

Updated on 1/19/2023

2023 SPONSORSHIP OPPORTUNITIES

WWW.ADPI.ORG/EVENTS

GROW YOUR ENGAGEMENT AND SUPPORT THE DAIRY INDUSTRY AT ADPI EVENTS IN 2023

2023 Events

- Dairy Ingredients Technical Symposium
- ADPI/ABI Annual Conference
- Dairy Ingredients Seminar
- Dairy Purchasing & Risk Seminar

New for 2023

- Year-Long Sponsorship Opportunities: Secure your spot once and be featured at all ADPI-hosted events
- Plan ahead by securing your sponsorship opportunities now



AMERICAN
Dairy Products
INSTITUTE

Questions can be directed to:
Tara Anderson, VP of Marketing & Events
tanderson@adpi.org | 630.530.8700 x239

PREMIER SPONSORSHIP

YEAR-ROUND SPONSORSHIP OF ALL ADPI EVENTS

\$30,000

Benefits:

- Listed as Premier Sponsor at all ADPI in-person hosted events
 - One-time commitment means less "work" throughout the year for your team
- Maximum exposure throughout 2023 to entire ADPI community and industry
- Sponsorship of the ADPI Networking Reception in July during IFT
- Specified number of complimentary registrations at each event (see below)
- Opportunity for speaking presence at events (introduction of panels, etc)
- One branded email sent to ADPI community in the calendar year
- Opportunities for ad placement on event websites
- Listed on www.ADPI.org as a Premier Sponsor year-round

ADPI/ABI Annual Conference

- Three complimentary registrations
- Sponsorship of the 100th Anniversary Reception on Mon, April 24
- Branding at Registration Desk
- Complimentary Exhibit Booth
- Ongoing promotion as a Premier Sponsor
- Additional opportunities may be available

Subject Matter Events

- One complimentary registration
- Complimentary Exhibit Space (when available)
- Branding at Registration Desk
- Ongoing promotion as a Premier Sponsor
- Additional opportunities may be available

LEAD SPONSORSHIP

YEAR-ROUND SPONSORSHIP OF ADPI SUBJECT MATTER EVENTS

\$15,000

Benefits:

- Listed as Lead Sponsor at ADPI in-person subject matter events, including Dairy Ingredient Technical Symposium, Dairy Ingredients Seminar, and Dairy Purchasing & Risk Management Seminar
 - One-time commitment means less "work" throughout the year for your team
- High exposure throughout 2023 to entire ADPI community and industry
- Targeted marketing to specific audiences through smaller subject matter-specific events
- Opportunities for ad placement on event websites
- Listed at www.ADPI.org/Events as a Lead Sponsor year-round

Subject Matter Events

- Two complimentary registrations at each event
- Complimentary Exhibit Space (when available)
- Ongoing promotion as a Lead Sponsor
- Additional opportunities may be available based on the number of sponsors

EVENT SPONSORSHIPS

SPONSORSHIP AT AN INDIVIDUAL ADPI EVENT

ADPI/ABI Annual Conference April 23-25, 2023 | Chicago, IL

Gold Sponsor | \$15,000

- Complimentary Exhibit Booth Space (\$695 value)
- Three complimentary registrations (\$2100 value)
- Targeted Email sent to all attendees at chosen time prior to or after the conference (\$1000 value)
- Prominent recognition as Gold Sponsor prior to, during and following the conference in all conference marketing materials (up to \$5000 value)
- Sponsorship of a Conference Session to include introduction and company comments
- Choose from one of the following additional sponsorship opportunities:
 - Opening Session (introduction and company comments) - (1 available)
 - *Hotel Keycards (no longer available)*
 - *Lanyards (no longer available)*
 - *Name badges (no longer available)*
 - *Cocktail Napkins (no longer available)*

Silver Sponsor | \$10,000

- Complimentary exhibit booth space (\$695 value)
- Two complimentary registrations (\$1400 value)
- Targeted email sent to all attendees at chosen time prior to or after the conference (\$1000 value)
- Recognition as Silver Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2500 value)
- Choose from one of the following additional sponsorship opportunities:
 - Breakfasts (2 options)
 - Reception (1 option)
 - *Lunch (no longer available)*

Bronze Sponsor | \$5,000

- One complimentary registration (\$700 value)
- Prominent recognition as Bronze Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2500 value)
- Choose from one of the following additional sponsorship opportunities:
 - Morning Refreshment Break (2 options)
 - Afternoon Social Break (2 options)
 - Charging Stations
 - *Gift Card Giveaway (no longer available)*

EVENT SPONSORSHIPS

SPONSORSHIP AT AN INDIVIDUAL ADPI EVENT

ADPI/ABI Annual Conference **April 23-25, 2023**

Additional Opportunities

Meeting Lounge | \$3,000 (no longer available)

Conference WiFi | \$3,000 (no longer available)

Printed Notebooks | \$3,500 (no longer available)

EVENT SPONSORSHIPS

SPONSORSHIP AT AN INDIVIDUAL ADPI EVENT

Dairy Ingredient Technical Symposium March 13-15, 2023 | Santa Barbara, CA

Gold Sponsor | \$5,000

- Complimentary table top exhibit space (\$250 value)
- Two complimentary registrations (\$1100 value)
- Prominent recognition as Gold Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
 - Lanyards
 - Name badges
 - Notebooks

Silver Sponsor | \$2,500

- One complimentary registration (\$550 value)
- Recognition as Silver Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
 - Breakfast (2 available)
 - Reception (2 available)
 - Lunch (1 available)

Bronze Sponsor | \$1,250

- Prominent recognition as Bronze Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
 - Morning Refreshment Break (2 available - 1 remaining)
 - Afternoon Refreshment Break (1 available)

EVENT SPONSORSHIPS

SPONSORSHIP AT AN INDIVIDUAL ADPI EVENT

Dairy Ingredients Seminar September 25-27, 2023 | Santa Barbara, CA

Gold Sponsor | \$5,000

- Complimentary Table Top Exhibit Space (\$250 value)
- Two complimentary registrations (\$1100 value)
- Prominent recognition as Gold Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
 - Lanyards
 - Name badges
 - Notebooks

Silver Sponsor | \$2,500

- One complimentary registration (\$550 value)
- Recognition as Silver Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
 - Breakfast (2 available)
 - Reception (2 available)
 - Lunch (1 available)

Bronze Sponsor | \$1,250

- Prominent recognition as Bronze Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
 - Morning Refreshment Break (2 options - 1 available)
 - Afternoon Refreshment Break (1 available)

EVENT SPONSORSHIPS

SPONSORSHIP AT AN INDIVIDUAL ADPI EVENT

Dairy Purchasing & Risk Management Seminar November 1-2, 2023 | Chicago, IL

Gold Sponsor | \$3,000

- One complimentary registration (\$550 value)
- Prominent recognition as Gold Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
 - *Lanyards (no longer available)*
 - Name badges
 - Notebooks

Silver Sponsor | \$1,500

- One complimentary registration (\$550 value)
- Recognition as Silver Sponsor prior to, during and following the conference in some conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
 - Breakfast (1 option)
 - Reception (2 options)
 - Lunch (1 option)

Bronze Sponsor | \$750

- Recognition as Bronze Sponsor prior to, during and following the conference in some conference marketing materials (up to \$2000 value)
- Choose from one of the following additional sponsorship opportunities:
 - Morning Refreshment Break (2 options)
 - Afternoon Refreshment Break (2 options)

Wednesday Training Sponsor | \$1,500

- Sole sponsorship of the half-day training sessions on Wednesday focused on the fundamentals of purchasing & risk management
- Invitation to do a welcome message in-person

ADDITIONAL SPONSORSHIP OPPORTUNITIES

CHEESE/CHEESE PRODUCT DONATION

- Opportunity to donate 1-3 cheese/cheese products for consumption during a break, lunch or reception at any ADPI-hosted event throughout the year
- Logo and cheese name recognition along with cheese presentation
- Contact adpi@adpi.org to donate

WEBINARS | \$2,750

ADPI organizes a series of webinars that offer cutting-edge information, showcasing the value of dairy ingredients and providing an opportunity for suppliers to showcase products and services to potential customers.

Sponsoring an ADPI webinar associates your company's brand with our mission to provide valuable professional education and information about the dairy ingredient sector and provides new potential business leads.

- Working with ADPI staff, sponsor has the opportunity to:
 - develop a webinar topic and identify a speaker on a topic that's relevant to an ingredient line or timely to the industry's challenges or opportunities
 - Determine an advantageous date to host the webinar (not to conflict with any existing ADPI events)
- Sponsor has the opportunity for a 10-15 minute presentation slot to provide technical information related to the topic of webinar
- Branding (logo recognition) on all webinar promotions and event webpage
- List of registered webinar attendees
- Access to recorded webinar following the event for future use
- Direct marketing to all ADPI community and industry

Contact Beth Holcomb at bholcomb@adpi.org to set up a webinar for 2023.