

A sponsorship of the DairyTech Conference delivers value and an opportunity to engage with top-level decision makers. Sponsorship is one of the best ways to brand your organization as a thought-leader and to highlight your commitment to ensuring the industry remains vibrant and competitive through technological innovation.

**CONNECTION** DairyTech is the place where dairy business leaders can connect with technology firms that provide solutions to improve transparency, quality, and efficiency to accelerate sustainable growth across their supply chains.

**EDUCATION** The conference programming will ensure dairy business leaders hear from leading experts and come away from the conference with best practices for implementing technological developments within their organizations.

**INSPIRATION** The conference will draw concepts from around the world and showcase research, expertise, and technology that can inspire solutions to drive innovation and profit.

**\$20,000**

Title Sponsor



A Premier Sponsor receives the most visibility and more benefits than any other DairyTech sponsorship.

- Three (3) complimentary conference registrations
- Opportunity to be featured as a thought leader in one of the conference sessions
- Exhibit table throughout the conference
- Video featured during the program (provided by sponsor and not to exceed sixty seconds)
- One (1) push notification at agreed upon time sent to all attendees through event mobile app
- Option to provide promotional materials to conference attendees
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

**RESERVE  
NOW**

**LINDSAY GOLD**

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## **\$15,000** Premier Sponsor



An Elite Sponsor receives top tier visibility on-site through various messaging to attendees within their sponsorship.

- Two (2) complimentary conference registrations
- Exhibit table throughout the conference
- Video featured during the program (provided by sponsor and not to exceed sixty seconds)
- One (1) push notification at agreed upon time sent to all attendees through event mobile app
- Option to provide promotional materials to conference attendees
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and

## **\$10,000** Dinner



- Title sponsor of DairyTech dinner with two (2) reserved tables at front of room and ability to invite attendees (up to 8 per table)
- Ability to make welcome remarks at dinner
- Video featured at the start of the dinner (provided by sponsor and not to exceed sixty seconds)
- One (1) push notification before the start of the dinner to attendees through event mobile app
- Ability to provide promotional materials to attendees at the dinner
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

## **\$6,500** Salon Lunch



Host a luncheon before DairyTech begins with an invitation only opportunity to connect with prospective customers.

- Two (2) company representatives at the salon luncheon event
- Option to provide giveaway items to salon lunch attendees
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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## \$5,500

### Lunch



Always well attended, the meal functions are a great opportunity to gain added visibility among dairy executives enjoying conversations with industry colleagues.

- Company featured during the lunch
- Option to provide promotional materials to lunch attendees
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

## \$5,500

### Mobile App



The mobile app offers a great opportunity to highlight your brand before, during and after the conference. Attendees will access the app often to look up conference schedules, floor plans, speakers and participate in Q&A.

- Company featured throughout the mobile app
- Pre-event email featuring the app to all registered conference attendees
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

## \$5,500

### Hotel Key Cards



Attendees who stay at the conference hotel will see your company's logo printed on their hotel room key cards. Your company 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.

- Company logo featured on hotel key cards given to each hotel guest upon check-in
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

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## \$4,000 Lanyards



Every attendee will receive a name badge that is required for entrance to all sessions and conference events. Those name badges hang from lanyards that can be emblazoned with your company logo. Imagine the visual impact of your industry colleagues sporting your company name throughout the entire conference.

- Company logo featured on conference lanyards
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

## \$3,750 Breakfast



Some say that breakfast is the most important meal of the day! Help attendees start their day strong by providing breakfast to fuel them for the busy day ahead.

- Company featured during the breakfast
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

## \$3,500 Wi-Fi



Wi-Fi is every conference attendee's connection to the outside world, and attendees will be connecting often to check social media updates and messages from the office.

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

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### \$3,000

#### Name Badges



Every attendee at the conference is required to display a name badge to enter sessions and conference events. Those name badges can be emblazoned with a company logo.

- Logo printed on name badges distributed to all attendees (co-branded DairyTech Conference)
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

### \$2,750 (Each)

#### Networking Break



Networking breaks are a glittering oasis during a long day of meetings. Nothing makes conference attendees happier than knowing a cup of coffee or a relaxing conversation is waiting for them just outside the meeting room door.

- Company featured during the networking break
- Branded napkins and coffee sleeves during the break
- Exposure leading up to, during and post-event through various marketing channels
- Recognition on conference materials, event app, event signage and conference website

#### Exhibit Table

\$1,500 (IDFA Member)

\$2,250 (Non-Member)



- Exhibit table throughout the conference – one (1) 6 ft table
- Recognition on conference materials
- Company representative must register for the conference to participate

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## 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.

## Contact

Contact IDFA Vice President of Events Management and Sponsorship, Lindsay Gold, with any questions or to inquire about sponsoring this event.



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