



**January
13 & 14**
at
**Lambeau
Field**
in
Green Bay

2027

**EXHIBITOR &
SPONSOR GUIDE**

2027

Dairy Strong

Dear Dairy Industry Partner,

I invite you to join us as a sponsor of Dairy Strong 2027, taking place Jan. 13–14 at Lambeau Field in Green Bay.

Dairy Strong brings together more than 400 dairy farmers, processors and allied industry partners for an impactful day of learning and connection, beginning with a networking kickoff the evening before. Attendees will explore the trends shaping dairy, hear from influential voices and connect with leaders from across the dairy supply chain.

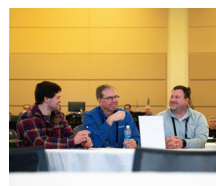
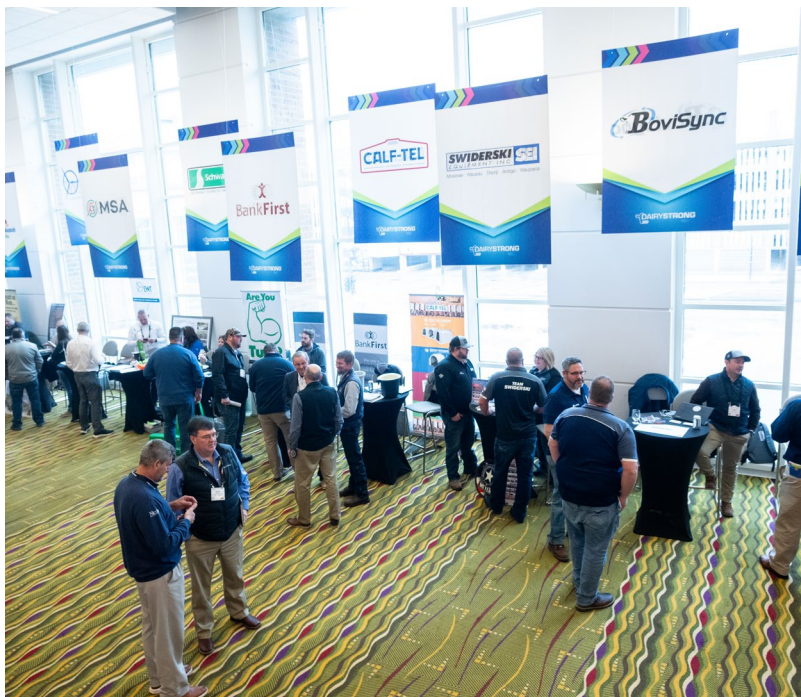
As a sponsor, your company will gain meaningful visibility with key decision-makers, build valuable industry relationships and demonstrate its investment in the future of dairy. We offer a variety of sponsorship levels and opportunities designed to fit your company's goals and budget.

We would be pleased to welcome your organization as a Dairy Strong sponsor. Please contact me to discuss the opportunity that best aligns with your company.

Lauren Brey

Lauren Brey
Chief Experience Officer
Voice of Milk
lbrey@voiceofmilk.com





Dairy Strong creates meaningful opportunities to connect with the people driving the dairy industry forward. From educational sessions and networking events to conversations that continue beyond the conference, sponsors play an important role in making the event possible while building lasting relationships with dairy farmers, processors, and industry leaders.

Dairy Strong is hosted by the Voice of Milk organizations: Edge Dairy Farmer Cooperative, Dairy Business Association and Minnesota Milk Producers Association. Together, these dairy organizations amplify the voice of milk in local communities, Congress, and state capitols.



GENERAL SPONSORSHIP OPPORTUNITIES

	Platinum	Gold	Silver	Bronze	Friend
	\$15,000	\$9,000	\$6,000	\$3,000	\$1,500
Opportunities					
Support for organizations that promote and protect dairy	X	X	X	X	X
Recognition on event signage	Logo	Logo	Logo	Name	Name
Recognition on sponsor section of Dairy Strong website	Logo	Logo	Logo	Name	Name
Social media spotlight	X	X	X		
Recognition on top of Dairy Strong website	Logo	Logo			
Live recognition during the conference	X	X			
Additional benefits					
Free registrations	6	4	3	2	1
Farmer registrations for your customers	5	4	3	2	1
Drink tickets	20	15	10		

For customizable sponsorship opportunities that are designed to fit your needs, budget, and marketing goals, contact Lauren Brey, Chief Experience Officer at lbrey@voiceofmilk.com or scan the QR code!





SPONSORSHIP LEVEL PACKAGES

Platinum Sponsor - \$15,000

The Platinum Sponsorship is the conference's highest-profile partnership level and is designed for organizations seeking maximum visibility before, during, and after Dairy Strong. This package positions your company as a leading supporter of the event and of the broader dairy community. Platinum sponsors receive top-tier recognition across event signage and the Dairy Strong website, plus premium promotional opportunities including a social media spotlight, homepage recognition on the Dairy Strong website, and live recognition during the conference.

Gold Sponsor - \$9,000

The Gold Sponsorship offers broad event-wide visibility for organizations that want a strong presence across the conference experience. This level is ideal for companies that want to strengthen brand familiarity with dairy farmers, processors, and allied industry partners while also bringing clients or team members to the event.

Silver Sponsor - \$6,000

The Silver Sponsorship is a strong package for organizations that want meaningful visibility and brand alignment with Dairy Strong. Silver sponsors receive logo recognition on event signage and on the sponsor page of the Dairy Strong website, along with a social media spotlight that helps extend sponsor exposure beyond the event itself. Sponsors can use the conference as both a marketing opportunity and a relationship-building event.

Bronze Sponsor - \$3,000

The Bronze Sponsorship gives organizations an accessible way to support Dairy Strong while maintaining a visible presence at the event. Bronze sponsors receive name recognition on event signage, helping attendees connect your brand with their conference experience. This package is for organizations looking to demonstrate support, maintain visibility, and participate in the event at a manageable investment level.

Friend Sponsor - \$1,500

The Friend Sponsorship is an entry-level opportunity for organizations that want to show visible support for Dairy Strong and the dairy community. This package provides sponsor name recognition on event signage and demonstrates your commitment to organizations that promote and protect the dairy community. It is a good fit for companies that want to maintain a presence at the event and engage at a foundational sponsorship level.

OTHER SPONSORSHIP OPPORTUNITIES

Evening Celebration Sponsor

\$10,000

Place your brand at the center of the closing cheese reception with the **Evening Celebration Sponsorship**. As attendees gather to network and unwind, your company will receive prominent recognition near the bar, where visibility and foot traffic are especially high. This sponsorship gives your organization the opportunity to distribute company items at the bar for added engagement and take-home value.

Tailgate at the Tundra Premier Sponsor

\$10,000

Put your brand in front of attendees as they arrive for the evening networking event before the conference with the **Tailgate at the Tundra Premier Sponsorship**. This opening event is designed for conversation, informal introductions, and sponsor visibility in a relaxed setting at the Green Bay Packers Hall of Fame. Sponsors receive signage and may provide collateral and koozies for attendees.

Keynote Sponsor

\$10,000

The **Keynote Sponsorship** puts your name and logo alongside one of our nationally recognized speakers in promotional items. As the sponsor you have the opportunity to introduce your company and the speaker to the audience.

We have two sponsorships available in 2027:

Opening keynote: Navigating Change with Confidence presented by Dr. Mark DeVolder, *global change management expert and transition thought leader*

Closing keynote: The Future of Agriculture and Dairy Innovation presented by Aidan Connolly, *President of AgriTech Capital*

Lanyard Sponsor

\$6,000

Put your logo on a conference essential worn by every Dairy Strong attendee. The **Lanyard Sponsorship** features your company logo on the lanyards provided with attendee name badges, delivering continuous visibility throughout the event. Your brand will be seen wherever attendees go.

**Name Badge
Sponsorship**

\$4,000

Make your brand part of every introduction and conversation at Dairy Strong. The **Name Badge Sponsorship** places your company logo on every printed name badge. This exclusive opportunity provides consistent, event-wide visibility as attendees connect throughout the conference.

**Hotel Room Key
Card Sponsor**

\$3,000

Put your brand in attendees' hands from the moment they check in. The **Hotel Room Key Cards Sponsorship** features your logo on hotel room key cards, providing high-visibility exposure. By placing your logo on the room key cards used by guests staying at the Legacy Hotel, your organization receives repeated exposure throughout each attendee's stay.

**Attendee Hotel
Gift Bag Sponsor**

\$2,500

The **Attendee Hotel Gift Bag Sponsorship** gives your company a direct touchpoint with guests when they arrive. Sponsors may provide a special gift to be placed in attendee guest rooms upon arrival, creating an easy way to welcome participants and keep your brand visible during the event.

**Attendee
Giveaway
Sponsor**

\$2,000

The **Attendee Giveaway Sponsorship** is an exclusive opportunity tied to an attendee engagement activity. Work with our team to develop a fun, interactive experience and prize giveaway that encourages participation, sparks conversation, and keeps your company top of mind throughout the event.

**Panel
Sponsor**

\$1,500

The **Panel Sponsorship** gives your organization visibility during a featured panel discussion. Sponsors receive name recognition at the session, may introduce the panel with a short welcome, and provide materials for attendees during the session.

2027 Panel Topics:

- *Economic Drivers Shaping Dairy in 2027*
- *Dairy Policy Perspectives*
- *What's Next for On-Farm Milk Processing*



MEAL AND SNACK SPONSORSHIP OPPORTUNITIES

SOLD! Coffee Bar Sponsor - \$10,000

Put your brand in front of attendees again and again with a sponsorship that delivers high visibility throughout the entire conference. As one of the event's most popular gathering points, the coffee bar is where attendees naturally connect, recharge and refuel—making it a prime opportunity for consistent, repeated brand exposure from the moment the event begins.

Tailgate at the Tundra Drink Sponsor - \$5,000

Connect your brand with the evening networking event before the conference day with the Tailgate at the Tundra Drink Sponsorship. As attendees gather at the Hall of Fame to meet, reconnect, and start conversations, this sponsorship provides visible recognition in a social setting.

Tailgate at the Tundra Food Sponsor - \$5,000

The Tailgate at the Tundra Food Sponsorship supports the evening networking event before the one-day conference. This sponsorship places your brand in a high-traffic hospitality area as attendees gather for food, conversation, and informal networking at Lambeau Field.

Lunch Sponsor - \$4,000

Increase your brand visibility during a key gathering point with the Lunch Sponsorship. This is when attendees come together to recharge, network, and continue conversations sparked by the day's programming. Sponsoring lunch places your organization in front of a broad cross-section of conference participants at one of the best-attended meal periods. With sponsor signage and recognition included, this is a strong option for organizations seeking broad exposure and association with central conference experience.

Every organization has unique goals. We'll work with you to create a customized sponsorship package that fits your objectives, budget and visibility goals. Contact Lauren Brey at lbrey@voiceofmilk.com to get started.

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Break Snacks Sponsor - \$2,500

Break Beverages Sponsor - \$2,500

This does not include the coffee bar.

A sweet opportunity, the Desserts Sponsorship aligns your organization with a high-enjoyment element of the event. This sponsorship offers sponsor signage and recognition while attaching your brand to a moment attendees often remember and appreciate.



BEYOND THE BOOTH

The open-concept exhibit hall is a signature part of the Dairy Strong experience, creating an inviting space where conversations happen naturally. Instead of traditional booths, exhibitors enjoy a highly visible presence that encourages networking and engagement throughout the event. Each exhibit space includes a large company banner (provided), plus a table and chairs for connecting with attendees. Feel free to bring printed materials that fit on the high-top table to highlight your products, services, and solutions.



WHAT'S INCLUDED

- Display space with high-top 30-inch round table and booth identification
- Two chairs
- Two complimentary conference registrations
- Hanging banner
- Stretch table covering
- Name/logo in conference guide
- Internet access

BOOTH ASSIGNMENT CRITERIA

Booth locations will be assigned based on:

- Sponsorship level
- Date payment is received
- Membership/ sponsorship with Voice of Milk organizations

Member Exhibit Space:

Early bird pricing until Oct. 31 - \$1,100

Price starting Nov. 1 - \$1,300

Non-Member Exhibit Space:

\$1,500

EXHIBIT MOVE-IN/OUT

Exhibitors can access the area on Wednesday, January 13 from 12 - 4 P.M. to drop off items. All materials need to be removed by 9 P.M. Thursday, January 14.

EXHIBIT HOURS

Wednesday, January 13

During Tailgate at the Tundra

Thursday, January 14

Exhibit space will be open throughout the day with designated times for interactions during meals and breaks:

7:00 - 9:00 A.M. | 10:15 - 10:45 A.M. | 11:45 A.M. - 1:15 P.M. | 4:30 P.M. to end

NEW
this year!

All sessions and Tailgate at the Tundra will be held in the same location. Exhibitors will be located in the perimeter of the meeting area. Exhibits can be open during the Tailgate at the Tundra Wednesday night social.

If you are interested in sponsoring or becoming an exhibitor contact Lauren Brey, Chief Experience Officer at lbrey@voiceofmilk.com or scan the QR code!





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Scan to register
for Dairy Strong!