

# 2022 CHEESE EXPO

## ATTENDEE REGISTRATION

Special Events April 12  
Exhibits & Seminars April 14-15  
Wisconsin Center  
Milwaukee, Wisconsin

### Register early for big savings!

SAVE 20%—Register by February 1

SAVE 10%—Register by March 1

- See chart below for registration reduced prices.
- Please note Banquet ticket not eligible for reduced price.
- Advanced registration will close April 4. After April 4, all registrations will take place on-site.
- Cancellation Policy: Any registration canceled on or prior to April 4, 2022 will receive a 75% refund. No refunds will be issued after April 4.

Attendees will identify themselves in one of the following categories:

### Dairy Processor Member / Dairy Processor Nonmember

A dairy processor is one of the following: a firm engaged in converting milk and milk components into natural dairy products; or a firm engaged in producing processed cheese types; or a firm engaged in converting cheese into other dairy products, or engaged in processing whey. A firm that markets cheese, purchases or brokers cheese, or distributes cheese as its primary business is also a Dairy Processor.

### Exhibitor

An exhibitor is any employee of an exhibiting company at the 2022 CheeseExpo. All exhibitor personnel will need to register to receive a badge.

### Supplier

A supplier company makes equipment, or provides a service or product of any type to the cheese industry. Each attendee providing goods or services to the industry (a "supplier") must be a member of Wisconsin Cheese Makers Association to participate in any part of the Expo.

### Government & Academia

Government & Academia registration is for attendees employed in an educational or a government facility, or attendees that are current students at an educational facility.

Register for CheeseExpo  
online at [CheeseExpo.org](http://CheeseExpo.org)

REGISTRATION OPTIONS	DAIRY PROCESSOR		EXHIBITOR	SUPPLIER MEMBER**	GOVERNMENT & ACADEMIA
	MEMBER*	NONMEMBER			
Two Day Seminars and Exhibits & Networking Events*	By Feb 1: <b>\$440</b> By Mar 1: <b>\$495</b> Full Price: <b>\$550</b> Artisan: <b>\$195</b>	By Feb 1: <b>\$520</b> By Mar 1: <b>\$585</b> Full Price: <b>\$650</b> Artisan: <b>\$195</b>	<i>Exhibitors receive one free per 10 x 10 booth; extras cost:</i> By Feb 1: <b>\$440</b> By Mar 1: <b>\$495</b> Full Price: <b>\$550</b>	By Feb 1: <b>\$520</b> By Mar 1: <b>\$585</b> Full Price: <b>\$650</b>	By Feb 1: <b>\$440</b> By Mar 1: <b>\$495</b> Full Price: <b>\$550</b>
One Day Seminars and Exhibits & Networking Events (Wed or Thur)	By Feb 1: <b>\$355</b> By Mar 1: <b>\$400</b> Full Price: <b>\$425</b>	By Feb 1: <b>\$380</b> By Mar 1: <b>\$430</b> Full Price: <b>\$500</b>	By Feb 1: <b>\$355</b> By Mar 1: <b>\$400</b> Full Price: <b>\$425</b>	By Feb 1: <b>\$380</b> By Mar 1: <b>\$430</b> Full Price: <b>\$500</b>	By Feb 1: <b>\$355</b> By Mar 1: <b>\$400</b> Full Price: <b>\$425</b>
Exhibits & Networking Events	By Feb 1: <b>\$35</b> By Mar 1: <b>\$40</b> Full Price: <b>\$45</b>	By Feb 1: <b>\$35</b> By Mar 1: <b>\$40</b> Full Price: <b>\$45</b>	<i>Exhibitors receive four free per 10 x 10 booth; extras cost:</i> By Feb 1: <b>\$35</b> By Mar 1: <b>\$40</b> Full Price: <b>\$45</b>	<i>Supplier Members must register for One or Two Day option.</i>	By Feb 1: <b>\$35</b> By Mar 1: <b>\$40</b> Full Price: <b>\$45</b>
<b>OPTIONAL ADD-ONS:</b>					
Tuesday Young Professionals Reception Must be under 40	<b>\$30</b>	<b>\$30</b>	<b>\$30</b>	<b>\$30</b>	<b>\$30</b>
Thursday Awards Banquet	<b>\$80</b>	<b>\$80</b>	<b>\$80</b>	<b>\$80</b>	<b>\$80</b>

\*Membership rates are for members of Wisconsin Cheese Makers Association (WCMA).

\*\*Supplier attendees must be members of WCMA.

### Am I a WCMA Member?

To check membership status, or if you're not sure if you are a Dairy Processor or a Supplier, contact WCMA at 608-286-1001 or email Sara Schmidt at [sschmidt@wischeesemakers.org](mailto:sschmidt@wischeesemakers.org)

### All registrations include the following Networking Events:

Tuesday Tetra Pak Welcome Reception, Wednesday Lunch, Wednesday Chr. Hansen Auction Reception, Thursday DSM Recognition Breakfast, Thursday Lunch, Thursday Champions Reception, Thursday Afterglow Reception.

**Artisan** Available only to dairy plants producing less than 500,000 pounds of dairy products per year.