

MARKETING: SPONSORSHIP

Feature your company with one or more of the promotional opportunities below. For additional information, contact Judy Keller at jkeller@wischeesemakers.org or 608-828-4550. Sponsors from the previous WCMA conference have the first right of refusal for sponsoring an event.

DIAMOND SPONSORSHIP (\$24,000)

This is our flagship sponsor level. WCMA will coordinate logistics (food, beverage, supplier, entertainment, etc.) in consultation with sponsors. Such events must be open to all Conference attendees and take place in the designated areas at times designated by the Association.

We are pleased to announce the following sponsor has assumed Diamond Sponsorship

Chr. Hansen Championship Cheese Auction Reception

Diamond Sponsorship Benefits

- » Event name incorporates the name of sponsor.
- » Opportunity to offer 'Welcome Greeting' at the podium.
- » Opportunity to show PowerPoint or video at the event.
- » Complimentary pull-up banner (1m x 2m) in registration area.
- » Two free full page ads in WCIC Official Program.
- » Sponsor color logo (large) on event website, in the Official Program and in pre and post-Conference printed materials.
- » Sponsor color logo in Sponsor Section of event mobile app.
- » Full color logo on signage at event.
- » Diamond Sponsor tabletop sign for your WCIC booth.
- » Sponsor may choose to provide promotional items at sponsored event.
- » Sponsor identified as Official Sponsor of the 2017 WCIC with rights to use the WCIC logo in all program related material.

GOLD SPONSORSHIP (\$12,000)

We are pleased to announce the following sponsor has assumed Diamond Sponsorship: Millerbernd Afterglow Reception

Gold Sponsorship Benefits

- » Event name incorporates the name of sponsor.
- » Opportunity to show PowerPoint at the event.
- » Complimentary pull-up banner (1m x 2m) in registration area.
- » One free full page ad in WCIC Official Program.
- » Sponsor color logo (large) on event website, in the Official Program and in pre and post-Conference printed materials.
- » Sponsor color logo in Sponsor Section of event mobile app.
- » Full color logo on signage at event.
- » Gold Sponsor tabletop sign for WCIC booth.
- » Sponsor may choose to provide promotional items at sponsored event.
- » Sponsor identified as Official Sponsor of the 2017 WCIC with rights to use the WCIC logo in all program related material.

SIGN UP BY DECEMBER 1
FOR BEST VISIBILITY!**

Your sponsorship will be included in WCIC's Registration Brochures, mailed to over 3,000 industry professionals.

****NEW! EXTENDED TO DEC 6!**

SILVER SPONSORSHIP (\$6,000)

Silver Sponsorship Benefits

- » One free half page ad in WCIC Official Program.
- » Sponsor color logo (medium) on event website, in the Official Program and in pre Conference printed materials.
- » Sponsor color logo in Sponsor Section of event mobile app.
- » Full color logo on signage at event.
- » Silver Sponsor tabletop sign for your WCIC booth.
- » Sponsor identified as Official Sponsor of the 2017 WCIC with rights to use the WCIC logo in all program related material.

BRONZE SPONSORSHIP (\$1,200)

Bronze Sponsorship Benefits

- » Free quarter page advertisement in WCIC Official Program.
- » Sponsor color logo (small) on event website, in the Official Program and in pre Conference printed materials.
- » Sponsor color logo in Sponsor Section of event mobile app.
- » Full color logo on signage at event.
- » Bronze Sponsor tabletop sign for your WCIC booth.
- » Sponsor identified as Official Sponsor of the 2017 WCIC with rights to use the WCIC logo in all program related material.

HOSPITALITY ROOMS

Hospitality Rooms will be available for the Wisconsin Cheese Industry Conference at the Sheraton Madison Hotel. Arrangements for hospitality rooms will be handled directly with the Sheraton Madison Hotel. Rooms will be assigned on a first-come, first-served basis. A limited number of rooms are available for use as hospitality rooms.

To reserve about a hospitality room, contact Maija Maier at (608) 251-8399 or maijamaier@sheratonmadison.com

Hospitality Room Requirements

Wisconsin Cheese Makers Association has two standing requirements regarding hospitality rooms

- » Before final assignment of any hospitality room, the Association requires a minimum of two full registrations to the 2017 WCIC from any company reserving space for hospitality.
- » Hospitality rooms cannot be open during 2017 WCIC official functions. Tentatively, hospitality rooms must close prior to 7:00 P.M. on Wednesday, April 12 and during the Champion Awards Reception, Banquet and Afterglow Reception on Thursday, April 13. These hours are subject to alteration as plans for the Conference are finalized.

WISCONSIN CHEESE INDUSTRY CONFERENCE | APRIL 12 & 13, 2017 | MADISON, WISCONSIN

WISCONSIN CHEESE MAKERS ASSOCIATION | PHONE: 608-828-4550 | EMAIL: JKELLER@WISCHEESEMAKERS.ORG | CHEESECONFERENCE.ORG

SIGN UP BY DECEMBER 6 FOR BEST VISIBILITY!

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MARKETING: ADVERTISING

CHEESE INDUSTRY PUBLICATIONS WITH SPECIAL WCIC ISSUES

CHEESE MARKET NEWS

Susan Quarne

5315 Wall Street, Ste. 100
Madison, Wisconsin 53718

www.cheesemarketnews.com

Phone: (608) 831-6002 | Fax: (608) 288-9093
Email: squarne@cheesemarketnews.com

Special Exposition Issue – April 7, 2017
Advertising Deadline – March 24, 2017

CHEESE REPORTER

Kevin Thome

2810 Crossroads Drive, #3000
Madison, WI 53718

www.cheesereporter.com

Phone: (608) 316-3792 | Fax: (608) 246-8431
Email: kthome@cheesereporter.com

Special Exposition Issue – March 31, 2017
Advertising Deadline – March 27, 2017

DAIRY FOODS MAGAZINE

Tom Imbordino

1300 W. Altgeld #135
Chicago, IL 60614

www.dairyfoods.com

Phone: (773) 775-8990 | Fax: (248) 502-2093
Email: imbordinot@dairyfoods.com

Special Exposition Issue – March, 2017
Advertising Deadline – February 12, 2017

WCIC SHOW PROGRAM ADVERTISEMENTS

The 2017 WCIC Official Program will be a spiral-bound, letter-sized (8.5 x 11 inches), full color booklet.

This format allows for full page ads as well as half and quarter page ads. Don't miss your opportunity to advertise!

AD COST/SPECIFICATIONS (See diagrams)

ADS MUST BE SUBMITTED AS PDF DOCUMENTS AT 300 DPI.

Premium placement

- » Back cover – \$5,000
- » Inside front cover – \$2,500
- » Inside back cover – \$1,500

Same specs as a full bleed interior ad
Please note previous cover advertisers have first right of refusal.

Interior placement

- » Full bleed – \$1,000
Trim size: 8.5" x 11"
Bleed: .125" all around
Safe area: 7.5" x 10"
- » Full page island – \$1,000
Ad size: 7.25" x 10"
- » Half page (horizontal) – \$500
Ad Size: 7.125" x 5"
- » Quarter page (vertical) – \$300
Ad Size: 3.45" x 5"

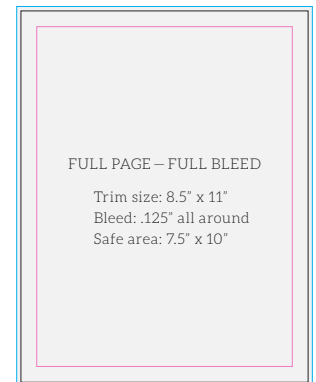
DUE DATE

Electronic files and payment requested by February 12, 2017.

E-mail your ad to jkeller@wischeesemakers.org

THREE WAYS TO SIGN UP

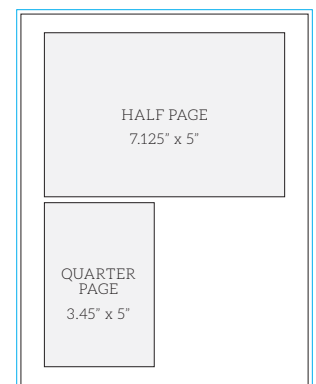
- » Complete Sponsor & Advertising SignUp Form attached
- » Online link at <http://cheeseconference.org/sponsorship-and-advertising/>
- » Contact Judy Keller: jkeller@wischeesemakers.org



— TRIM SIZE
— BLEED SIZE
— SAFE AREA

Please note the spiral bound may be on either side.

Don't place any sensitive content outside of safe area to avoid have sensitive information cut off.



A thin keyline will be added around all island (i.e. non-full bleed) ads.

For complete details, visit:

CHEESECONFERENCE.ORG

p. (608) 828 4550

e. jkeller@wischeesemakers.org
(Judy Keller)

SPONSOR AND ADVERTISING SIGN UP

**SIGN UP BY DECEMBER 1
NEW! DEC 6 FOR BEST VISIBILITY!**

Your sponsorship will be included in WCIC's Registration Brochures, mailed to over 3,000 industry professionals.

Sign up online at www.cheeseconference.org or fill out and mail this form to WISCONSIN CHEESE MAKERS ASSOCIATION (ATTN: JUDY KELLER), 8030 Excelsior Drive, Suite 305 Madison, WI 53717. For additional information, contact Judy Keller at jkeller@wischeesemakers.org or 608-828-4550.

SPONSORSHIP OPPORTUNITIES

Please note previous sponsors have first right of refusal.

DIAMOND SPONSORSHIP (\$24,000)

We are pleased to announce the following sponsor has assumed Diamond Sponsorship

Chr. Hansen Championship Cheese Auction Reception

GOLD SPONSORSHIP (\$12,000)

We are pleased to announce the following sponsor has assumed Gold Sponsorship

Millerbernd Afterglow Reception

The events listed below are still available for Sponsorship

- Opening Keynote (1 available)
- Thursday Evening Reception (1 available)

SILVER SPONSORSHIP (\$6,000)

The events listed below are available for Sponsorship

- Partner Sponsor for United States Championship Cheese Contest (6 remaining)
- Collegiate Dairy Products Evaluation Contest* (5 available)
- Wednesday morning refreshment breaks (2 available)
- Wednesday Lunch (5 available)
- Refreshments during exhibits (SOLD)
- Thursday morning refreshments breaks (1 available)
- Thursday Luncheon (2 available)
- Wine at Awards Banquet (1 available)
- Event Mobile App (1 available)
- Lanyards (1 available)
- Championship Cheese Cooler Display (1 available)
- Ideas Showcase (1 available)
- Charging station for phones (1 available)

* Funds exceeding the Collegiate Dairy Products Evaluation Contest expenses will be donated to the Collegiate Dairy Products Evaluation Contest Fund.

BRONZE SPONSORSHIP (\$1,200)

- Online Floor Plan Sponsor (5 available)
- CDR/WCMA Opening Seminar (6 available)
- Thursday Morning Seminar (6 available)
- Thursday Afternoon Seminar (6 available)
- Contributor Sponsor to the United States Championship Cheese Contest (20 available)

PROGRAM ADVERTISEMENTS

WCIC 2017 Full Color Program

- Back Cover — \$5,000 (SOLD)
- Inside Front Cover — \$2,500 (SOLD)
- Inside Back Cover — \$1,500 (SOLD)
- Interior Full Page — \$1,000
- Interior Half Page — \$500
- Interior Quarter Page — \$300

Upgrades for complimentary sponsor ads:

- Upgrade Quarter Page ad to Half Page — \$200
- Upgrade Quarter Page ad to Full Page — \$700
- Upgrade Half Page ad to Full Page — \$500

PAYMENT

TOTAL DUE _____

Person completing this form:

NAME _____

EMAIL _____

COMPANY _____

ADDRESS _____

CITY, STATE, ZIP, COUNTRY _____

CHECK: Make check payable and mail to:

Wisconsin Cheese Makers Association

8030 Excelsior Drive, Suite 305, Madison, WI 53717 USA

CREDIT CARD: Select correct box below and complete

- American Express MasterCard VISA Discover

CARD NUMBER _____

EXP. DATE _____

CVV CODE _____

NAME AS IT APPEARS ON CARD _____

ADDRESS, CITY, STATE, ZIP, COUNTRY _____

SIGN UP ONLINE AT WWW.CHEESECONFERENCE.ORG

HOSPITALITY ROOMS

Hospitality Rooms are available for the Wisconsin Cheese Industry Conference at the Sheraton Madison Hotel. To reserve a hospitality room, contact Maija Maier at (608) 251-8399 or majjamaier@sheratonmadison.com