Farm Journal's

# MILK

## BUSINESS CONFERENCE

**December 13-15, 2022**

Paris Las Vegas Hotel & Casino

*Our second year at the beautiful Paris Hotel directly across from the famous Bellagio fountains.*

The MILK Business Conference provides critical business information to help dairy producers thrive in a constantly changing economic environment. Education topics include understanding markets, improving people management skills, and affecting change to help a business continue to grow and develop. The MILK Business Conference is a must-attend event for commercial dairy farmers seeking to navigate an increasingly complex and risky business landscape.

The unique meeting setting provides event sponsors a key benefit to meet and build relationships with dairy producers who are in a class by themselves.

**For questions on sponsorships contact**

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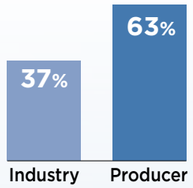
## Demographics from the 2021 Conference

2021Milk Business Conference

**33** states represented and 3 different countries




**388** total attendees

**2,569** total average acres

**4,383** average herd size

**55** average attendee age

**4,000+** visitors to MILK Business Conference website

## Comments from 2021 Attendees

**"It brings together some of the best and the brightest. It's one of the best events I've ever attended."**

**"You learn a lot about the trends in the Dairy industry, and some of the things to help us position our farms for the future."**

**"Great conference. Touched on many of the issues faced by dairy producers in today's market. I think that anyone that wants to stay competitive in today's industry needs to attend this conference. I will be back again! Thank you."**

**"Great location, good time for us to get away from the farm."**

**"Great networking opportunities! Appreciate the variety of topics!"**

**Click Here to Watch Video Testimonials**

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## SPONSORSHIP Levels

| INVESTMENT | $26,250 ELITE | $13,750 PREMIUM | $10,000 SUPPORTING | $5,000 BOOTH ONLY |
|---|---|---|---|---|
| Exhibit Booth Space | 10'x10' | 10'x10' | 10'x10' | 10'x10' |
| Standard Booth Furnishings (1 table, 2 chairs, wastebasket & company ID Sign) | X | X | X | X |
| Complimentary Registrations for Producer Guests | 20 | 16 | 8 | 3 |
| Complimentary Registrations for Exhibitors/Staff** | 4 | 4 | 2 | 1 |
| Attendee Profile With Demographics | X | X | X | X |
| Attendee List With Address & Phone | X | X | X | |
| Logo on Event Website and all Pre-Event Promotions | X | X | X | |
| Logo on Signage at the Event | X | X | X | |
| Mention From Podium During Event | X | X | X | |
| Opportunity to Purchase Additional Exposure Items from pages 6-7 | X | X | X | |
| Registration bag insert | X | X | | |
| Full page print ad in event show guide | X | X | | |
| Welcome Video to Attendees | X | X | | |
| Introduction of Program Speaker - options to have company representative introduce a keynote speaker. | X | | | |
| Social Event Sponsorship: Choice of one of the following events: Welcome receptions (Tuesday or Wednesday) Wednesday continental breakfast Wednesday lunch Thursday continental breakfast | X | | | |

****Complimentary registrations as noted above are the maximum allowed for each category (staff or producer guest). Any additional staff or producer guests registered above the amount indicated in the chart above, will be billed to the sponsor during registration at a rate of $450 per additional producer, $350 per spouse and $900 per additional employee/staff registration. Above rates are discounted sponsor only rates, applied only to additional guests/staff over your stated allotment. These rates are not available to any other registrations or attendees.**

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## 2022 SPONSORSHIP Agreement

**Sponsoring Level (circle):** **ELITE** **PREMIUM** **SUPPORTING** **BOOTH ONLY**

Additional Sponsor Opportunities to purchase: _____

Basic Sponsorship Cost: ☐ $ _____
Additional Sponsorship Extras Cost: ☐ $ _____
Total Sponsorship Amount: ☐ $ _____

I have read and agree to the benefits outlined in the sponsor brochure. Unless other billing arrangements have been made, I understand the full amount of this sponsorship will be invoiced upon receipt of this contract.

Accepted by: _____ Date: _____

E-mail: _____

Please complete billing information:

Company name: _____

Attention: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

E-mail: _____

**Misc. Sponsorship Details:** _____

_____

### ELITE ONLY:

Please indicate your 1st and 2nd choice preferences of the following events:

___ Welcome reception (Tuesday or Wednesday evening)
___ Wednesday continental breakfast
___ Wednesday lunch
___ Thursday continental breakfast

Final selection will be based upon availability on the date the signed contract is received.

*Proposal and agreement is confidential. This agreement is non-cancelable.*

**Email completed form to: fjexpos@farmjournal.com or your sales rep**
For maximum marketing/promotional exposure, signed agreement deadline is **May 1, 2021.**

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## Additional SPONSORSHIP Opportunities

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**Sponsorship Opportunities:** One sponsor per item, unless otherwise noted. Logo items will include both The MILK Business Conference logo and your company logo. Elite, Premium and Supporting sponsors only are eligible to sponsor these additional opportunities.

### ___ Welcome reception
**Investment: $8,000**
Sponsor receives onsite signage and promotion materials, prominent recognition on the MILK Business Conference website as sponsor of the reception. May prepare and execute signage (with approval of conference management) and distribute product literature as attendees enter reception area (signage, premiums and execution the responsibility of sponsor).

### ___ Wednesday breakfast
**Investment: $4,000**
Sponsor may prepare and execute signage (with approval of conference management) and may distribute product literature as attendees enter the meeting room (signage, premiums and execution the responsibility of the sponsor).

### ___ Wednesday lunch
**Investment: $6,000**
Sponsor may prepare and execute signage (with approval of conference management) and may distribute product literature as attendees enter the meeting room (signage, premiums and execution the responsibility of the sponsor).

### ___ Networking reception
**Investment: $10,000**
Sponsor may prepare and execute signage (with approval of conference management) and may distribute product literature as attendees enter the reception area (signage, premiums and execution the responsibility of the sponsor).

### ___ Thursday continental breakfast
**Investment: $3,500**
Sponsor may prepare and execute signage (with approval of conference management) and may distribute product literature as attendees enter the meeting room (signage, premiums and execution the responsibility of the sponsor).

### ___ Keynote Speaker
**$15,000**
The Sponsor will have the opportunity to speak for 5 minutes and introduce the keynote speaker for the conference.

### ___ Digital Advertising Package (limited to 4 companies)
**Investment: $5,750 per sponsor**
Placed throughout hotel, includes your company logo/ad on marquees, slot machines, and guest elevator monitors.
*Client provides creative.*

### ___ Attendee tote bags
**$4,000**
Create a lasting impression with your company logo on the bag handed to every attendee at registration. MILK Conference logo and sponsor logo both included on imprint.

### ___ Lanyards *(sponsor provided)*
**$5,000**
Exclusive sponsor of event name badges and lanyards. Include your logo on every lanyard for the event.

### ___ Coffee breaks
**$2,500 each**
Each conference coffee break will be 30 minutes and sponsor may post signage during that time.

### ___ Picture Frames
**$1,500 each**
3' 4.75" x 3' 4.75" Picture Frames (3 available)
3' 1" x 7' 7.5" Picture Frame (1 available)
Client provides creative.

### ___ Elevator Clings
**Investment: $2,000 per elevator (16 available)**
Production and install/dismantle of clings additional cost. Client provides creative.

### ___ Dura Tran Display Sign
**Investment: $1,200 each**
Located behind registration desk. 28" x 52" (2 available)
Client provides Creative

### ___ Convention Center Banner
**Investment: $4,000**
Large display area, 24 ft wide x 3 ft. high to be displayed above the convention hall entrance, near registration desk.

### ___ Streets of Paris Light Pole Banners
**Investment: $10,000**
Artwork must be approved by hotel. 2 banners per pole x 9 poles = 18 double sided banners total)
*Client provides creative*

### ___ Guest Room Voice Message
**Investment: $10 per room**
Provide a custom welcome message to every attendee at the event. Hotel will distribute to each attendee's phone in guestroom.

### ___ Door Hanger or Room Drop
**Investment: $Ask for Quote**
Each person in our room block receives a custom door hanger on their hotel room or item of your choosing inside their guestroom. Client provides product.

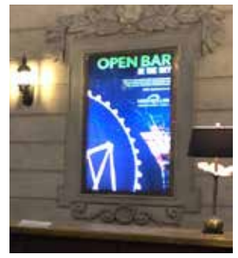
### ___ Focus Session - 5 available
**Investment: $4,500** *(for Elite or Premium MILK Business Conference Sponsors)*
**$6,000** *(for Supporting Sponsors)*

Thirty minute Focus Sessions will run twice, concurrently with other Focus Sessions. The sponsor will choose the topic and speaker, with speaker and subject approval required by Farm Journal's MILK. Any speaker costs will be the session sponsor's responsibility (max Focus session sponsors of 6.)

Focus session presentations must be submitted 5 days prior to the event for Farm Journal staff to review to ensure content is educational.

**Convention Center Banner**

**Streets of Paris Light Poles**




**Dura Tran Display Sign**

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### For more information, contact your MILK representative


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