

2022 CHEESE EXPO

MARKETING OPPORTUNITIES

Promote your company at North America's Premier Cheese, Butter & Whey Industry Event! Sponsorship available until February 2, 2022 at CheeseExpo.org.

Questions? Contact Caitlin Peirick at cpeirick@wischeesemakers.org or 608-286-1001.

SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSORSHIP (\$42,000)

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

Chr. Hansen Reception & Championship Cheese Auction

The events listed below are still available for Sponsorship:

Wednesday Lunch

Thursday Lunch

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 CheeseExpo Official Program.
- ▶ Sponsor color logo (large) on event website, in the Official Program and in pre and post-Expo 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 CheeseExpo booth.
- ▶ Sponsor may provide promotional items at sponsored event.
- ▶ Sponsor identified as Official Sponsor of the 2022 CheeseExpo with rights to use the CheeseExpo logo in all program related material.

PLATINUM SPONSORSHIP (\$21,000)

We are pleased to announce the following sponsors have assumed Platinum Sponsorship:

Tetra Pak Welcome Reception

WCMA Recognition Breakfast exclusively sponsored by DSM Food Specialties

The event listed below is still available for Sponsorship:

World Champions Reception

Platinum Sponsorship Benefits

- ▶ Event name incorporates the name of sponsor.
- ▶ Opportunity to show PowerPoint at the event
- ▶ Complimentary pull-up banner (1m x 2m) in CheeseExpo registration area.
- ▶ One free full page ad in CheeseExpo Official Program.
- ▶ Sponsor color logo (large) on event website, in the Official Program and in pre and post-Expo printed materials.
- ▶ Sponsor color logo in Sponsor Section of event mobile app.
- ▶ Full color logo on signage at event.
- ▶ Platinum Sponsor tabletop sign for your CheeseExpo booth.
- ▶ Sponsor may provide promotional items at sponsored event.
- ▶ Sponsor identified as Official Sponsor of the 2022 CheeseExpo with rights to use the CheeseExpo logo in all program related material.

GOLD SPONSORSHIP (\$12,500)

We are pleased to announce the following sponsors have assumed Gold Sponsorship:

Amcors Continental Breakfast
RELCO Opening Keynote
Custom Fabricating & Repair Afterglow Reception

Gold Sponsorship Benefits

- › Event name incorporates the name of sponsor.
- › Complimentary pull-up banner (1m x 2m) in registration area.
- › One free full page ad in CheeseExpo Official Program.
- › Sponsor color logo (large) on event website, in the Official Program and in pre and post-Expo printed materials.
- › Sponsor color logo in Sponsor Section of event mobile app.
- › Full color logo on signage at event.
- › Gold Sponsor tabletop sign for CheeseExpo booth.
- › Sponsor may provide promotional items at sponsored event.
- › Sponsor identified as Official Sponsor of the 2022 CheeseExpo with rights to use the CheeseExpo logo in all program related material.

SILVER SPONSORSHIP (\$6,250)

We are pleased to announce the following sponsors have assumed Silver Sponsorship:

Cybertrol Engineering - Mobile App
Hydrite Chemical - Lanyards
Ivarson/ALPMA - Cheese Samples on Exhibit Floor
Excel Engineering - Wednesday Coffee and Water on Exhibit Floor

**SIGN UP ONLINE AT
CHEESEEXPO.ORG
BY FEBRUARY 2, 2022**

The following events are still available for Sponsorship:

Championship Cheese Display (1 available)
Thursday Morning Beverage Breaks (1 available)
Thursday Coffee and Water on Exhibit Floor (1 available)
Partner Sponsor for World Championship Cheese Contest (10 available)
Collegiate Dairy Products Evaluation Contest (10 available)

Silver Sponsorship Benefits

- › One free half page ad in CheeseExpo Official Program.
- › Sponsor color logo on event website, in the Official Program and in pre Expo printed materials.
- › Sponsor color logo in Sponsor Section of event mobile app.
- › Full color logo on signage at event.
- › Silver Sponsor tabletop sign in booth.
- › Sponsor identified as Official CheeseExpo Sponsor with rights to use the CheeseExpo logo in all program related material.

BRONZE SPONSORSHIP (\$1,250)

The events listed below are available for Sponsorship:

Contributor Sponsor to CheeseExpo
Contributor Sponsor to World Championship Cheese Contest

Bronze Sponsorship Benefits

- › One free quarter page advertisement in CheeseExpo Official Program.
- › Sponsor color logo (small) on event website and in the Official Program.
- › Sponsor color logo in Sponsor Section of event mobile app.
- › Full color logo on signage at event.
- › Bronze Sponsor tabletop sign for your CheeseExpo booth.
- › Sponsor identified as Official Sponsor of the 2022 CheeseExpo with rights to use the CheeseExpo logo in all program related material.

ADVERTISING OPPORTUNITIES

CheeseExpo Program Advertising

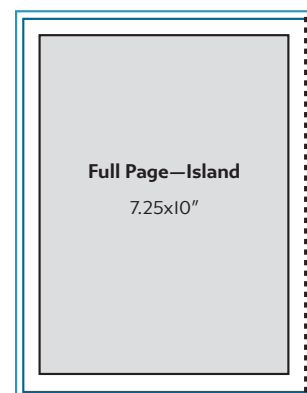
The 2022 CheeseExpo Official Program will be a spiral-bound, letter-sized (8.5 x 11 inches) full color booklet. Ads must be submitted as PDF documents at 300 dpi (see diagrams below). Don't miss your chance to advertise!

Advertising opportunities available until February 2, 2022.

**SIGN UP ONLINE AT
CHEESEEXPO.ORG**

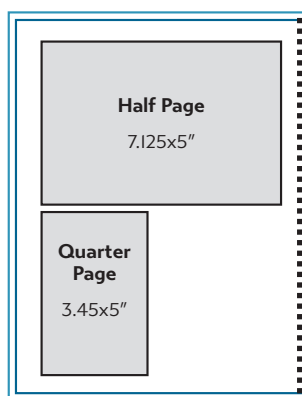
Premium Ad Space Placement

- > **Back cover - \$5,200 SOLD**
- > **Inside front cover - \$2,700 SOLD**
- > **Inside back cover - \$1,700 SOLD**
 - Trim size: 8.5" x 11"
 - Bleed: .125" all around
 - Safe area: 7.5" x 10"



Interior Page Ad Space

- > **Full page ad (full bleed) - \$1,200**
 - Trim size: 8.5" x 11"
 - Bleed: .125" all around
 - Safe area: 7.5" x 10"
- > **Full page ad (island) - \$1,200**
 - Ad size: 7.25" x 10"
- > **Half Page (horizontal) - \$600**
 - Ad size: 7.125" x 5"
- > **Quarter Page (vertical) - \$350**
 - Ad size: 3.45" x 5"



— TRIM SIZE
— BLEED SIZE
— SAFE AREA

- > Don't place any sensitive content outside safe area to avoid having important information cut off
- > A thin keyline will be added around all island (i.e. non-full bleed) ads
- > Please note the spiral bound will be on either side

Upgrades for Complimentary Sponsor Ads

- > **Upgrade Quarter Page to Half Page - \$250**
- > **Upgrade Quarter Page to Full Page - \$850**
- > **Upgrade Half Page to Full Page - \$600**

Artwork Due Date

Electronic files requested by
February 16, 2022.

E-mail ad file to Caitlin Peirick at
cpeirick@wischeesemakers.org

2022
CHEESEEXPO
Global Technology for Dairy Processors

April 12 Special Events
April 13-14 Exhibits & Seminars
Milwaukee, Wisconsin | CheeseExpo.org