



# PENNSYLVANIA DAIRY SUMMIT

Hosted by the Center for Dairy Excellence and Professional Dairy Managers of Pennsylvania

## SPONSORSHIP & EXHIBITOR OPPORTUNITIES 2018 PENNSYLVANIA DAIRY SUMMIT WEDNESDAY, FEBRUARY 21, AND THURSDAY, FEBRUARY 22 PENN STATER CONFERENCE CENTER, STATE COLLEGE

The Pennsylvania Dairy Summit Management Committee is pleased to offer a variety of options to sponsor and exhibit at the 2018 Pennsylvania Dairy Summit. 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 commitments for sponsorship and exhibits should be submitted by **November 10, 2017**, with the final payment due by **January 5, 2018**.

### SPONSORSHIP OPTIONS:

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 2018. Particular portions of the program are allocated on a first-come, first-serve basis and only after the Summit Business Office receives a signed agreement. You will be contacted if the sponsorship you choose has already been taken.

### ALL SPONSORS RECEIVE:

- ✓ Special mention in the printed program distributed at the Summit.
- ✓ Your contact information in the Summit list on the Summit website.
- ✓ Your logo and contact information in the sponsorship acknowledgement 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 registrations for the full Summit</li> <li><input type="checkbox"/> One free exhibit booth</li> <li><input type="checkbox"/> Two additional complimentary tickets to sponsored session</li> <li><input type="checkbox"/> Acknowledgement from the podium with the opportunity to stand and be recognized before or at the session you are sponsoring</li> <li><input type="checkbox"/> Special signage at the food station or entrance of session</li> <li><input type="checkbox"/> Opportunity to greet people as they enter the session</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Evening Banquet &amp; Live Auction (2/21)</li> <li><input type="checkbox"/> Combination of one gold &amp; one silver level opportunity</li> </ul>	\$5,000	\$5,000
<b>DIAMOND LEVEL Opportunities:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Given opportunity to have representative introduce speaker or recognize company during general session OR In Case of App, Have Brand Recognition on Dairy Summit Mobile App</li> <li><input type="checkbox"/> Two complimentary registrations for the full Summit</li> <li><input type="checkbox"/> One free exhibit booth</li> <li><input type="checkbox"/> Two additional complimentary tickets to sponsored session</li> <li><input type="checkbox"/> Acknowledgement from the podium with the opportunity to stand and be recognized before or at the session you are sponsoring</li> <li><input type="checkbox"/> Special signage at the food station or entrance of session</li> <li><input type="checkbox"/> Opportunity to greet people as they enter the session</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Keynote Presentation Led By Nina Teicholz</li> <li><input type="checkbox"/> Keynote Presentation Led By Walt Coleman</li> <li><input type="checkbox"/> Interactive Mobile App Downloaded &amp; Used By Participants Through Summit</li> </ul>	\$4,000	\$4,500
<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 with the opportunity to stand and be recognized before or at the session you are sponsoring</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"/> Entrepreneurs Reception (2/20)</li> <li><input type="checkbox"/> Fluid Milk Symposium (2/20)</li> <li><input type="checkbox"/> Opening Session (2/21)</li> <li><input type="checkbox"/> Lunch &amp; Dessert (2/21)</li> <li><input type="checkbox"/> Afternoon Session (2/21)</li> <li><input type="checkbox"/> Evening Reception (2/21)</li> <li><input type="checkbox"/> Thursday Breakfast (2/22)</li> <li><input type="checkbox"/> Thurs AM Session (2/22)</li> <li><input type="checkbox"/> Lunch &amp; Dessert (2/22)</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"/> Side Serving Sessions (Circle: WED or THUR)</li> <li><input type="checkbox"/> Refreshments at Arrival</li> <li><input type="checkbox"/> Afternoon Break (2/21)</li> <li><input type="checkbox"/> Morning Break (2/22)</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>	One of 12 Breakout Sessions <i>*Sponsors must be at the silver-level sponsorship to sponsor both sessions of any breakout that runs twice. ** See Commitment Form.</i>	\$1,000	\$1,500

# SPONSORSHIP & EXHIBITOR OPPORTUNITIES FOR 2018 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 would apply to any additional representatives from the exhibiting or sponsoring organization.

### EXHIBIT SPACE FEES:

- ◆ \$800 for first space
  - ◆ \$600 for each additional space
- The 2018 Summit will feature a variety of locations and booth sizes. Your booth assignment will be determined by the date we receive your contract.*

### Preliminary Exhibitor Schedule

*You have the option to join the early arrivals with refreshments upon arrival in the exhibit areas. To benefit from this opportunity, we would like all exhibits open by 8:00 a.m.*

- Set-Up:** Tues., Feb. 20, from 1—8 p.m.  
Wed., Feb. 21, from 6—8 a.m.
- Exhibit Hours:**
  - Wednesday, February 21:** 8:00 a.m. - 8:00 p.m., including the events below.  
Refreshments upon arrival (7:00 - 9:00 a.m.)  
*(Refreshments will be within Exhibitor Areas)*  
Lunch with Dessert Among Exhibitors (11:45 - 1:30 p.m.)  
Break in the Exhibit Areas (3:00 - 3:45 p.m.)  
Break in the Exhibit Areas (5:15—6:00 p.m.)  
Evening Reception among Exhibitors (7:45— 9:30 p.m.)
  - Thursday, February 22:** 7:00 a.m.– 1:30 p.m., including the events below.  
Break in Exhibit Areas (9:00—9:45 a.m.)  
Lunch with Dessert Among Exhibitors (12:15 - 1:45 p.m.)
- Tear-down:** Thursday, February 22, from 1:30 p.m. - 4:00 p.m.

### Set-Up & Tear Down Policy:

All exhibits must be operational by 8 a.m. on Wednesday, Feb. 21, in order to provide the access necessary for the hotel to set up the desserts throughout the exhibit area. All exhibits must remain in place until tear down, which will begin at 1:30 p.m. on Thursday, Feb. 22. All exhibits must be completely removed from the exhibit area no later than 4 p.m. on Thursday, Feb. 22.

**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. 5, 2018. All booth assignments will be made based on the date full payment is received. Cancellations received by Jan. 5 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. 5, 2018.

## What's New in 2018:

We are excited to be back at the Penn State in State College, PA for the third time. The venue allows for additional opportunities to showcase exhibitors and offer more education to participants. Here is what's planned.

- “Breakout Sessions” will be focused on four educational tracks.**  
The tracks will be featuring topics specific to the following areas: Around the Table (family), At the Desk (business), With the Cows (management), In the Fields (cropping).

**Exhibitors** will have the opportunity to choose their booth, on a first-come, first-served basis, and can station themselves near dessert areas. Selection

of booth will be awarded after a signed commitment form is reserved and choice is made.

**A Mobile App** will guide participants through the Summit, sharing program information, room locations and information on each of the speakers. The Summit is looking for sponsors of this app, which was a huge hit at the 2017 Summit.

*For more information about sponsoring, exhibiting and additional opportunities, contact Terri Breon at 814-355-2467 or by e-mailing [info@padairysummit.org](mailto:info@padairysummit.org).*

