

CHEESE EXPO

GLOBAL ONLINE

EXHIBITOR & SPONSOR PROSPECTUS

LIVE, ONLINE: April 6-8, 2021

ON-DEMAND: April 8 - October 8, 2021



Co-hosted by



WISCONSIN
CHEESE MAKERS
ASSOCIATION
EST. 1891

CheeseExpoGO.org

SCHEDULE AT A GLANCE

April 6-8, 2021

10:00 – 3:00 P.M.

Virtual Exhibits, Network

10:00 – Noon

Experts on Call - Consultations with CDR

12:00 – 12:55 P.M.

Keynote: General Session

1:00 – 1:15 P.M.

Ideas Showcase

1:15 – 1:30 P.M.

Ideas Showcase

1:30 – 2:25 P.M.

Concurrent Education Seminars

2:30 – 2:45 P.M.

Ideas Showcase

2:45 – 3:00 P.M.

Ideas Showcase

3:00 – 3:45 P.M.

Spotlight Event: General Session

April 8-October 8

On Demand

[View full Schedule of Events](#)

WELCOME TO CHEESEEXPO GLOBAL ONLINE

April 6, 7 & 8, 2021

CheeseExpo, the dynamic trade exposition pairing Wisconsin Cheese Makers Association with the world-renowned Center for Dairy Research, moves online as CheeseExpo Global Online April 6-8, 2021.

Industry innovations, world-class technical and marketing seminars, and crucial connections between suppliers and dairy processors remain at the core of CheeseExpo Global Online. Your event hosts are collaborating with dairy processors and dairy industry suppliers to deliver a virtual experience with impactful education, maximum participation, and insights into technology viewed by dairy processors around the world.

CheeseExpo Global Online offers three days of valuable programming and networking, with online exhibit opportunities and sponsorships to build your brand and make valuable client connections. Ideas Showcase – exhibitor presentations featured in the official schedule of events – adds a unique opportunity to showcase your products and services to dairy processors around the world. Dairy processors will attend exhibits and Ideas Showcases and Spotlight networking events for FREE, or upgrade to a Full Registration to gain insightful keynotes and world-class educational seminars.

CheeseExpo Global Online is FREE each day to dairy processors, offering:

- Easy-to-access, easy-to-connect virtual booths at our interactive virtual trade show
- Ideas Showcase talks by sponsoring suppliers; two 10-minute, noncompetitive slots at a time
- Industry Recognition Awards, Championship Cheese Auction and more Spotlight events

Take advantage of this virtual event platform to connect with existing clients and identify new ones. Join us as we deliver CheeseExpo Global Online to the world's dairy processing industry.





BECOME A VIRTUAL EXHIBITOR AT CHEESEEXPO GLOBAL ONLINE

Exhibiting with a virtual booth is easy and impactful. Virtual booths feature the ability to connect personally with visitors via messaging, video, or audio during exhibit hours. The platform and all content will be viewable for two weeks before CheeseExpo Global Online, and your booth will be live on April 6, 7 and 8, 2021. In addition, this virtual exhibit floor will remain available for six months after the live event to allow maximum exposure to attendees from all over the world.

CheeseExpo Global Online is partnering with the online event platform - Pathable, a clean, intuitive, and robust platform that includes the ability to offer video demonstrations, live chat and video features, as well as extensive analytics available to all exhibitors.

During the three-day expo on April 6-8, booths will be live for chat and video connections, and exclusive times in the Schedule of Events are reserved for processors to visit the exhibit hall. Exhibitors can easily customize their booth with their company logo, information, contacts, keywords, documents and multimedia content. Attendees gain immediate visual and informational elements that go beyond signage in a traditional booth giving attendees an immediate snapshot of exhibitor information.

Booth Cost: \$1,700



VIRTUAL BOOTH FEATURES

- Company listing and logo on CheeseExpo Global Online event website, and the virtual event platform (Pathable), and the event mobile app.
- Sponsorship callout.
- Company description.
- Display website and social media links.
- Visibility in robust Search by company name, product and services, and keywords.
- Extensive lead retrieval analytics.
- Live attendee engagement via video, audio or chat in booth during exhibit hours.
- Display booth personnel contacts.
- Ability for attendees to schedule a chat during non-exhibit hours.
- Upload PDFs, brochures, white papers and other collateral.
- Embed and link to pre-recorded videos.
- Engage attendees with polls and surveys.

Virtual Booth Benefits: Deep Dive

- All Dairy Processors at CheeseExpo Global Online can register to attend virtual exhibits FREE.
- Exhibitors receive 3 complimentary Full Registrations (\$1,275 value).
- Live video chat between attendees and exhibitors during the dedicated exhibit hall hours.
- When attendees ‘enter your booth,’ live video, audio or chat is enabled.
- Pre-schedule virtual one-on-one or group meetings with attendees via chat, audio and/or video during the live event.
- Online lead retrieval – the virtual format allows access to information on attendees that visit your booth through data analytics.
 - Booth staff can connect instantly by directly reaching out to booth visitors.
 - Real-time insights offer a view showing which attendees visited your booth, how many times they visited, and which products or services caught the attendee’s interest and how long they spent reviewing materials.
 - The text content and information of any attendee that “chats” in your booth is saved and can be downloaded after the event.
 - Exhibitors receive leads and contact information from attendees who request information from them.
- Your booth will be available to attendees for two weeks before the live event, as well as during and after.
- The virtual event is available for six months after the live event allowing participants to view booths after the event is over and reach out for more information.
- Training will be provided for booth setup and how to navigate the virtual event.
- Platform technical support will be available prior to and during event hours.



Example of exhibitor listing featuring logo and keywords.

A screenshot of an exhibitor listing for the Wisconsin Cheese Makers Association. The listing includes the association's logo, name, and a list of keywords: PLATINUM SPONSOR, MARKETING & PROMOTION, DAIRY CONSULTING, INGREDIENTS, NEWS & PUBLICATIONS, EQUIPMENT, RESEARCH & DEVELOPMENT, and DISTRIBUTION/STORAGE. There is a three-dot menu icon in the top right corner.

How to Purchase a Virtual Booth

Virtual booths will be available for purchase beginning December 1, 2020 at CheeseExpoGO.org.

Companies can purchase a booth from December 1, 2020 to March 12, 2021.

There is not a priority level for purchasing a booth; all booths will be available at the same time.

After purchasing a booth, exhibitors will receive a list of items that can be included in a virtual booth.

All content is optional; each exhibitor can choose how many items they would like to have in their virtual booth.

Beginning January 12, 2021, exhibitors will receive access to login to the virtual platform to begin customizing their virtual booth with information and content. All content needs to be completed and ready to be live by March 15, 2021.

Companies purchasing a virtual booth must be a member of Wisconsin Cheese Makers Association.

Virtual Booth Cancellation

If an exhibitor must cancel for what is deemed good reason by Wisconsin Cheese Makers Association, the following refund policy will be observed:

- If virtual booth is canceled prior to January 12, 2021: 75% of the booth fee will be refunded.
- If virtual booth is canceled prior to February 12, 2021: 50% of the booth fee will be refunded.
- No refund of any type will be issued if an exhibitor cancels the virtual booth after February 12, 2021.
- Cancellation notices must be received in writing.

IMPORTANT DATES

December 1: Virtual Booth Sign-up Begins

December 1: Attendee Registration Opens

January 12: Exhibitor access to setup booths

February 1: Last day to save \$100 on attendee paid Full Registrations

March 1: Last day to save \$50 on attendee paid Full Registrations

March 12: Virtual Booth Sales Close

March 15: Exhibitor Virtual Booth Content is Completed

March 23: Attendees receive access to CheeseExpo Global Online

April 6-8: Live Event

April 8 –

October 8, 2021: Platform remains open on-demand to attendees and exhibitors

Questions? Contact WCMA Staff:

Judy Keller, Events Director, jkeller@wischeesemakers.org

Caitlin Peirick, Events Manager, cpeirick@wischeesemakers.org

Kirsten Strohmenger, Events Manager, kstrohmenger@wischeesemakers.org

2021 CHEESEXPO GLOBAL ONLINE SPONSORSHIP OPPORTUNITIES

2021 CheeseExpo Global Online will connect hundreds of the dairy processing industry's trusted suppliers with clients, current and new. Make sure your company stands out from the pack with a high-visibility sponsorship! Sponsorship opportunities are available to all WCMA members.

Note: Past Conference sponsors have the first right of refusal for equivalent events.

PLATINUM SPONSORSHIPS

Six Available | \$12,000

We are pleased to announce the following sponsors have assumed Platinum Sponsorship:

- Tuesday Keynote: General Session – Sponsored by RELCO, A Koch Separation Solutions Company
- Tuesday Spotlight Event: General Session – Sponsored by Tetra Pak
- Wednesday Keynote WCMA Recognition Awards: General Session - Sponsored by DSM Food Specialties
- Wednesday Spotlight Event: General Session Championship Cheese Auction – Sponsored by Chr. Hansen
- Thursday Keynote: General Session – Sponsored by Amcor Flexibles North America

The following sponsorship is still available:

- Thursday Spotlight Event: General Session

Platinum Sponsorship offers unparalleled exposure to 2021 CheeseExpo Global Online participants. Showcase your company's mission, products and services, in videos at the start and end of Keynote and Spotlight Events. Introductory videos may run up to 90 seconds, while concluding videos may run 30 seconds in length.

Note: Videos are to be produced by the sponsor, with WCMA able to provide videography referrals and general guidance.

Platinum Sponsor Benefits

- Your company will be prominently identified as Official Sponsor of 2021 CheeseExpo Global Online with rights to use the event logo in all event-related material.

Advanced Event Promotional Benefits

- CheeseExpoGO.org will feature your company's logo with a link to your website on its Home webpage.
- CheeseExpoGO.org will feature your company's logo with a link to your website on its Sponsors webpage.
- CheeseExpoGO.org will highlight your company name with your Keynote or Spotlight Event in the Schedule of Events.
- CheeseExpoGO.org will list all exhibitors and your booth will feature a Platinum Sponsor callout.
- Featured in all Event Email Blasts: Platinum and Gold sponsor logos will be featured in a sponsor banner included all pre-event marketing promotional emails. WCMA plans six or more email blasts to more than 10,000 recipients.
- Each platinum sponsor will be exclusively featured in one social media post to run in the week prior to CheeseExpo Global Online, with cross-posting to occur on Facebook, Twitter and LinkedIn.

Platinum Sponsor Benefits (Continued)

When the Exhibit and Show Platform goes live two weeks before CheeseExpo Global Online

- All Advanced Event Benefits remain, and even more benefits open up!
- Your company logo (linkable to your virtual exhibit booth) will be featured in a rotating banner on the event platform's Home and Schedule of Events webpages.
- Another Sponsors webpage in the live event platform will feature your logo linking to your virtual exhibit booth and a callout to your Platinum Sponsor status.
- Another Schedule of Events webpage in the live event platform will include your logo with your Keynote or Spotlight Event.
- Another Exhibitors webpage in the event platform (where your virtual booth resides) will feature a Platinum Sponsor callout.

Benefits During CheeseExpo Global Online (April 6-8, 2021)

- All Advanced Event Benefits and Event Platform benefits remain, and even more benefits open up!
- KEY BENEFITS
 - Your company will be entitled to showcase its mission, products and services, in videos at the start and end of a Keynote or Spotlight Event. Introductory videos may run up to 90 seconds, while concluding videos may run 30 seconds in length.
 - Your company will receive 24 complimentary Full Registrations for your company staff to attend (\$10,200 value).

Benefits Continuing through October 8, 2021 on CheeseExpo Global Online Event Platform

- Your showcase videos will remain attached to recordings of Keynote or Spotlight Events, viewable on-demand.
- Your linkable logo will continue to be featured in a rotating banner on the event platform's Home and Schedule of Events webpages.
- Your logo will continue to be featured on the event platform's Sponsor webpage.
- Your company logo will continue to be included on the event platform's Schedule of Events webpage with your Keynote or Spotlight Event.
- The Exhibitors webpage on the event platform (where your virtual booth resides) will continue to feature a Platinum Sponsor callout.

Example of Platinum Sponsor logo featured in rotating banner on event platform homepage.



GOLD SPONSORSHIPS

Nine Available | \$6,000

- Tuesday Seminar 1
- Tuesday Seminar 2
- Tuesday Seminar 3
- Wednesday Seminar 1
- Wednesday Seminar 2
- Wednesday Seminar 3
- Thursday Seminar 1
- Thursday Seminar 2
- Thursday Seminar 3

Gold Sponsorships connect your company to 2021 CheeseExpo Global Online's educational offerings, linking your company to world-class education that dairy processors and suppliers value and use. Your company's linkable logo will be shown throughout a 45-minute webinar on an in-demand topic.

Gold Sponsorship Benefits

- Your company will be prominently identified as Official Sponsor of 2021 CheeseExpo Global Online with rights to use the event logo in all event-related material.

Advanced Event Promotional Benefits

- CheeseExpoGO.org will feature your company's logo with a link to your website on its Sponsors webpage.
- CheeseExpoGO.org will highlight your company name with your sponsored educational seminar in the Schedule of Events.
- CheeseExpoGO.org will list all exhibitors and your booth will feature a Gold Sponsor callout.
- Platinum and Gold sponsor logos will be featured in a sponsor banner included all pre-event marketing promotional emails. WCMA plans six or more email blasts to more than 10,000 recipients.

When the Exhibit and Show Platform goes live two weeks before CheeseExpo Global Online

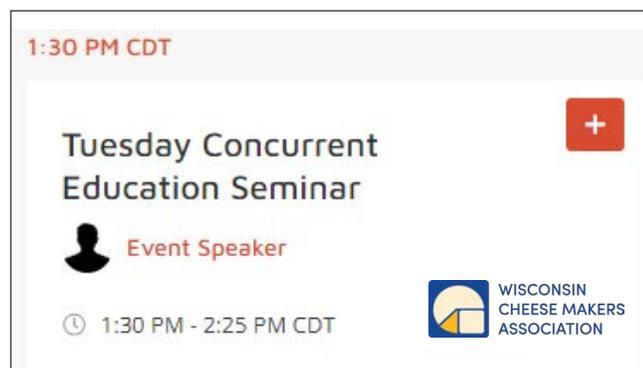
- All Advanced Event Benefits remain, and even more benefits open up!
- Your company logo (linkable to your virtual exhibit booth) on the event platform's Home webpage.
- Another Sponsors webpage in the live event platform will feature your logo linking to your virtual exhibit booth and a callout to your Gold Sponsor status.
- Another Schedule of Events webpage in the live event platform will highlight your company name with your sponsored educational seminar.
- Another Exhibitors webpage in the event platform (where your virtual booth resides) will feature a Gold Sponsor callout.

Benefits During CheeseExpo Global Online (April 6-8, 2021)

- All Advanced Event Benefits and Event Platform benefits remain, and even more benefits open up!
- KEY BENEFITS
 - Your company's linkable logo will be displayed throughout a 45-minute educational seminar on an in-demand topic.
 - Your company will receive 12 complimentary Full Registrations for your company staff to attend (\$5,100 value).

Benefits Continuing through October 8, 2021 on CheeseExpo Global Online Event Platform

- Your linkable logo will remain available with your sponsored educational seminar, viewable on-demand.
- Your linkable logo will continue to be featured on the event platform's Home webpage.
- Your linkable logo will continue to be featured on the event platform's Sponsor webpage.
- Your company logo will continue to be included on the event platform's Schedule of Events webpage with your sponsored Educational Seminar.
- The Exhibitors webpage on the event platform (where your virtual booth resides) will continue to feature a Gold Sponsor callout.



Gold Sponsor logo shown in event platform Schedule of Events.

SILVER SPONSORSHIPS

Ten Available | \$3,000

Silver Sponsorship Benefits

- Your company will be prominently identified as Official Sponsor of 2021 CheeseExpo Global Online with rights to use the event logo in all event-related material.

Advanced Event Promotional Benefits

- CheeseExpoGO.org will feature your company's logo with a link to your website on its Sponsors webpage.
- CheeseExpoGO.org will list all exhibitors and your booth will feature a Silver Sponsor callout.
- All sponsor logos will be featured in one pre-event marketing promotional email with distribution to more than 10,000 recipients.

When the Exhibit and Show Platform Goes Live two weeks before CheeseExpo Global Online

- All Advanced Event Benefits remain, and even more benefits open up!
- Another Sponsors webpage in the live event platform will feature your logo linking to your virtual exhibit booth and a callout to your Silver Sponsor status.
- Another Exhibitors webpage in the event platform (where your virtual booth resides) will feature a Silver Sponsor callout.

Benefits During CheeseExpo Global Online (April 6-8, 2021)

- All Advanced Event Benefits and Event Platform benefits remain, and even more benefits open up!
- KEY BENEFITS
 - Your company's logo (linkable to your virtual exhibit booth) will be featured on the event platform's Sponsor webpage.
 - Your company will receive 6 complimentary Full Registrations for your company staff to attend (\$2,550 value).

Benefits Continuing through October 8, 2021 on CheeseExpo Global Online Event Platform

- Your linkable logo will continue to be featured on the event platform's Sponsor webpage.
- The Exhibitors webpage on the event platform (where your virtual booth resides) will continue to feature a Silver Sponsor callout.



BRONZE SPONSORSHIPS

15 Available | \$1,000

Bronze Sponsorship Benefits

- Your company will be prominently identified as Official Sponsor of 2021 CheeseExpo Global Online with rights to use the event logo in all event-related material.

Advanced Event Promotional Benefits

- CheeseExpoGO.org will feature your company's logo with a link to your website on its Sponsors webpage.
- CheeseExpoGO.org will list all exhibitors and your booth will feature a Bronze Sponsor callout.
- All sponsor logos will be featured in one pre-event marketing promotional email with distribution to more than 10,000 recipients.

When the Exhibit and Show Platform Goes Live two weeks before CheeseExpo Global Online

- All Advanced Event Benefits remain, and even more benefits open up!
- Another Sponsors webpage in the live event platform will feature your logo linkable to your virtual exhibit booth and a callout to your Bronze Sponsor status.
- Another Exhibitors webpage in the event platform (where your virtual booth resides) will feature a Bronze Sponsor callout.

Benefits During CheeseExpo Global Online (April 6-8, 2021)

- All Advanced Event Benefits and Event Platform benefits remain, and even more benefits open up!
- KEY BENEFIT: Your company's logo (linkable to your virtual exhibit booth) will be featured on the event platform's Sponsor webpage.

Benefits Continuing through October 8, 2021 on CheeseExpo Global Online Event Platform

- Your linkable logo will continue to be featured on the event platform's Sponsor webpage.
- The Exhibitors webpage on the event platform (where your virtual booth resides) will continue to feature a Bronze Sponsor callout.



Event platform sponsor webpage.

IDEAS SHOWCASE PRESENTATIONS

24 Available | \$3,500

CheeseExpo Global Online features our popular Ideas Showcase in the main Schedule of Events.

Just two Ideas Showcase online talks – provided by virtual exhibitors– will be offered at a time. Your talks, either live presentations or premade video, may be up to ten minutes in total running time, with content to be technical or promotional in nature, and can allow for questions from the live audience.

If you are interested, please read the information below and request an Ideas Showcase presentation slot by contacting Caitlin Peirick at Wisconsin Cheese Makers Association.

Ideas Showcase Presentations are available to exhibiting companies only.

Note: Presentations are to be produced by the sponsor, with WCMA able to provide videography referrals and general guidance.

Advanced Event Promotional Benefits

- Your company will be noted as an Ideas Showcase Participant during 2021 CheeseExpo Global Online with rights to use event logo to promote your spotlight.
- CheeseExpoGO.org will feature your company's logo with a link to your website on its Ideas Showcase webpage.
- CheeseExpoGO.org will highlight your company name with your Ideas Showcase presentation in the Schedule of Events.
- CheeseExpoGO.org will list all exhibitors and your booth will feature an Ideas Showcase callout.

When the Exhibit and Show Platform Goes Live two weeks before CheeseExpo Global Online

- All Advanced Event Benefits remain, and even more benefits open up!
- Another Schedule of Events webpage in the live event platform will list your Ideas Showcase presentation title and will include your logo.
- Another Exhibitors webpage in the event platform (where your virtual booth resides) will feature an Ideas Showcase callout.

Benefits During CheeseExpo Global Online (April 6-8, 2021)

- All Advanced Event Benefits and Event Platform benefits remain, and even more benefits open up!
- KEY BENEFIT: Your Ideas Showcase presentation will run as part of the Schedule of Events with only one other Ideas Showcase Presentation (non-competing companies) being shown at the same time.

Benefits Continuing through October 8, 2021 on CheeseExpo Global Online Event Platform

- Your Ideas Showcase Presentation will continue to be listed in the Schedule of Events
- Your Ideas Showcase presentation will remain viewable on-demand.
- The Exhibitors webpage on the event platform (where your virtual booth resides) will continue to feature an Ideas Showcase presentation callout.

Questions? Contact WCMA Staff:

Judy Keller, Events Director, jkeller@wischeesemakers.org

Caitlin Peirick, Events Manager, cpeirick@wischeesemakers.org

Kirsten Strohmenger, Events Manager, kstrohmenger@wischeesemakers.org