

MARCH 28-30, 2023
DELTA BY MARRIOTT BEAUSEJOUR



DAIRY FOCUS *Atlantic*



SPONSORSHIP, TRADESHOW & ADVERTISING PACKAGE

“Strong today, stronger tomorrow”



DAIRY FARMERS OF
NEWFOUNDLAND AND LABRADOR





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After the tremendous success of the inaugural Atlantic-wide dairy conference in 2018, the milk boards of Atlantic Canada are eager to welcome you back to Dairy Focus Atlantic happening March 28 to 30, 2023 at the Delta by Marriott Beausejour.

The event has become Atlantic Canada's leading dairy conference. Dairy Focus Atlantic promises more than 300 participants, an expert speaker program, and over 50 exhibitors.

"Strong today, stronger tomorrow" is the theme and vision behind Dairy Focus Atlantic. Now is your opportunity to assist in strengthening the Atlantic dairy industry even further.

Join us in March!



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CONTACT:

Eric Jackson
Triangle Events
marketing@triangle-events.ca

www.dairyfocus.org

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SPONSORSHIP OPPORTUNITIES

PRESENTING

\$10,000^{+tax} (1 available)

- Speaking opportunity at beginning of event
- One minute PowerPoint presentation on screen in the tradeshow area throughout the duration of the convention
- "Presented by (company name)" showcased on conference homepage and all collateral
- Unique on-site activation
- Option to provide lanyards
- Recognition in announcements throughout the event
- One free exhibit space (includes two free admissions)
- Full page color ad in the conference guide (choice of inside front, inside back, single center fold, or back cover.)
- Top billing on promotions and signage
- Opportunity to have pull-up banner at front of session room (provided by you)
- Conference registration kit insertions
- Logo on the conference website homepage with link to your website

COLLABORATION

\$7,500^{+tax} (hospitality suites - 2 available, registration desk - 1 available, photo booth - 1 available)

- Unique on site activation
- Recognition in announcements throughout the event
- One free exhibit space (includes two free admissions)
- Full page color ad in the conference guide (choice of inside front, inside back, single centerfold, or back cover)
- Top billing on promotions and signage
- Opportunity to have pull-up banner at front of session room (provided by you)
- Conference registration kit insertions
- Logo on conference website sponsor page with link to your website
- Signage at either hospitality suites, registration desk or photo booth

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PARTNERSHIP

\$5,000^{+tax} (speaker or panel - 8 available)

- 50% off one exhibit space (includes two free admissions)
- Acknowledgement of sponsorship support at beginning of speaker session
- Speaker attendance at your booth during the next break after presentation (will be announced after each session block)
- Full page black and white ad in the conference guide
- Logo on sponsor signage
- Signage at specific sponsored session (provided by you)
- Conference registration kit insertions
- Logo on conference website sponsor page with link to your website
- Presence on agenda and speaker bios where applicable

TEAM

\$2,500^{+tax} (tradeshow prize trip - 1 available, farmer games - 4 available, farm tours - 2 available, name tag conference guide - 2 available)

- Two free admissions
- Quarter page black and white ad in the conference guide
- Logo on sponsor signage
- Conference registration kit insertions
- Logo on conference website sponsor page with link to your website
- Presence on agenda where applicable
- Name tag sponsors will have logo displayed on the front and back of the name tags; tradeshow prize trip sponsor will be mentioned when trip is being awarded and on any social media posts/signage that mention the trip; farmer games sponsors will be mentioned at the beginning of each game and on any social media posts/signage that mention the farmer games; farm tour sponsors will be mentioned at each farm tour and on any social media posts/signage that mention the farm tours

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COOPERATION

\$1,500^{+tax} (nourishment break - 3 available, lunch - 3 available, refreshments or breakfast - 2 available)

- Two free admissions
- Logo on table signs at break time
- Quarter page black and white ad in the conference guide
- Logo on sponsor signage
- Conference registration kit insertions
- Logo on conference website sponsor page with link to your website
- Presence on agenda where applicable

SUPPORTER

\$1,000^{+tax} (speaker gifts - 10 available)

- Two free admissions
- Recognition as speaker gift is given
- Logo on sponsor signage
- Conference registration kit insertions
- Logo on conference website sponsor page with link to your website



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BECOME AN EXHIBITOR

First-come, first-served. Book early!

All of Atlantic Canada's dairy farmers together, in one spot, over three days, and focused on one thing – the dairy industry! What better way to reach your target audience than becoming an Exhibitor at Dairy Focus Atlantic 2020!

We are exposing our sponsors, exhibitors, and advertisers to more regional dairy farmers than ever before.

To ensure inclusion in the conference guide, your forms and ads will need to be submitted by December 31, 2022

EXHIBITOR PACKAGE \$750+TAX

INCLUDES:

- One 10' wide x 8' deep exhibit space
- One 6' skirted table & two chairs
- Access to sessions & meals for two booth representatives
- Company listing in the conference guide
- Company listing on conference website
- Company listed on lanyard name tags (tradeshow floorplan given to all conference attendees)

DOES NOT INCLUDE:

- Labor to move, install or dismantle space, cleaning services, electricity, decorations or lights. Please note: these and other options can be ordered directly through Global Convention Services.



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Spaces are reserved on a first-come, first-served basis based on payment date. Sponsors with tradeshow spaces included as benefits will be given selection preference.

Exhibitors are encouraged to book early for the best space. Tradeshow set-up will be 2:00 - 6:00 PM Tuesday, March 28th. BOOTH SET-UP MUST BE COMPLETE BY 6:00PM AS THE TRADESHOW OPENS AT 6:30PM



No booth may be dismantled before 1:30PM Thursday, March 30th. Move out must be completed by 5:30PM.

NOTE: Conference organizers are not responsible for lost or stolen items. Exhibitors are responsible for ensuring all valuables are safely stored whenever their booth is unattended.

Payment in full is required before access to the tradeshow is permitted. Cancellations prior to March 8th, 2023 will receive a 50% refund; no refunds will be issued for cancellations after that date.

Global Convention Services is providing services to the tradeshow. If you need to ship items, they must be shipped to Global. Additional booth accoutrements may be booked through Global Convention Services at 1-888-799-3976 (EXPO) or by email: info@globalconvention.ca

A block of rooms has been reserved at the Delta by Marriott Beausejour at \$159/night with a king bed. Please note Dairy Focus Atlantic Conference 2022 when reserving your room.

Book online via www.dairyfocus.org.

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ADVERTISE

The Conference Guide is an 8" by 10.5", guide, containing the agenda, speakers, sponsor and trade show information. These will be distributed to every conference attendee.

QUARTER PAGE (4.5"h x 3.5"w): \$250+hst

HALF PAGE (4.5"h x 7"w): \$350+hst

FULL PAGE (9.5"h x 7"w): \$550+hst

Inside front, inside back and back covers are reserved as part of the sponsor program. Once an ad has been booked, please note ad specs above and submission deadline of December 31, 2023.

ADVERTISING DISCOUNT

Increase your exposure by combining your tradeshow space with an ad in the conference booklet and

save 40% off the cost of your ad!

BOOTH + QUARTER PAGE AD: \$900+hst
(Regular price: \$1,000)

BOOTH + HALF PAGE AD: \$960+hst
(Regular price: \$1,100)

BOOTH + FULL PAGE AD: \$1,080+hst
(Regular price: \$1,300)

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