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## **NEWS RELEASE**

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# **Record 317 Industry Suppliers to Exhibit at CheeseExpo 2020**

## ***Exhibit Space Sold Out, Sponsorship Opportunities Remain***

MADISON, WI – Wisconsin Cheese Makers Association (WCMA) is pleased to announce a record 317 of the dairy processing industry’s leading suppliers will exhibit at CheeseExpo 2020, set for April 14-16 at the Wisconsin Center in Milwaukee, Wisconsin. All exhibit floor space has now been reserved, but sponsorship opportunities and registration are available now at [CheeseExpo.org](http://CheeseExpo.org).

“CheeseExpo 2020 will feature the largest exhibition hall – and the largest crowd – in our event’s history,” said Judy Keller, WCMA Events Director. “We expect more than 4,000 dairy manufacturers, processors, marketers, and industry suppliers to connect at CheeseExpo. Make plans now to join us!”

Co-hosted by WCMA and the Center for Dairy Research, CheeseExpo also features an extensive array of educational seminars and lively special events, including the TetraPak Welcome Reception, RELCO Keynote Address, Chr. Hansen Reception and Auction of Championship Cheeses, Amcor Continental Breakfast, and Custom Fabricating and Repair Afterglow Reception.

Impactful sponsorship opportunities remain available for a limited time. Learn more about how you can connect with dairy manufacturers and processors via sponsorship of the exhibit floor lunches on Wednesday and Thursday, or the popular Champions Reception by contacting WCMA Events Manager Caitlin Peirick at [cpeirick@wischeesemakers.org](mailto:cpeirick@wischeesemakers.org).

All attendees may take advantage of best-value rates now through January 14 for full admission to CheeseExpo 2020. Dairy manufacturers and processors may register to visit CheeseExpo exhibits completely free of charge. A complete exhibit floor plan and registration information is available at [CheeseExpo.org](http://CheeseExpo.org).

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