IDFA International Dairy Foods Association

THE FUTURE STARTS HERE

DAIRY FORUM 2027

January 24 – 27
Orlando, FL

Dairy Forum propels the dairy industry to new heights by providing attendees with the most cutting-edge information. Designed to elevate the industry and the businesses within it, Dairy Forum offers an unrivaled platform for exchanging ideas, fostering innovation, and cultivating meaningful connections. With a focus on empowering attendees with actionable insights, Dairy Forum equips them with the knowledge and tools necessary to navigate emerging trends, capitalize on opportunities, and overcome challenges. By attending Dairy Forum, industry professionals can expect to elevate their businesses, advance their expertise, and actively contribute to the conversation that shapes the future of dairy.

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

$55,000
Premier Sponsor

SOLD OUT 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
- One (1) push notification at agreed upon time sent to all attendees through event mobile app (messaging created by IDFA and approved by sponsor company)
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$32,500
Welcome Reception

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

- Company featured during the Welcome Reception
- One (1) complimentary registration to attend Dairy Forum
- One (1) invitation to the private VIP Chairman's Reception
- One (1) push notification to all attendees through the event mobile app prior to the start of the Welcome Reception (messaging created by IDFA and approved by sponsor company)
- Branded Napkins at the Welcome Reception
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$30,000
Chairman's Lecture

SOLD OUT Get the most 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
- Video featured during the Chairman's Lecture (provided by sponsor and not to exceed sixty seconds)
- One (1) push notification to all attendees through the event mobile app prior to the start of the Chairman's Lecture (messaging created by IDFA and approved by sponsor company)
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

$30,000
Lunch Session

SOLD OUT 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
- Video featured during the start of the Lunch Session (provided by sponsor and not to exceed sixty seconds)
- One (1) push notification to all attendees through the event mobile app prior to the start of the Lunch Session (messaging created by IDFA)
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

$20,000
Salon Dinner

SOLD OUT 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 engage with our keynote speakers in an intimate and exclusive setting. Salon dinners are by invitation only.

- Two (2) invitations to the Salon Dinner
- Opportunity to work in collaboration with the IDFA team on targeted invite list
- Opportunity to provide giveaway items to Salon Dinner attendees
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$15,000
VIP Chairman's Reception

SOLD OUT The VIP Chairman's Reception, hosted immediately prior to the Chairman's Lecture, includes special, invited guests, making it an unequaled 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
- Branded napkins at the VIP Chairman's Reception
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$15,000
Breakfast Session

SOLD OUT 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 app, event signage and conference website

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$15,000
Mobile App

SOLD OUT The Dairy Forum mobile 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 leading up to and during the conference.

- Company prominently featured within the mobile app
- Company name featured for event app access code
- Permanent link to your company's website from the event app homepage
- 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 app, event signage and conference website

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$15,000
Wi-Fi

SOLD OUT 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?

- Company featured with Wi-Fi connection
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$12,500
Cocktails & Conversations

SOLD OUT Sponsoring the Tuesday 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.

- Company Featured during the Tuesday Reception
- Branded napkins during the Tuesday Reception
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$11,500
General Session

SOLD OUT 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.

- Company Featured during the General Session
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$11,000
Hotel Keycards

SOLD OUT 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/Artwork printed on hotel keycards distributed at check-in
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$11,000
Lanyards

SOLD OUT 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 1,200 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 app, event signage and conference website

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$11,000
Notebooks

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

- Logo printed on notebooks distributed to all attendees
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$10,000
Foundation Cornhole Tournament (Individual or Shared Opportunity)

SOLD OUT Showcase your company's support of the IDFA Foundation at the third annual Foundation Cornhole Tournament. Attendees are always looking for more network opportunities, and what better way to wind down a full day of programming than with some friendly competition for a good cause.

- Company featured during the Cornhole Tournament
- Branded cornhole boards
- Branded koozies and beverage napkins during the event
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$10,000
Women in Dairy Reception

SOLD OUT 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
- Branded napkins at the Women in Dairy Reception
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$8,000
Pens

SOLD OUT 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 app, event signage and conference website

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$8,000
Water Bottles

SOLD OUT Showcase your brand and commitment to sustainability with custom branded reusable water bottles/cups. Water bottles/cups will be featured throughout the Dairy Forum event space with refillable water stations.

- Branded water bottles/cups distributed to all attendees – water bottles/cups provided by the sponsor company
- Branding on refillable water stations located in foyers of event space
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$7,500
Coffee Break

SOLD OUT Treat Dairy Forum attendees to a coffee break to jump-start the day and rejuvenate them between sessions. There is 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
- Branded napkins and coffee sleeves during the Coffee Break
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$7,500
Live Stream

IDFA will be offering a live stream of select main stage sessions during the conference program. This opportunity will provide the live steam sponsor exposure before, during and after the event including both onsite and individuals around the whole 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
- Recognition on conference materials, event app, event signage and conference website

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$6,000
NextGen Night Cap

SOLD OUT Showcase your support of the next generation of leaders across the dairy industry at this exclusive reception for NextGen Cohort 8 and alumni of the previous classes of NextGen program attending Dairy Forum. This Tuesday night event is a great way to leave a lasting impression as Dairy Forum winds down.

- Company featured during the NextGen Nightcap
- Branded napkins during the NextGen Nightcap
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$5,500
Deep Dive 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 Deep Dive Session
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$5,500
Name Badges

SOLD OUT Every attendee at Dairy Forum is required to display a name badge to enter sessions and conference events. Those name badges can be emblazoned with a company logo. Imagine the visual impact of 1,200 of your industry colleagues sporting your company name throughout the entire event.

- 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
- Recognition on conference materials, event app, event signage and conference website

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$5,500
Golf Tournament
(Shared)

SOLD OUT Golf Tournaments are popular among corporate executives – so popular we are 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
- Opportunity to provide golf balls, towels, tees or other golf related items to players
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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$5,000
5K Fun Walk/Run
(Shared)

Be front and center as attendees start their day with a little cardio alongside colleagues. The 5K Fun Walk/Run will provide healthy competition, attendee bonding, and a chance to venture around the property for some fresh air.

- Company featured during the 5K Fun Walk/Run
- Opportunity to provide t-shirts, water bottles, sweatbands, or other fitness related items to runners
- Exposure leading up to, during and post-event through IDFA's marketing channels
- Recognition on conference materials, event app, event signage and conference website

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Custom Sponsorship

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

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