

# 2021 CHEESEEXPO 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

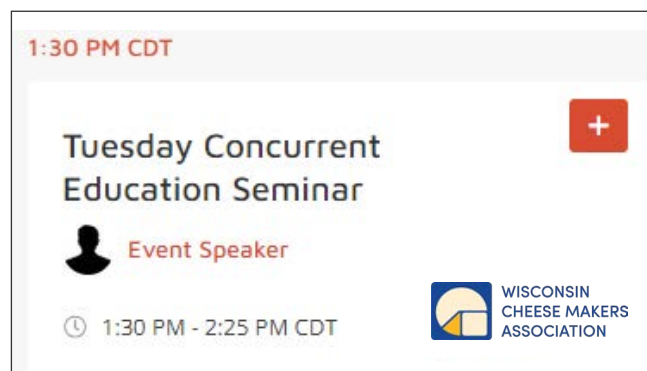
- All Advanced Event Benefits remain, and even more benefits open up!
- Your company logo (linkable to your virtual exhibit booth) on the event platform's Home webpage.
- Another Sponsors webpage in the live event platform will feature your logo linking to your virtual exhibit booth and a callout to 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.

**SIGN-UP TO BECOME A SPONSOR!**

## **Questions? Contact WCMA Staff:**

**Judy Keller**, Events Director, [jkeller@wischeesemakers.org](mailto:jkeller@wischeesemakers.org)

**Caitlin Peirick**, Events Manager, [cpeirick@wischeesemakers.org](mailto:cpeirick@wischeesemakers.org)

**Kirsten Strohmenger**, Events Manager, [kstrohmenger@wischeesemakers.org](mailto:kstrohmenger@wischeesemakers.org)