



# WISCONSIN CHEESE MAKERS ASSOCIATION

EST. 1891

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## NEWS RELEASE

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### **Take Advantage of Exceptional Marketing Opportunities at CheeseExpo 2022**

MADISON, WI – More than 50 percent of exclusive sponsorship opportunities for next April's CheeseExpo 2022 are already sold. Act now to secure an impactful sponsorship at the largest dairy processing trade exhibition in the Western Hemisphere.

From well-attended special events to high-visibility displays to program advertisements, CheeseExpo offers platforms for companies of all types and sizes to get noticed and gain contacts.

Co-hosted by the Wisconsin Cheese Makers Association (WCMA) and the Center for Dairy Research, CheeseExpo features an extensive array of technical exhibits, educational seminars, and special events, including the Tetra Pak Welcome Reception, Amcor Continental Breakfast, RELCO Opening Keynote, Chr. Hansen Reception and Championship Cheese Auction, and the WCMA Recognition Breakfast exclusively sponsored by DSM Food Specialties.

"After the success of CheeseExpo Global Online in 2021, we're looking forward to bringing the dairy processing industry together again for CheeseExpo 2022," said Judy Keller, WCMA Events Director. "There's no better place to learn about the latest in cheese technology and processes while connecting with thousands of your colleagues and customers. Make your plans today to join us next April!"

High-visibility sponsorship opportunities remain available for a limited time. To learn more about how you can connect with dairy manufacturers and processors through sponsorship of refreshments and lunches on the exhibit floor, the Afterglow Reception, or the popular World Champions Reception, contact WCMA Events Manager Caitlin Peirick at [cpeirick@wischeesemakers.org](mailto:cpeirick@wischeesemakers.org).

For the best rates, attendees should register to attend CheeseExpo 2022 by February 1. A complete exhibit floor plan and registration information is available at [CheeseExpo.org](http://CheeseExpo.org).

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