



**WISCONSIN  
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**News Release**

January 7, 2021

**Reserve Ideas Showcase Space at CheeseExpo Global Online by January 26**

MADISON, WI – Act now to reserve valuable space in CheeseExpo Global Online’s schedule of events. Limited space remains in the Ideas Showcase line-up, a unique opportunity for exhibitors to present their company’s goods and services. All reservations will be made on a first come, first served basis, with the absolute deadline to indicate interest extended to January 26.

Live or prerecorded Ideas Showcase presentations may run up to 10 minutes in length, with content to be technical or promotional in nature. With only two Ideas Showcase talks running at a time, presenting companies can ensure they will reach a high volume of attendees. Each impactful presentation connects businesses with the live CheeseExpo Global Online audience, allowing for engagement in real-time, and with participants that may access programs later, on demand.

Reserve an engaging Ideas Showcase presentation slot now at [CheeseExpoGO.org](http://CheeseExpoGO.org), or contact WCMA Events Manager Caitlin Peirick at [cpeirick@wischeesemakers.org](mailto:cpeirick@wischeesemakers.org) to learn more.

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