

2020 CHEESE EXPO

ATTENDEE REGISTRATION

Special Events April 14
Exhibits & Seminars April 15-16

Wisconsin Center
Milwaukee, Wisconsin

Register early and save!

SAVE 10%—Register by February 20

- See chart below for registration reduced prices.
- Please note Banquet ticket not eligible for reduced price.
- Advanced registration will close April 6. After April 6, all registrations will take place on-site.
- Cancellation Policy: Any registration canceled on or prior to April 6, 2020 will receive a 75% refund. No refunds will be issued after April 6.

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 2020 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

| REGISTRATION OPTIONS | DAIRY PROCESSOR | | EXHIBITOR | SUPPLIER MEMBER** | GOVERNMENT & ACADEMIA |
|--|--|--|--|--|---|
| | MEMBER | NONMEMBER | | | |
| Two Day Seminars and Exhibits* | By Feb 20: \$475 Full Price: \$525 Artisan: \$195 | By Feb 20: \$565 Full Price: \$625 Artisan: \$195 | Exhibitors receive one free per 10 x 10 booth; extras cost: By Feb 20: \$475 Full Price: \$525 | By Feb 20: \$565 Full Price: \$625 | By Feb 20: \$475 Full Price: \$525 |
| One Day Seminars and Exhibits (Wed or Thur)* | By Feb 20: \$385 Full Price: \$425 | By Feb 20: \$430 Full Price: \$475 | By Feb 20: \$385 Full Price: \$425 | By Feb 20: \$430 Full Price: \$475 | By Feb 20: \$385 Full Price: \$425 |
| Exhibits* | \$0 | \$0 | Exhibitors receive 4 free per 10 x 10 booth; extras cost \$50 | Must purchase One Day or Two Day Seminars and Exhibits | \$0 |
| OPTIONAL ADD-ONS: | | | | | |
| Tuesday Young Professionals Reception Must be under 40 | \$25 | \$25 | \$25 | \$25 | \$25 |
| Thursday Awards Banquet | \$75 | \$75 | \$75 | \$75 | \$75 |
| Thursday City Tour ² | \$110 | \$110 | \$110 | \$110 | \$110 |

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

* All registrations include the following: Tuesday Tetra Pak Welcome Reception, Wednesday Amcor Continental Breakfast, Wednesday Lunch, Wednesday Chr. Hansen Auction Reception, Thursday Recognition Breakfast, Thursday Lunch, Thursday Champions Reception, Thursday Afterglow Reception.

**Supplier attendees must be members of WCMA.

¹ Artisan Available only to plants producing less than 500,000 pounds of cheese and/or butter per year.

² Thursday City Tour Thursday 9:30 a.m. to 3:00 p.m. Guided tour of Milwaukee. Includes lunch, dessert and bus transportation.

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