



# 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