



WISCONSIN CHEESE MAKERS ASSOCIATION

EST. 1891

For more information, please contact:

Grace Atherton, (608) 286-1001, gatherton@wischeesemakers.org

NEWS RELEASE

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Registration, Lodging Open on August 12 for CheeseExpo 2022

Register at CheeseExpo.org for Discounted Rates

MADISON, WI – Make plans now to attend CheeseExpo 2022! The Wisconsin Cheese Makers Association (WCMA), in partnership with the Center for Dairy Research at the University of Wisconsin-Madison, will host thousands of cheese industry leaders, suppliers, and marketers in Milwaukee, Wisconsin April 12-14, 2022. Registration and lodging reservations open on August 12 at CheeseExpo.org.



“As the largest dairy processing trade exhibition in the Western Hemisphere, CheeseExpo is a must for thousands of dairy professionals,” stated John Umhoefer, WCMA Executive Director. “We’re proud to offer access to the latest in cheese technology, equipment, ingredients, packaging, and product safety. CheeseExpo also brings key dairy processing partners together in a productive atmosphere that can’t be found anywhere else.”

CheeseExpo registration is open to dairy processors, exhibitors, suppliers, and members of government and academia. Suppliers interested in attending must be members of WCMA. Attendees will receive 20 percent off their registration if they book by February 1, or 10 percent off if they book by March 1. Advance registration will close on April 4. After that date, all registrations will take place on-site. Three registration levels are available:

- Two Day Seminars and Exhibits & Networking Events
- One Day Seminars and Exhibits & Networking Events (Wednesday, April 13 or Thursday, April 14)
- Exhibits & Networking Events

In addition to registration, CheeseExpo’s lodging system also opens August 12. To receive special 2022 CheeseExpo rates, attendees must book their hotel rooms exclusively through CheeseExpo.org. Hotels will not accept bookings for CheeseExpo room blocks directly, and attendees will not be contacted separately to book hotel rooms.

“From 200,000 square feet of technical exhibits to multiple networking events, to world-class educational seminars and so much more, there’s really something for everyone at CheeseExpo,” added Judy Keller, WCMA Events Director. “We encourage people to sign up right away for the best registration and lodging deals.”

For additional registration details, a schedule of events, sponsorship benefits, and to book hotel rooms, visit CheeseExpo.org. Questions can be directed to events@wischeesemakers.org or (608) 286-1001.

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