are popular among corporate executives – so popular that we're hosting two on the same day. Participation in the golf tournaments is always high as golfers use this time in the sun to relax and do some informal business.

- Company featured during the Golf Tournament
- 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
- Opportunity to provide golf balls, towels, tees or other golf related items to players

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\$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.

- Company featured during the Golf Tournament
- 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
- Opportunity to provide golf balls, towels, tees or other golf related items to players

\$2,500

[FULL CONFERENCE] MEETING ROOM

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.

\$1,000

[ONE DAY] MEETING ROOM



- Use of a private meeting room or event space at the conference hotel (full conference or one day/event)
- Companies are responsible for organizing audio visual and food and beverage requests directly with the hotel

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.

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