



WISCONSIN CHEESE MAKERS ASSOCIATION

EST. 1891

For more information, please contact:

Grace Atherton, (608) 400-2161, gatherton@wischeesemakers.org

NEWS RELEASE

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Make Plans Now to Participate in CheeseExpo 2022 Through Sponsorships, Advertising

MADISON, WI — Secure your sponsorship or advertisement for CheeseExpo 2022, hosted by the Wisconsin Cheese Makers Association (WCMA) and the Center for Dairy Research. Don't miss the chance to connect with the global dairy processing industry live and in-person April 12-14 in Milwaukee, Wisconsin. Register and book your hotel today for the best rates!

CHEESEEXPO
Global Technology for Dairy Processors
April 12-14, 2022 | Milwaukee, Wisconsin
CheeseExpo.org

"CheeseExpo combines high-quality technical exhibits, engaging educational seminars, and valuable networking time into one unique event that attendees won't find anywhere else," stated WCMA Executive Director John Umhoefer. "We're looking forward to an outstanding event in 2022, so make your plans today to participate."

Exhibitor space on the 200,000-square-foot trade show floor is sold out, but WCMA offers multiple opportunities to get involved in CheeseExpo. From sponsoring [Thursday morning beverage breaks](#) or the eye-catching [Championship Cheese Cooler Display](#), to [placing an advertisement](#) in the CheeseExpo Official Program, there's an option to fit a variety of business needs and budgets.

"Our sponsorship opportunities are an excellent way to boost your company's visibility," added WCMA Events Director Judy Keller. "A CheeseExpo sponsorship can help you reach over 4,000 dairy processing industry professionals instantly, offering incredible value for your investment."

To learn more about the world's largest technical cheese and whey processing expo, visit CheeseExpo.org. Questions about getting involved in CheeseExpo can be directed to WCMA Events Manager Caitlin Peirick at cpeirick@wischeesemakers.org.

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