



## SPONSORSHIP & EXHIBITOR OPPORTUNITIES 2012 PENNSYLVANIA DAIRY SUMMIT WEDNESDAY, FEBRUARY 8, AND THURSDAY, FEBRUARY 9 LANCASTER HOST RESORT, LANCASTER, PA

The Pennsylvania Dairy Summit Management Committee is pleased to offer a variety of options to sponsor and exhibit at the 2012 Pennsylvania Dairy Summit. All options for both sponsorship and exhibiting at the event are outlined in this pamphlet. **Please read over the information closely**, as some of the options have changed for 2012. Various levels of sponsorships are no longer limited. However, particular portions of the program are allocated on first come, first serve basis and only after the Summit management team receives a signed Agreement. You will be contacted if the sponsorship you select has already been confirmed. All commitments for sponsorship and exhibits should be submitted by **November 7, 2011**, with the final payment due by **January 6, 2012**.

### SPONSORSHIP OPTIONS:

*Each year the Pennsylvania Dairy Summit draws more than 500 people. Dairy producers look for their suppliers at the summit. As a summit participant, you will have presence among progressive producers and industry leaders. Your support will also be recognized to the world through the summit website and in press releases. Higher level sponsors also receive additional exposure by supporting key portions of the programs.*

### ALL SPONSORS RECEIVE:

- ✓ Special mention in the printed program distributed at the summit.
- ✓ Your logo and contact information in the summit list on the Summit website.
- ✓ Your logo and contact information in the sponsorship acknowledge provided to attendees.

Level & Benefits	Session Options	Cost Without Exhibit	Cost With Exhibit
<b>Platinum Level</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Two complimentary registration for the full summit</li> <li><input type="checkbox"/> One free exhibit booth</li> <li><input type="checkbox"/> Two additional complimentary tickets to sponsored dinner or luncheon</li> <li><input type="checkbox"/> Acknowledgement from the podium with the opportunity to stand &amp; be recognized before or at the luncheon or dinner you are sponsoring</li> <li><input type="checkbox"/> Special signage at the food station at the dinner or luncheon</li> <li><input type="checkbox"/> Opportunity to greet people as they enter the dinner or luncheon</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Dinner Reception (2/8)</li> <li><input checked="" type="checkbox"/> Closing Luncheon (2/9)</li> <li><input checked="" type="checkbox"/> One-Day Dairy Track (2/8)</li> <li><input type="checkbox"/> Combination of two silver level options</li> </ul>	\$5,000	\$5,000
<b>Gold Level</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> One complimentary registration for the full summit</li> <li><input type="checkbox"/> Acknowledgement from the podium in the general session you select with the opportunity to stand and be recognized</li> <li><input type="checkbox"/> Your logo projected from the screen as your speaker is introduced and special signage at the general session you select</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Opening Session (2/8)</li> <li><input type="checkbox"/> Afternoon Session (2/8)</li> <li><input type="checkbox"/> Late Night Show (2/8)</li> <li><input type="checkbox"/> Morning Session (2/9)</li> <li><input type="checkbox"/> Open Session (2/9)</li> </ul>	\$3,000	\$3,500
<b>Silver Level</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> One complimentary registration for the full summit</li> <li><input type="checkbox"/> Acknowledgement from the podium in the general session with the opportunities to rise and be recognized at the session you sponsor or at the session before or after your function</li> <li><input type="checkbox"/> Special signage at the function you select to sponsor</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Refreshments upon Arrival (2/8)</li> <li><input type="checkbox"/> Afternoon Break (2/8)</li> <li><input type="checkbox"/> Continental Breakfast (2/9)</li> <li><input checked="" type="checkbox"/> Morning Break (2/9)</li> <li><input type="checkbox"/> Combination of two bronze level options</li> </ul>	\$2,000	\$2,500
<b>Bronze Level</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> One complimentary registration for the full summit</li> <li><input type="checkbox"/> Acknowledgement from the podium in your session or workshop with the opportunity to stand and be recognized</li> <li><input type="checkbox"/> Your logo projected on the screen as people enter the room</li> </ul> <p><i>* Each breakout runs twice. Sponsors must be at the silver level to sponsor both sessions.</i></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> One of 12 Breakout Sessions Outlined on Sponsor Commitment Form. *</li> <li><input checked="" type="checkbox"/> Four of the breakouts have been sold.</li> </ul>	\$1,000	\$1,500

*Hosts of the 2012 Pennsylvania Dairy Summit are the Professional Dairy Managers of Pennsylvania and the Center for Dairy Excellence. Supporting Partners include the Pennsylvania Department of Agriculture and Penn State Dairy Extension Team.*

# SPONSORSHIP & EXHIBITOR OPPORTUNITIES FOR THE 2012 PA DAIRY SUMMIT

## EXHIBITOR OPPORTUNITIES:

One complimentary registration will be provided with each fully-paid booth. The registration gives one individual entrance to all summit activities, including all educational sessions and food functions. Exhibiting companies may also register additional personnel to attend the summit using the standard conference registration form, which can be found at [www.padairysummit.org](http://www.padairysummit.org). Registration fees for additional non-producer registrants for the full conference (\$150) or for one day (\$100) would apply.

### EXHIBIT SPACE FEES:

- ◆ \$750 for the first 8'X10' Booth
  - ◆ \$550 for each additional space
  - ◆ \$250 additional for use of outdoor space by registered exhibitors
- All outdoor exhibits must be pre-approved before spaces are assigned.*

### Preliminary Exhibitor Schedule

**Great News! We heard you and listened. We are now opening the hall earlier on Wednesday. You have the option to join the Early Bird Session attendees with refreshments upon arrival in the Exhibit Hall. This is not required, but an option for exhibitors. All exhibits must be open by 12:30 p.m.**

- ❑ **Set-Up:** Tues., Feb. 7, from 5—8 p.m.  
Wed., Feb. 8, from 7 a.m.—11 a.m.

- ❑ **Exhibit Hours:**

<b>Wednesday, February 8:</b>	7:30 a.m. - 8 p.m. (including these events)
Refre	shments upon arrival (7:30 - 8:30 a.m.)
	Dessert buffet following lunch (12:30 - 1:30 p.m.)
	Break in the Exhibit Area is from 3:30 - 4:15 p.m.
	Reception in Exhibit Area from 6 - 7:30 p.m.
<b>Thursday, February 9:</b>	7 a.m. - 11:15 a.m. (including these events)
	Continental Breakfast in Exhibit Area from 7 - 8 a.m.
	Break in Exhibit Area from 10:15 - 11:00 a.m.

- ❑ **Tear-down:** Thursday, February 8, from 11:15 a.m. - 4 p.m.

**Contract & Payment:** Booths may be reserved with a signed contract, but no booth space will be assigned until payment in full is made. The entire payment must be received by Friday, Jan. 6, 2012. All booth assignments will be made based on the date full payment is received. Cancellations received by Jan. 6 will result in a refund of 75 percent of your contracted commitment. The remaining 25 percent will be retained for administration costs. No refunds will be given for cancellations after Jan. 6, 2012.

### Set-Up & Tear Down Policy:

All exhibits must be operational by 12 a.m. on Wednesday, Feb. 8, in order to provide the access necessary for the hotel to set up the dessert buffet in the Exhibit Hall. All exhibits must remain in place until tear down, which will begin at 11:45 a.m. on Thursday, Feb. 9. All exhibits must be completely removed from the exhibit area no later than 4 p.m. on Thursday, Feb. 9.

## ADDITIONAL OPPORTUNITIES FOR SUMMIT SUPPORTERS:

Past years have told us that once dairy producers attend the summit, they keep coming back. In 2012 we want to bring new producers into the summit to get them to experience it and benefit from the tremendous educational & networking opportunities there. The summit will offer a one-day track & more management-related breakouts to bring even greater value to those dairy producers who attend.

We are looking for your help to identify additional producers who may benefit from attending the summit. We recognize that the organizations supporting this event are the first-

line of contact with many of Pennsylvania's dairy farm families. We are offering the following incentives to organizations that get additional dairy producers through the doors.

- ❑ **Sponsors at the Platinum and Gold Level can offer a matching discount to producers who attend the 2012 Dairy Summit.** The Summit will match a 5-percent discount offered by the sponsor, providing the producer a 10-percent discount on their summit registration costs. This could provide an avenue to offer customer appreciation.
- ❑ **Exhibitors and sponsors who encourage at least three first-time dairy producers participants to attend the 2012 Dairy Summit get entered in a drawing for a free exhibit booth in 2013.** Producers must list the organization on their summit registration form for the organization to get credit for that person attending the summit.
- ❑ **Exhibitors and sponsors who offer van or bus transportation to groups of dairy producers who attend the 2012 Dairy Summit can receive a 50-percent discount on their exhibit booth.** At least six dairy producers must benefit from the transportation for the company to qualify for the discount.
- ❑ **Hospitality Suites for Tuesday and/or Wednesday evening at the Lancaster Host Resort are available to companies that want to have a special location to bring in their customers.** The company would have to pay the cost of the suite and food offered during the hospitality hour, but the Summit could help make the arrangements for the suite to be available.



For more information about sponsoring, exhibiting and the additional opportunities, contact Terri Breon at 814-355-2467 or by e-mailing [info@padairysummit.org](mailto:info@padairysummit.org). For more information about exhibit logistics and layout, contact Jeanmarie Kline at 717-979-6979 or [jkline@helmsbriscoe.com](mailto:jkline@helmsbriscoe.com).



# SPONSORSHIP & EXHIBITOR AGREEMENT 2012 PENNSYLVANIA DAIRY SUMMIT FEBRUARY 8 & FEBRUARY 9 -- LANCASTER HOST RESORT

The Following Information about your company will be used on promotional materials. Please type or print clearly. For a printable PDF, visit [www.padairysummit.org](http://www.padairysummit.org) and click on "Sponsorship/Exhibitor Information" or e-mail [info@padairysummit.org](mailto:info@padairysummit.org).

Company Name: \_\_\_\_\_

Contact Name & Title (This would be the person you want summit attendees to use as their contact): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Website: \_\_\_\_\_

Short Description of Your Products or Services: (no more than 30 words): \_\_\_\_\_

\_\_\_\_\_

## COMPLETE THIS SECTION TO BE A SUMMIT SPONSOR

We hereby agree to contribute the sum of \$\_\_\_\_\_ payable to the Professional Dairy Managers of Pennsylvania for sponsorship at the 2012 PA Dairy Summit as noted below. It is understood that benefits for sponsorship will be provided as indicated at specific levels in the "Sponsorship & Exhibitor Opportunities" document, provided that a commitment for payment are received by the Summit management committee no later than November 6, 2011. Full payment must be received by January 6, 2012.

**PLEASE NOTE:** Sponsorships for specific portions of the program are available on a first come/first serve basis. You will be contacted if your selection has already been committed to another organization. For more information about sponsorship opportunities, please contact Terri Breon at 814-355-2467 or by e-mailing [info@padairysummit.org](mailto:info@padairysummit.org).

<b>Platinum Level:</b>		<b>Without Booth</b>	<b>With Booth</b>
<input checked="" type="checkbox"/> Sponsor of Dinner Reception on Wednesday evening in Exhibit Hall	<b>SOLD</b>	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$5,000
<input checked="" type="checkbox"/> Sponsorship of Closing Luncheon on Thursday in Lancaster Showroom	<b>SOLD</b>	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$5,000
<input checked="" type="checkbox"/> Sponsorship of One Day Dairy Management Track on Wednesday	<b>SOLD</b>	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$5,000
<input type="checkbox"/> Combination of Two Silver-Level Options (Please Circle Choices Below)		<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$5,000

<b>Gold Level:</b> (For complete program with speakers, see program insert in sponsorship packet or visit <a href="http://www.padairysummit.org">www.padairysummit.org</a> )			
<input type="checkbox"/> Sponsorship of Opening Session on Wednesday morning		<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,500
<input type="checkbox"/> Sponsorship of Afternoon Session on Wednesday afternoon		<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,500
<input type="checkbox"/> Sponsorship of Late Night Show on Wednesday evening		<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,500
<input type="checkbox"/> Sponsorship of Morning Session on Thursday morning		<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,500
<input type="checkbox"/> Sponsorship of Open Session on Wednesday morning		<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,500

<b>Silver Level:</b>			
<input type="checkbox"/> Sponsorship of Refreshments upon Arrival on Wednesday		<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
<input type="checkbox"/> Sponsorship of Afternoon Break on Wednesday		<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
<input type="checkbox"/> Sponsorship of Continental Breakfast on Thursday		<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
<input checked="" type="checkbox"/> Sponsorship of Morning Break on Thursday	<b>SOLD</b>	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
<input type="checkbox"/> Combination of any two bronze-level options (Please Circle Choices Below)		<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500

<b>Bronze Level:</b> (Sponsorship of)			
<input checked="" type="checkbox"/> "Strategies for Improved Cow Comfort" with Dr. Nigel Cook (Wed. from 8 – 9 a.m.)	<b>SOLD</b>	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500
<input type="checkbox"/> "Understanding Ins & Outs of Succession Planning & Estate Laws" (Wed. from 8 – 9 a.m.)		<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500
<input type="checkbox"/> "Understanding Ins & Outs of Succession Planning & Estate Laws" (Wed from 1:30 – 2:25 p.m.)		<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500
<input type="checkbox"/> "Using Genomics to Strengthen Your Herd," a panel discussion (Wed. from 1:30 – 2:25 p.m.)		<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500
<input checked="" type="checkbox"/> "Feeding Alternative Feeds to Strengthen IOFC" with Dr. Weis (Wed. from 1:30 – 2:25 p.m.)	<b>SOLD</b>	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500
<input type="checkbox"/> "Strategies for Improved Reproduction," a panel discussion (Wed. from 1:30 – 2:25 p.m.)		<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500
<input checked="" type="checkbox"/> "Strategies for Improved Cow Comfort" with Dr. Nigel Cook (Wed. from 2:35 – 3:30 p.m.)	<b>SOLD</b>	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500
<input type="checkbox"/> "Using Genomics to Strengthen Your Herd," a panel discussion (Wed. from 2:35 – 3:30 p.m.)		<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500
<input type="checkbox"/> "Strategies for Improved Reproduction," a panel discussion (Wed. from 2:35 – 3:30 p.m.)		<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500
<input type="checkbox"/> "A Roadmap to Robotic Milker Systems," a panel discussion (Wed. from 2:35 – 3:30 p.m.)		<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500
<input type="checkbox"/> "A Roadmap to Robotic Milker Systems," a panel discussion (Thurs. from 7 – 8 a.m.)		<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500
<input type="checkbox"/> "Feeding Alternative Feeds to Strengthen IOFC" with Dr. Weis (Thurs. from 7 – 8 a.m.)		<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500

Please provide the name of the person who will use your one sponsor complimentary registration: \_\_\_\_\_

**Sponsors must provide an electronic/digital copy of the company logo** to use on signs and in other acknowledgements. The logo should be submitted with this agreement, but no later than January 6, 2012. A high resolution color TIF or JPEG would provide best reproduction.

- An electronic copy of our logo is enclosed.       An electronic copy of our logo will be e-mailed to [info@padairysummit.org](mailto:info@padairysummit.org).

**COMPLETE THIS SECTION TO BE A SUMMIT EXHIBITOR**

No space is considered reserved until the Summit management Committee receives this agreement with authorized signatures and commitment for payment. Payment in full is required by **Monday, January 6, 2012**, made out to the Professional Dairy Managers of Pennsylvania. Detailed information will be sent to all confirmed exhibitors prior to the summit.

Application is hereby made by \_\_\_\_\_ (company name) for exhibit space at the 2012 PA Dairy Summit. It is understood that payment in full for exhibit space is required by Monday, January 6, 2011 or the space will not be confirmed. Booth locations will be assigned based on the date payment in full is received.

\_\_\_\_\_ We have agreed to be a sponsor of the event and our sponsorship level includes one exhibit 8' by 10' booth, which we intend to use.

\_\_\_\_\_ We request \_\_\_\_\_ 8' X 10' exhibit booth spaces at \$750 for the first booth space and \$550 for each additional booth space.

\_\_\_\_\_ We are also requesting approval for \_\_\_\_\_ uncovered, outdoor exhibit booth space(s), at \$250 each.

Please identify the type of service or product your company provides: \_\_\_\_\_

For each booth on the exhibit floor, the exhibiting company will receive one complimentary registration, which is good for entrance to all Summit activities, including all educational sessions and food functions. If additional exhibitor registrations are needed, contact the Summit Business Office at 877-326-5993 for fees and instructions. Please provide the name(s) of the person(s) who will use the complimentary exhibitor registration. (One will be provided for each exhibit booth you have requested. If you have reserved one booth, give one name; two booths, two names, etc.)

1) \_\_\_\_\_ 2) \_\_\_\_\_

**Other Requirements** (Please include fees with payment)

- Electrical Outlet (\$35)       Wireless Internet (\$75)       I have additional technical needs, please contact me.
- I understand that certain areas of the exhibit hall have height restrictions. I will be bringing a floor display that is 7 feet tall or taller. Please call me to discuss my needs.

**Door Prizes**

To receive additional recognition, we will provide the following item(s) to participate in the Summit Exhibitor Drawing on Thursday.

Item #1: \_\_\_\_\_ Item #2: \_\_\_\_\_

If bags were provided at registration, our company would be interested in providing a gift item to include in the bag. (600 items would be needed.)

**CANCELLATION NOTE:** Cancellations received by Monday, January 6, 2012, will result in a refund of 75 percent. The remaining 25 percent would be retained for administrative services. No refunds will be given after January 6.

**THIS AGREEMENT IS AUTHORIZED BY**

Name and Title of Authorizing Agent: \_\_\_\_\_

Authorizing Agent's Signature: \_\_\_\_\_

Mailing Address for Invoice: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**TOTAL COMMITMENT IN THE AMOUNT OF: \$ \_\_\_\_\_ (Please make a copy for your records.)**

- Method of Payment:**  Check/Money Order Enclosed       Payment by Credit Card       Please Invoice Us\*
- We require an e-mailed receipt when payment is processed.       \*We understand full payment must be made by Jan. 6, 2012.

**MAIL Both Sides of Completed Agreement**, with method of payment to Summit Business Office:

PA Dairy Summit Business Office  
174 Crestview Drive, Bellefonte, PA 16823  
Phone: 814-355-2467; E-mail: [info@padairysummit.org](mailto:info@padairysummit.org)

**\*All Checks or Money Orders Must Be Made Payable to the Professional Dairy Managers of PA. Our Federal Tax ID # is 23-3066186**

**Completed Agreement Forms Due November 6, 2011**

**Full Payment Due January 6, 2012**

**FAX Both Sides of Completed Agreement Form** to 814-355-2452 or **E-MAIL** to [info@padairysummit.org](mailto:info@padairysummit.org).

**CREDIT CARD INFORMATION (for payment purposes):**

Credit Card Information:  Visa       MasterCard

\_\_\_\_\_  
Name on Card (Please Print)

\_\_\_\_\_  
Account Number

\_\_\_\_\_  
Exp. Date      \_\_\_\_\_  
Signature