



Growing the Dairy Industry Growing Your Business

The 2010 Pennsylvania Dairy Summit

Wednesday, February 3 and Thursday, February 4
Lancaster Host Resort
Lancaster, PA

Dairy Producers Look For their Suppliers At The Summit!

**Your Company Can
Benefit From ...**

**Marketing Opportunities as an Exhibitor
High Value Visibility as a Sponsor**

- ✓ PA's Dairy Summit brings together all facets of dairy to collaborate on issues that affect the industry's future
- ✓ PA's Dairy Summit attracted a crowd of nearly 600 in 2008 and 2009.... with plans for continued growth
- ✓ As a Summit participant you will have a presence among progressive producers and industry leaders
- ✓ Past exhibitors and sponsors report making contacts that resulted in profitable relationships
- ✓ Your support will be acknowledged to the world through the Internet
- ✓ With functions scheduled in the Exhibit Area every attendee will see your exhibit
- ✓ Sponsors receive exceptional exposure by supporting key portions of the program

**If you provide services like
these, you can open the
door to a vast network of
relationships at the
PA Dairy Summit.**

- ▶ Banking
- ▶ Heifer Services
- ▶ Supplements
- ▶ Animal Handling Equipment
- ▶ Financial Support
- ▶ Nutrient Management
- ▶ Farm Construction
- ▶ A.I.
- ▶ Cooperatives
- ▶ Or Any of the Array of Dairy Products or Services
- ▶ Insurance
- ▶ Farm Implements
- ▶ Animal Health
- ▶ Farm Labor
- ▶ Nutrition Services
- ▶ Cow Comfort
- ▶ Dairy Consulting
- ▶ Genetics
- ▶ Management Support Services

**Sponsor and exhibitor opportunities are described inside this packet and on the Summit website.
For more information contact Denise Ott at 717-580-1946 / email – denise@heusergroup.com**

Hosts of the PA Dairy Summit are
Pennsylvania Dairy Stakeholders and
Professional Dairy Managers of Pennsylvania

Supporting Partners are
Pennsylvania Department of Agriculture
Center for Dairy Excellence
PA Dairy Alliance

www.padairysummit.org



Sponsor Opportunities 2010 Pennsylvania Dairy Summit

Wednesday, February 3 and Thursday, February 4
Lancaster Host Resort, Lancaster, PA

Sponsorships are allocated on a first come/first served basis and only after PDMP receives a signed Agreement. You will be contacted if the sponsorship you select has already been confirmed. For more information about sponsor benefits or details on sponsorship opportunities contact Denise Ott at denise@heusergroup.com.

Platinum and Gold Level Sponsorships offer the highest visibility.

\$5,000 Platinum Sponsorship Level – Be Part of the Premier Summit Event

- ▶ **At \$5,000 each, two companies can become co-sponsors of a new program option this year -- combining the traditional light reception and sit-down dinner into a single hour-and-a-half reception with serving stations in the exhibit area. This free-flowing evening with plenty of food and drink is the answer to attendee requests for more time to network. (Wednesday, Feb. 3)**

Benefits at the Platinum Level for Each Co-Sponsor Include:

- One complimentary registration for the full Summit
- One free exhibit booth (Providing you with an additional complimentary registration for the full Summit.)
- Two additional complimentary tickets specifically for the reception you are sponsoring
- Acknowledgement from the podium with the opportunity to rise and be recognized
- Special signage at the food stations in the exhibit area for the event
- Opportunity to greet people as they enter the hall
- Special mention in the printed program distributed at the Summit
- Your logo and contact information in the sponsor list on the Summit website with a link to your website
- Your logo and contact information included in the sponsor acknowledgement provided to attendees
- Inclusion in a thank you acknowledgement in a *PDMP E-Bulletin* and the *Dairy Stakeholders Newsletter*

\$5,000 Gold Sponsorship Level – A “One-Of-A-Kind” Opportunity

- ▶ **Be part of the closing Summit event as the exclusive lunch sponsor which will include an inspiring message from our featured speaker. (Thursday, February 4)**

Benefits at the Gold Level Include:

- One complimentary registration for the full Summit
- One free exhibit space (Providing you with an additional complimentary registration for the full Summit.)
- Two additional complimentary tickets specifically for the closing luncheon
- Opportunity to introduce the featured speaker at the luncheon
- Special mention in the printed program distributed at the Summit
- Special signage at the luncheon
- Your logo and contact information in the sponsor list on the Summit website with a link to your website
- Your logo and contact information included in the sponsor acknowledgement provided to attendees
- Inclusion in a thank you acknowledgement in a *PDMP E-Bulletin* and the *Dairy Stakeholders Newsletter*

\$3,000 Silver Sponsorship Level – Eight Opportunities

- 1/ Lunch & Dessert with Exhibitors, Wed., Feb. 3
- 2/ General Session with Jeff Simmons – Sustainability and Feeding the World, Wed., Feb. 3
- 3/ General Session with Jim Austin – Taking Strategy to Action: Building for the Future, Wed., Feb. 3
- 4/ General Session Dairy Farm Showcase – Jim Ostrom, Rosendale Dairy, WI, Wed., Feb. 3
- 5/ Late Night Discussion Session – Managing Dairy's Image, Wed., Feb. 3
- 6/ General Session Dairy Farm Showcase – Phil Kulp, Kulp Family Dairy Farm, PA, Thurs., Feb. 4
- 7/ General Session McDonald's Retailer Showcase – Sofia Therios, Director of Marketing, Thurs., Feb. 4
- 8/ General Session Panel – Milk Pricing: What Went Wrong & How Can It Be Fixed, Thurs., Feb. 4

Benefits at the Silver Level:

- One complimentary registration for the full Summit
- Acknowledgement from the podium in the general session with the opportunity to rise and be recognized
- Special mention in the printed program distributed at the Conference
- Your logo projected on the screen as your speaker is introduced, or other special signage
- Your logo and contact information in the sponsor list on the Summit website with a link to your website
- Your logo and contact information included in the sponsor acknowledgement provided to attendees
- Inclusion in a thank you acknowledgement in a *PDMP E-Bulletin* and the *Dairy Stakeholders Newsletter*

\$2,000 Bronze Sponsorship Level – Four Opportunities

- 1/ Refreshments on Arrival on Wed., Feb. 3
- 2/ Afternoon Break on Wed., Feb. 3
- 3/ Continental Breakfast on Thurs., Feb. 4
- 4/ Morning Break on Thurs., Feb. 4

Benefits at the Bronze Level:

- One complimentary registration for the full Summit
- Acknowledgement from the podium in the general session with the opportunity to rise and be recognized
- Special signage at the function
- Your logo and contact information in the sponsor list on the Summit website with a link to your website
- Your logo and contact information included in the sponsor acknowledgement provided to attendees
- Inclusion in a thank you acknowledgement in a *PDMP E-Bulletin* and the *Dairy Stakeholders Newsletter*

\$1,000 Level –

Select from 8 Breakout Sessions and 1 Pre-conference Workshop

Early Bird Session – The Dairy Herd Benchmark Program: A Producer Panel

Breakouts (each topic repeats in second session) –

What If ICE Raided Your Farm? A Look at Immigration Policies & Your Dairy Business

Are You Prepared for Deregulation? A Look at Alternative Energy

Is Your Forage Maximizing Your Herd's Potential? BMRs, Quality, Storage & the Latest Technology

Is There Life After Dairying?

Benefits as a breakout or workshop sponsor:

- One complimentary registration for the full Summit
- Acknowledgement from the podium in your session or workshop with the opportunity to rise and be recognized.
- Your logo projected on the screen as people enter the room
- Your logo and contact information in the sponsor list on the Summit website with a link to your website
- Your logo and contact information included in the sponsor acknowledgement provided to attendees

IMPORTANT NOTICE: Sponsor benefits as stipulated above for each level will apply provided that full information and a commitment for payment is received by PDMP no later than Monday, January 4, 2010. The sponsor is responsible for providing a high resolution electronic/digital copy of the company logo (TIF or JPG preferred) for use on the website, on Sponsor signage, and in other acknowledgements. The logo should be provided at the time the agreement is submitted to receive immediate recognition on the Dairy Summit website: www.padairysummit.org.



Exhibiting Opportunities The 2010 Pennsylvania Dairy Summit

Wednesday, February 3 and Thursday, February 4
Lancaster Host Resort, Lancaster, PA

General Exhibit Information

A completed agreement with authorized signature must be submitted to reserve space.

Exhibit Space Fees

\$750 for the first 8' x 10' booth

\$550 for each additional space (Based on availability)

\$250 additional for use of outdoor space by registered exhibitors.

(All outdoor exhibits must be pre-approved before space will be assigned.)

One complimentary registration will be provided for each fully paid booth. The registration gives one individual entrance to all Summit activities including all educational sessions and all food functions. Exhibiting companies may register additional personnel using the standard conference registration form, which can be found at www.padairysummit.org. The lower registration fees for full conference (\$150) or one-day (\$100) will apply for additional non-producer registrants.

Contract and Payment

Booths may be reserved with a signed contract, but no booth space will be assigned until payment in full is received. The entire payment must be received by Monday, January 4, 2010. All booth assignments will be made based on date of receipt of full payment. Cancellations received by January 4 will result in a refund of 75% of your contracted commitment; 25% will be retained for administrative costs. No refunds will be given for cancellations after January 4, 2010.

Preliminary Exhibitor Schedule

Set-up: Wednesday, February 3 - 7:00 am to 11:00 am

Exhibit Hours on Wednesday, February 3 occur between Noon & 8:00 pm (including these events)

Exhibits Open with a dessert buffet following lunch – 12:30 to 1:45 pm

Break in Exhibit Area – 3:15 to 3:45 pm

Reception with serving stations in Exhibit Area – 6:00 to 7:30 pm

Exhibit Hours on Thursday, February 4 occur between 7:00 am to 11:15 am (including these events)

Continental Breakfast in Exhibit Area - 7:00 to 8:00 am

Break in Exhibit Area - 10:30 to 11:15 am

Tear-down: Thursday, February 4 - 11:15 am to 4:00 pm

Set-up and Tear-down Details

All exhibits must be operational by 11:00 am on Wednesday, February 3, in order to provide the access necessary for the hotel to complete set-up for the dessert buffet in the Exhibit Area. All exhibits must remain in place until tear down, which will begin at 11:15 am on Thursday, February 4. All exhibits must be completely removed from the exhibit area no later than 4:00 pm on Thursday, February 4.

Booth Furnishings

Each exhibit space is an 8' x 10' pipe and draped booth. Each booth will be provided with one printed company sign, two chairs, and one 8' draped table. The entire Exhibit Area is carpeted. Indicate any special requirements on the agreement. Items available at an additional charge include: One Electric Outlet (\$35), Wireless Internet (\$75).

Door Prize Drawings

Exhibitors are encouraged to offer a door prize. Drawings help circulate traffic through the exhibit area and attract people to visit your booth. Exhibitors planning a drawing must check the box on the agreement if they want recognition for prizes on both the website list and the onsite list. Each exhibitor cooperating in the Summit drawing will select their own winner following the breakfast on Thursday and will be provided a sign to identify their winner during the final break that morning.

Questions

For information related to exhibit logistics, contact Jeanmarie Kline, CMP (717-979-6979 or jkline@helmsbriscoe.com)
For all other information about sponsoring or exhibiting, contact Denise Ott (717-580-1946 or denise@heusergroup.com)



Sponsor/Exhibitor Agreement

2010 Pennsylvania Dairy Summit

February 3 & 4, 2010 - Lancaster Host Resort

THE FOLLOWING INFORMATION ABOUT YOUR COMPANY WILL BE USED ON PROMOTIONAL MATERIALS
Please Print Clearly, Especially if Faxing.

Company Name _____

Contact Name and Title -- *Normally this is the person you would want Summit attendees to use as their contact.*

Address _____

_____ Phone _____

Email _____ Website _____

Complete This Section To Be A Summit Sponsor

We hereby agree to contribute the sum of \$_____ payable to PDMP for sponsorship at the PA Dairy Summit as noted below. It is understood that all sponsors receive one complimentary registration and that other benefits for sponsorship will be provided as indicated at specific levels in the Sponsorship Opportunities form provided that full information and a commitment for payment are received by PDMP not later than January 4, 2010.

PLEASE NOTE: Sponsorships are available on a first come/first served basis. You will be contacted if your selection has already been confirmed. For more information about sponsor opportunities or details about benefits contact Denise Ott: Denise@heusergroup.com (Phone: 717-580-1946).

Unique, High Visibility Opportunities

- Co-Sponsor of the Reception with serving stations on Wednesday Evening in Exhibit Hall Limited to the first two applicants. (Includes a free exhibit booth for each co-sponsor) \$ 5,000
- Exclusive sponsor of the Closing Lunch on Thursday with featured speaker (Includes a free exhibit booth) \$ 5,000

Group Functions

- Lunch & Dessert with Exhibitors on Wednesday \$ 3,000
- Refreshments on Arrival Wednesday \$ 2,000
- Afternoon Break on Wednesday \$ 2,000
- Continental Breakfast on Thursday \$ 2,000
- Mid-morning Break on Thursday \$ 2,000

Presentations to the Full Assembly

- Jeff Simmons, Sustainability & Feeding the World – Wednesday Morning General Session \$ 3,000
- Jim Austin: Strategy to Action – Wednesday Morning General Session \$ 3,000
- Jim Ostrom: Dairy Farm Showcase -- Wednesday Afternoon General Session \$ 3,000
- Late Night Discussion: Dairy's Image – Wednesday Evening General Session \$ 3,000
- Phil Kulp: Dairy Farm Showcase -- Thursday Morning General Session \$ 3,000
- McDonalds Retailer Showcase – Thursday Morning General Session \$ 3,000
- Milk Pricing: What Went Wrong & How It Can Be fixed – Thursday Morning General Session \$ 3,000

Pre-Conference Workshop

- The Dairy Herd Benchmark Program: A Producer Panel (Wednesday - 8:00 – 9:00 am) \$ 1,000

Breakout Sessions

- Immigration Policies & Your Dairy Business (Wednesday - 3:45 – 4:45 pm) \$ 1,000
- Repeat – Immigration Policies & Your Dairy Business (Wednesday - 4:55 – 5:55 pm) \$ 1,000
- Deregulation: Alternative Energy (Wednesday - 3:45 – 4:45 pm) \$ 1,000
- Repeat – Deregulation: Alternative Energy (Wednesday - 4:55 – 5:55 pm) \$ 1,000
- Forage Maximization: BMRs, Quality, Storage and Technology (Wednesday - 3:45 – 4:45 pm) \$ 1,000
- Repeat – Forage Maximization: BMRs, Quality, Storage and Technology (Wednesday - 4:55 – 5:55 pm) \$ 1,000
- Is There Life After Dairying? (Wednesday - 3:45 – 4:45 pm) \$ 1,000
- Repeat – Is There Life After Dairying? (Wednesday - 4:55 – 5:55 pm) \$ 1,000

Please provide the name of the person who will use your one sponsor complimentary registration _____

Sponsor must provide an electronic/digital copy of the company logo for use on signs and other acknowledgements. The logo should be submitted with this agreement, but absolutely no later than January 4. A high resolution color TIF or JPEG provides best reproduction on signage.

_____ An electronic copy of our logo is enclosed. _____ An electronic copy of our logo will be emailed to info@pdmp.org

Continue to Complete Agreement

Complete This Section To Be A Summit Exhibitor

No space is considered reserved until PDMP receives this agreement with authorized signature and commitment for payment. Payment in full is required by Monday, January 4, 2010. Detailed information will be sent to all confirmed exhibitors prior to the Summit.

Application is hereby made by (company name) _____ for exhibit space at the 2010 PA Dairy Summit. If accepted as an exhibitor, the undersigned agrees to be bound by the regulations, requirements and rules of the event. It is understood that payment in full for exhibit space is required by Monday, January 4, 2010 or space will not be confirmed. Booth locations will be assigned based on the date payment in full is received.

____ Our sponsorship at the \$5,000 level includes one exhibit booth, which we intend to use.

____ We request _____ exhibit booths at \$750 for the first booth and \$550 for each additional booth.

____ We are also requesting approval for _____ uncovered, outdoor exhibit space(s) at \$250 each.

Please identify the type of service or product your company provides: _____

For each booth on the exhibit floor the exhibiting company will receive one complimentary registration, which is good for entrance to all Summit activities including all educational sessions and food functions. If additional exhibitor registrations are needed, contact the Business Office at 877-326-5993 for fees and instructions. Please provide the name(s) of the person(s) who will use the complimentary exhibitor registration. (One is provided for each exhibit booth you have requested. If you have reserved one booth, give one name; two booths, two names; etc.).

1/ _____ 2/ _____

Other Requirements (Please include fee with payment)

- Electric Outlet (\$35) Wireless Internet (\$75)
- I understand that certain areas of the exhibit hall have height restrictions. I will be bringing a floor display that is 7 feet tall or taller. Please contact me to discuss my needs.
- I have additional exhibit technical requirements, please call me. NOTE: additional costs may be incurred.

Door Prizes

To receive additional recognition, we will provide the following item(s) to participate in the Summit Exhibitor Drawing on Thursday.

Item #1 _____ Est. Value _____ Item # 2 _____ Est. Value _____

- We understand that we are responsible for our own drawing and for delivery of the item to the winner. A sign will be provided to identify the winner.

CANCELLATION NOTICE: Cancellations received by Monday, January 4, 2010 will result in a refund of 75%; 25% will be Retained for administrative services. No refunds will be given after January 4, 2010.

THIS AGREEMENT IS AUTHORIZED BY

Name and Title of Authorizing Agent _____

Authorizing Agent's Signature _____

Mailing Address for Invoice _____

City _____ State _____ Zip code _____

Phone _____ Fax _____ Email _____

TOTAL COMMITMENT IN THE AMOUNT OF: \$ _____ (Please make a copy for your records.)

Method of Payment:

_____ Check/Money Order Enclosed _____ Payment by Credit Card
_____ Please invoice us (We understand payment in full must be made by January 4.)

- We require an emailed receipt when payment is processed.

MAIL check or money order payable to PDMP with both pages of the Agreement to the PDMP Business Office:

174 Crestview Drive
Bellefonte, PA 16823
Toll Free: 877-326-5993 / Email: Info@pdmp.org
Our Federal ID #23-3066186

FAX Agreement with credit card information to: 814-355-2452

Credit Card Information: _____ Visa _____ MasterCard

Name on card (print)

Account Number

Exp. Date Signature