



ADVERTISING & SPONSORSHIP OPPORTUNITIES

*Sponsorships increase booth traffic up to 104%!**

*Center For Exhibition Industry Research

Guarantee your company extra exposure before, during, and after the Dairy Show by advertising or becoming a sponsor. IDFA has created a program of affordable sponsorship options—available exclusively to 2013 Dairy Show exhibitors—and designed to get your company’s name and logo front and center with attendees. To discuss sponsorship opportunities, contact Robin Cornelison at rcornelison@idfa.org or 202.220.3542 or visit <http://www.dairyshow.com/sponsorships> for the most up to date pricing and availability.

Sponsorship Tier 1 Logo Recognition Benefits include:

- Logo recognition to over 20,000 Dairy and Packaging professionals through print ads and email blasts
- On the Official International Dairy Show Facebook page
- “Thank You Sponsor” ad included in:
 - The International Dairy Show Program
 - On the “Sponsors” page of the International Dairy Show Web site
 - All other applicable pages

Free Opportunities

Exhibitor Listing

As an exhibitor you receive a complimentary 350-character company listing complete with contact information in the Official International Dairy Show Program. Log in to your exhibitor portal for more information.

Benefits Include:

- 350-character company description published in the Official International Dairy Show Program
- Online Welcome Message—Up to 50 characters
- Web site Link—Live link to your Web site from your online exhibitor/booth profile
- Brand Listing—100 characters / approx. 15 words (online only) lists the brands your company carries

Cross-Reference Listing

The Cross-Reference Directory will be printed in the Official International Dairy Show Program and listed in your company’s online profile – letting attendees know what business categories your company falls into. Log in to your exhibitor portal for more information.

Platinum Pass Customer Invitations

Invite your customers and prospective clientele to visit your booth at the International Dairy Show 2013 with a complimentary Platinum Pass. Log in to your exhibitor portal for more information. (Available January 2013)

Branding /Advertising Opportunities

Banner Advertising – Pricing Varies

Banners offer the biggest promotion possible at the convention center. Place your company prominently in front of industry leaders even before they set foot on the show floor. A complete list of banner locations and prices will be available soon. (All prices include production and rigging; sponsor is responsible for artwork.)

[View McCormick Place signage options here](#)

Floor Tile Advertising – Pricing Varies

Strategically place floor advertising with your company logo and booth number in one of the high traffic aisles of the exhibit floor to grab the attendees' attention and direct them to your booth. These 4' x 4' ads will include your company logo and booth number along with the IDFA show logo.

Conference Bags / Exclusive Sponsorship – \$13,000

Attendees seek out the official conference bag to carry the collateral they collect while at International Dairy Show, making the official show bag the most popular item at the event.

Benefits include:

- Production of 5,000 conference bags with company logo and booth number
- Distribution in
- Attendee Registration
- International Business Center
- Information Desks
- Press Room
- All Tier 1 benefits

Conference Pens / Exclusive Sponsorship – \$6,000

Whether taking notes in business meetings, while talking with clients on the show floor or back in their office—sponsoring the official conference pen is a great way to get noticed by attendees before they enter the exhibit hall and long after the show is over.

Benefits include:

- Production of 5,000 pens with company logo and booth number
- Distribution in
- Attendee Registration
- International Business Center
- Information Desks
- Press Room
- All Tier 1 benefits

Conference Notepads / Exclusive Sponsorship – \$6,000

Notepads will be distributed outside the educational sessions during the show. Get your logo and booth number in front of the attendee all throughout the convention center.

Benefits include:

- Production of 5,000 notepads with company logo and booth number
- Distribution in
- Attendee Registration
- International Business Center
- Information Desks
- All Tier 1 benefits

Lanyards / Exclusive Sponsorship – \$12,000

All attendees will be given a lanyard bearing your company's logo and booth number to hold their name badge while at the 2013 International Dairy Show. Take this opportunity to use the attendees as marketing multipliers for your company.

Benefits include:

- Production of 5,000 lanyards with company logo and booth number

- Distribution in
- Attendee Registration
- International Business Center
- Information Desks
- Press Room
- All Tier 1 benefits

Show Program Advertising: Cover \$4,000 / Full Page Ad \$3,000 / Half Page Ad \$2,200

The Official International Dairy Show Program is the ultimate resource and guide for information about the event. The program contains several sections including General Information, Conference Program Information, the Exhibitor Listings, Exhibitor Cross-Reference and Association Information.

Enhanced Exhibitor listing: Gold \$475 / Silver \$250

Gain more exposure before, during, and after the event by strengthening your exhibitor listing both on the Official International Dairy Show Web site and in the Official International Dairy Show Program. [Order Form](#)

Gold Benefits

- Printed company logo—Includes your company logo printed with your company/booth listing in the Official International Dairy Show Program
- Recognized first as “Upgraded Exhibitors” on exhibitor listing pages online—Your company will appear at the top of the exhibitor list online
- Press releases—Post up to 5 press releases online that are attached to your online exhibitor profile
- Expanded product information—Post up to five products online including images
- Expanded show specials—Post up to five show specials online
- Expanded online welcome message—150 characters
- Expanded online profile—1,000 characters/approx. 150 words
- Includes all the benefits of silver benefits below

Silver Benefits

- Online company logo—Includes your company logo attached to your online exhibitor profile
- Press releases—Post up to two press releases online
- Product information—Post up to two products online including images
- Show specials—Post up to two show specials online
- Expanded online welcome message—100 characters
- Expanded print profile—500 characters/approx. 75 words
- Dairy Show Program expanded online profile—750 characters/approx. 100 words

Website Advertising - \$500

Display your button ad on the dairyshow.com website. Options include the exhibit floor plan, educational session listings and more.

Shuttle Bus Advertising – Pricing Varies

Opportunities range from hotel lobby signs to headrest covers and even the exterior of the bus. For additional information contact: Bob Kaplan, bobk@cmac.net or (p) 401.244.5219.

Customized Sponsorship – Pricing Varies

Let us help you reach your marketing goals while at the 2013 International Dairy Show. Whether you are looking for a reception, customized branding, or interactive marketing opportunity, we can present you with an opportunity to meet your needs. These opportunities are the perfect opportunity to reach your targeted audience and may be promoted on the International Dairy Show Web site or even in the Official International Dairy Show Program.

NEW! 2013 International Dairy Show Floor TV – \$3,200

Dairy Foods and IDFA will be offering Dairy Show exhibitors a unique opportunity to video showcase their booth from the show floor. A professional video describing your company, products and services being exhibited will extend your reach and exposure well after the show. From shooting, editing and distribution, Dairy Foods will handle all aspects of the video production process. Perfect for new

product introductions and demonstrations, maximize your show investment!

[View complete details and reservation information here.](#)

Educational Opportunities

Exclusive Track Sponsor \$5,000 / Individual Session Sponsor \$2,000

The International Dairy Show's robust education program offers a variety of sessions. From food safety, consumer trends, sustainability and more, this sponsorship gives your company the ability to promote your brand to attendees interested in your area of expertise.

Educational Session tracks are coming soon.

Benefits include:

- Opportunity to distribute company literature at the session (exclusive sponsor only)
- Logo recognition incorporated into on-site signage
- All Tier 1 benefits

iDairyShow On-Floor Educational Theater / Exclusive Sponsorship \$15,000 / Co-sponsorship \$6,000 (4 available)

Located on the exhibit floor, the iDairy Show offers educational sessions on all four days.

Benefits include:

- Exclusive sponsors can reserve one guaranteed speaking slot per day, while co-sponsors will receive one guaranteed speaking slot
- Distribution of product or literature during your speaking slot
- All Tier 1 benefits

Ingredients, Flavorings & Seasonings Pavilion & Cooking Demonstrations / Exclusive Sponsorship \$10,000 / Co-sponsorship \$4,000 (4 available)

Located on the exhibit floor, the Pavilion and Cooking Demonstrations offer fun recipes incorporating the newest consumer trends in dairy.

Benefits include:

- Guaranteed slot to speak/demo product(s) for cooking demonstrations 4 for exclusive sponsor, 1 for co-sponsor
- Logo recognition incorporated into the pavilion signage
- All Tier 1 benefits

Pavilion Sponsorships: Exclusive Sponsorship \$8,000 / Co-sponsorship \$3,000 (4 per pavilion)

Located on the exhibit floor, the Pavilions offer attendees a targeted group of exhibitors offering equipment, technology and services in the following areas: Distribution & Transportation, Sustainability and Food Safety & Traceability.

Benefits include:

- Guaranteed slot to speak in the iDairyShow Theater
- Logo recognition incorporated into the pavilion signage
- All Tier 1 benefits

Innovation Showcase & Innovation Awards Co-sponsorships \$5,000 (4 available)

Located on the exhibit floor, the Innovation Showcase will highlight suppliers offering unique innovations to the dairy industry. In conjunction with the pavilion, IDFA will display the Innovation Award finalist. The award winners will be announced on the final day of the show, in the iDairyShow theater.

Benefits include:

- Opportunity to supply product(s) for iDairyShow Theater
- Logo recognition incorporated into the pavilion signage
- All Tier 1 benefits

iDairyShow & Cooking Demo Speaking Opportunities – \$250 each session

This is your opportunity to provide a 20 minute speaking session in the iDairyShow theater. The session will be featured on the Dairy Show website, e-Show Daily, the Program & Exhibit Guide and onsite signage at the theater. As a session sponsor, your company will have the opportunity to showcase your product(s) in front of over 12,000 combined IDFA and FPSA attendees. All time slots will be chosen by IDFA. Fee only charged if your session is selected by the show committee.

Reception / Networking Opportunities

Opening Reception / Exclusive sponsorship \$15,000 / Co-sponsorship \$4,000 (4 available)

Be recognized as the sponsor of the International Dairy Show Opening Reception! Held on the Dairy Show exhibit floor, the event is open to all attendees, this reception sets the tone for an exciting event, giving sponsors high level exposure!

Benefits include:

- Literature/promotional item distribution at the reception
- Logo recognition on signage at the reception
- Logo on the drink tickets given to Dairy Show registrants
- All Tier 1 benefits

IDFA Chairman's Reception and Dinner – Inquire For Pricing & Full Details

An opportunity to reach the executive C-Level Who's-Who of the dairy food and beverage industry.

Benefits include:

- Invitations to the Chairman's Reception & Dinner
- Signage recognition as a sponsor
- Distribution of an executive gift or a promotion item at the event
- 4 color- Full Page Ad in the Official International Dairy Show 2013 Program
- Post-Event Email to all Chairman's Reception & Dinner attendees recognizing sponsors
- Logo recognition on the
- Chairman's Reception & Dinner invitation complete with hyperlink
- Table tent cards
- Dinner menu
- "Thank You Sponsor" ad included in the Official IDFA Show Program
- Official International Dairy Show Facebook page
- "Sponsors" page of the Official International Dairy Show Website and all other applicable pages

Coffee Breaks / Exclusive 4-day Sponsorship \$10,000 / Single Day \$3,000 (4 available)

After the education sessions end, be sure to increase your company's exposure by providing attendees with coffee, compliments of you!

Benefits include:

- One promotional item displayed outside of the educational session rooms
- Logo recognition on signage at the coffee break
- All Tier 1 benefits

International Business Center (IBC) Co-sponsorship \$4,000 (4 available)

The International Business Center assists all international delegates at the show. This center provides translators, meeting rooms, electronic import/export matching, refreshments, and a lounge area for IDFA and FPSA attendees.

Benefits include:

- Opportunity to distribute company literature inside the IBC
- Logo recognition incorporated into the design of the IBC and on the computer screens within the IBC
- All Tier 1 benefits

Internet Café & Lounge / Exclusive Sponsorship \$15,000

Located on the exhibit floor, the always busy café offers attendees a spot to sit down, relax and enjoy free Internet access. This opportunity will provide the sponsor conference-wide exposure and a platform on which to leverage your marketing message.

Benefits include:

- Opportunity to display a product or distribute literature inside the Internet Café & Lounge
- Logo recognition on the computer screens
- All Tier 1 benefits

Press Reception & Press Room Co-sponsorship \$2,500 (4 available)

You can reach all of the domestic and international press attending the International Dairy Show by sponsoring the Press Room. Garner maximum exposure to the press and showcase your new product and/or services. There is no better way to reach the food industry press.

Benefits include:

- Opportunity to distribute company promotional item or literature inside the press room
- Logo recognition on the computer screens within the press room (exclusive only)
- All Tier 1 benefits

Show Floor Networking Lounge / Multiple Locations Available \$5,000 each

Let attendees rest their feet thanks to you. Sponsorship includes signage in the lounge and opportunity to distribute promotional items directing attendees to your booth. Additional items such as cell phone and laptop charging stations, massage chairs, coffee service and more can be added at cost.

Benefits include:

- Signage at the networking lounge
- Opportunity to distribute company product or literature at the lounge
- All Tier 1 benefits

Closing Reception / Exclusive Sponsorship \$8,000 / Co-sponsorship \$2,500 (4 available)

The Closing Reception, held on the exhibit floor, offers a relaxed atmosphere for attendees and exhibitors to meet and network. The Innovation Awards will be announced at the close of the show – a must attend event!

Benefits include:

- Literature distribution at the reception
- Logo recognition on signage at the reception
- All Tier 1 benefits

Please note: All sponsors/advertisers must be International Dairy Show Exhibitors for IDFA exclusive items. All artwork is subject to IDFA approval. All deadlines apply and are subject to change.



ADVERTISING & SPONSORSHIP RESERVATION FORM

Exhibiting Company Name: _____

Booth #: _____

Address: _____

City: _____ **State:** _____ **ZIP:** _____

Logistical Contact:

Name: _____ **Title:** _____

Company: _____ **Phone:** _____

E-mail: _____

Advertising / Sponsorship Item	Notes	Cost
	Total Net Cost	

Please complete reservation form and email, mail or fax to:

International Dairy Show
 1250 H St., NW, Suite 900 | Washington, DC 20005
 Fax: 202.331.7820 | exhibit@dairyshow.org

Make checks payable to: International Dairy Foods Association 1250 H Street, NW Suite 900 | Washington, DC 20005

Please Note:

All sponsors/advertisers must be International Dairy Show Exhibitors. All artwork is subject to IDFA approval. All deadlines apply and are subject to change. If promoting a hospitality suite or off-site event through IDFA Advertising, you may not promote the suit/event as being open during show hours.

Sponsor Signature & Date: _____

IDFA Signature & Date: _____

By signing this agreement you are authorizing a commitment to IDFA for advertising and/or sponsorship at the 2013 International Dairy Show. This shall not become a binding contract until fully executed by both parties. If you have questions regarding advertising or sponsorships for International Dairy Show, please contact: Robin Cornelison | rcornelison@idfa.org | 202.220.3542



Make the most of your International Dairy Show participation prior to the event and the additional print exposure that comes with it! The following upgrades are available to highlight your company and stand out from the rest! If you have any questions please contact Robin Cornelison at exhibit@dairyshow.com or 202.737.4332

BASIC - INCLUDED WITH BOOTH EXHIBIT FEE

- **Online Welcome Message** (up to 50 characters)
- **Print Profile** (350 characters/approx. 50 words - printed in the onsite program & exhibit guide)
- **Online Profile** (500 characters/approx. 75 words - appears in your online profile only)
- **Website Link** (live link to your website from your online exhibitor/booth profile)
- **Product Categories** (up to 10) - appears online and in the onsite printed program & exhibit guide
- **Brands** (100 characters/approx 15 words - online only - lists brands your company carries)

SILVER - \$250 (INCLUDES BASIC + ADDITIONAL FEATURES BELOW)

- **Online company logo** (includes your company logo attached to your online exhibitor profile)
- **Press Releases** (post up to 2 press releases online - attached to your online exhibitor profile)
- **Product information** (post up to 2 products online including images - attached to your online exhibitor profile)
- **Show Specials** (post up to 2 show special online, attached to your online exhibitor profile)
- **Expanded Online Welcome Message** (100 characters)
- **Expanded Print Profile** (500 characters/approx 75 words - printed in onsite program & exhibit guide)
- **Expanded Online Profile** (750 characters/approx 100 words - appears in your online profile only)

GOLD - \$475 (INCLUDES BASIC + SILVER + ADDITIONAL FEATURES BELOW)

- **Printed company logo** (includes your company logo printed with your company/booth listing in the onsite program & exhibit guide)
- **Recognized first** as "Upgraded Exhibitors" on exhibitor listing pages online (your listing will appear at the top of the Exhibitor List online)
- **Press Releases** (post up to 5 press releases online - attached to your online exhibitor profile)
- **Expanded Product Information** (post up to 5 products online including images - attached to your online exhibitor profile)
- **Expanded Show Specials** (post up to 5 show specials online, attached to your online exhibitor profile)
- **Expanded Online Welcome Message** (150 characters)
- **Expanded Online Profile** (1,000 characters/approx 150 words - appears in your online profile only)

UPGRADE MY COMPANY LISTING: **SILVER - \$250** **GOLD - \$475**

Exhibiting Company Name: _____ Booth #: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Contact: _____
 Phone: _____ E-mail: _____

Pay by Check: Make payable to: International Dairy Foods Association
 1250 H Street, NW Suite 900 | Washington, DC 20005

Pay by Credit Card: Visa MasterCard Discover American Express
 Credit Card #: _____ Exp Date: _____
 Name on Card: _____
 Today's Date: _____ Signature _____

Please send completed applications to:
 Robin Cornelison
exhibit@dairyshow.com
 International Dairy Foods Association
 1250 H Street, NW Suite 900
 Washington, DC 20005



Official & Exclusive Booth Videos



Dairy FOODS

2013 International Dairy Show Floor TV

Bring Your Trade Show Message To Life!!

Dairy Foods and IDFA will be offering IDS exhibitors a unique opportunity to video showcase their booth from the show floor.

A professional video describing your company, products and services being exhibited will extend your reach and exposure well after the show. From shooting, editing and distribution, Dairy Foods will handle all aspects of the video production process. Perfect for new product introductions and demonstrations, maximize your show investment!

Show Floor Video Features & Benefits:

- Customized trade show message and showcase your company's products and services with a 3 minute video.
- Videos will be e-mailed to the combined lists of Dairy Foods and IDFA after the show. Over 25,000 dairy professionals worldwide!
- The IDS booth videos will be posted on dairyfoods.com/dftv* and idfa.org websites for 6 months.
- Special announcement sent to Dairy Foods Professional Network on LinkedIn of over 7,100 members, the largest for dairy processors.
- A full page 4/c ad will be run in Dairy Foods to promote each video after the show.
- Final video will be provided to each sponsor for thier own use.

Contact your Dairy Foods sales representative for more details.

Price: \$3,200



SALES CONTACTS

TOM IMBORDINO
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vodraskaa@dairyfoods.com

BARB SZATKO
Ph: 630-527-9927
szatkob@bnpmedia.com

CATHERINE WYNN
Ph: 847-405-4010
wynnc@bnpmedia.com

*Dftv videos were viewed for over 94 hours, January-October 2012.