

# 2024 SPONSORSHIP OPPORTUNITIES

## YOUR ENGAGEMENT SUPPORTS THE DAIRY INDUSTRY

[WWW.ADPI.ORG/EVENTS](http://WWW.ADPI.ORG/EVENTS)

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AMERICAN  
**Dairy Products**  
INSTITUTE

Questions can be directed to:  
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# PREMIER SPONSORSHIP

## YEAR-ROUND SPONSORSHIP OF ALL ADPI EVENTS

\$30,000

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### Benefits:

- Listed as Premier Sponsor at all ADPI hosted events (excluding webinars)
  - One-time commitment means less "work" throughout the year for your team
  - Listed as a sponsor on all promotional materials
- Maximum exposure throughout 2024 to entire ADPI community and industry
- 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 ADPI.org as a Premier Sponsor year-round

#### ADPI/ABI Annual Conference

- Three complimentary registrations
- Sponsorship of Sunday night reception
- Branding at Registration Desk
- Complimentary Exhibit Booth
- First opportunity to book a Meeting Space or Room Suite in the Sheraton
- Ongoing promotion as a Premier Sponsor
- Additional opportunities may be available

#### Subject Matter Events

- One complimentary registration
- Opportunity to sponsor one Academic Faculty or Student Registration
- Complimentary Exhibit Space (when available)
- Branding at Registration Desk
- Branding opportunities in pre-event communications
- Ongoing promotion as a Premier Sponsor
- Additional opportunities may be available

# LEAD SPONSORSHIP

## YEAR-ROUND SPONSORSHIP OF ADPI SUBJECT MATTER EVENTS

\$15,000

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### Benefits:

- Listed as Lead Sponsor at ADPI in-person subject matter events which include:
  - **NEW Global Ingredients Summit**
  - **Dairy Purchasing & Risk Management Seminar**
  - **Dairy Ingredients Seminar**
- High exposure throughout 2024 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 ADPI.org as a Lead Sponsor year-round
- First opportunity to book a Meeting Space or Room Suite in the Sheraton at the 2024 ADPI/ABI Annual Conference

### Subject Matter Events

- Two complimentary registrations at each event
- Opportunity to sponsor one Academic Faculty or Student Registration
- Complimentary Exhibit Space (when available)
- Ongoing promotion as a Lead Sponsor
- Dedicated space in promotional emails for banner ads or ad placement
- Additional opportunities may be available based on the number of sponsors

# EVENT SPONSORSHIPS

## INDIVIDUAL ADPI EVENT

### NEW: Global Ingredients Summit

March 11-13, 2024 | Reno, NV

#### Gold Sponsor | \$5,000

- Two complimentary registrations (\$1100 value)
- Complimentary table top exhibit space (\$250 value)
- Prominent recognition as Gold Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2000 value)
- Ad placement in pre-event communications to all attendees
- Choose from one of the following sponsorship exposure opportunities:
  - Opening Session (introduction and company comments)
  - Lanyards
  - Name badges
  - Notebooks
  - Hotel Key Cards
  - Sponsor of the Monday Opening Reception
  - Event Recording Sponsor (logo featured in session recordings shared after conference)

#### 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 sponsorship exposure opportunities:
  - Breakfast (Tuesday or Wednesday)
  - Reception (Tuesday)
  - Lunch (Tuesday or Wednesday)

#### Bronze Sponsor | \$1,250

- 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 sponsorship exposure opportunities:
  - Morning Refreshment Break (Tuesday or Wednesday)
  - Afternoon Refreshment Break (Tuesday or Wednesday)
  - Student Poster Session

#### Sponsor Academic Institution Faculty Member or Student | \$1,000

Sponsor a registration and travel expenses for an ADPI Academic Institution member (faculty member or a student) to attend this signature technical event to increase diversity of attendees and to connect with our Academic research partners

# EVENT SPONSORSHIPS

## INDIVIDUAL ADPI EVENT

### ADPI/ABI Annual Conference April 28-30, 2024 | Chicago, IL

#### Gold Sponsor | \$15,000

- Three complimentary registrations (\$2100 value)
- Complimentary Exhibit Booth Space (or item of similar value - \$699 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
- First opportunity to book a Meeting Space or Room Suite in the Sheraton
- Choose from one of the following sponsorship exposure opportunities:
  - *Monday Opening Session (introduction and company comments) (secured)*
  - *Hotel Keycards (secured)*
  - *Name Badges (secured)*
  - Cocktail Napkins
  - Cheese Picks
  - Marketing opportunities and additional options available upon discussion

#### Silver Sponsor | \$10,000

- Two complimentary registrations (\$1400 value)
- Complimentary exhibit booth space (\$699 value)
- Targeted email sent to all attendees at chosen time prior to or after the conference (\$1000 value)
- First opportunity to book a Meeting Space or Room Suite in the Sheraton
- 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 sponsorship exposure opportunities:
  - Breakfast (Monday or Tuesday)
  - Reception (Sunday Opening Reception)
  - Lunch (Monday or Tuesday)

#### Bronze Sponsor | \$5,000

- One complimentary registration (\$699 value)
- First opportunity to book a Meeting Space or Room Suite in the Sheraton
- Recognition as Bronze Sponsor prior to, during and following the conference in all conference marketing materials (up to \$1500 value)
- Choose from one of the following sponsorship exposure opportunities:
  - Morning Refreshment Break (Monday or Tuesday)
  - Afternoon Social Break (Monday or Tuesday)
  - Charging Stations (3 available)
  - *Gift Card Giveaway (secured)*

# EVENT SPONSORSHIPS

## INDIVIDUAL ADPI EVENT

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### **ADPI/ABI Annual Conference** **April 28-30, 2024 | Chicago, IL**

#### **Additional Sponsorship Opportunities**

##### ***Lanyards | \$5,000 (1 available) - Secured***

This option is available ONLY for Premier or Gold Sponsors as an additional sponsorship. Lanyards will be co-branded with ADPI.

##### **Meeting Lounge | \$3,500**

Meeting lounge space outside ballrooms with dedicated branding.

##### **Conference WiFi | \$3,500 (2 available)**

Sponsor the conference WiFi that is available throughout the hotel.

##### ***Printed Notebooks | \$4,000 - Secured***

Sponsor notebook for all attendees of the conference with opportunity to brand the front and back covers of the 5x8 notebook.

##### **Sponsor Academic Institution Faculty Member or Student | \$1,000**

Sponsor a registration and travel expenses for an ADPI Academic Institution member (faculty member or student) to attend the Annual Conference and participate in the technical track

# EVENT SPONSORSHIPS

## INDIVIDUAL ADPI EVENT

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### Dairy Purchasing & Risk Management Seminar November 6-7, 2024 | Chicago, IL

#### Gold Sponsor | \$3,500

- One complimentary registration (\$600 value)
- Prominent recognition as Gold Sponsor prior to, during and following the conference in all conference marketing materials (up to \$1500 value)
- Ad placement in pre-event communications to all attendees
- Choose from one of the following sponsorship exposure opportunities:
  - Lanyards
  - Name Badges
  - Notebooks
  - Sponsorship of the Opening Reception
  - Event Recording Sponsor (logo featured in session recordings shared after conference)

#### Silver Sponsor | \$2,500

- One complimentary registration (\$600 value)
- Recognition as Silver Sponsor prior to, during and following the conference in some conference marketing materials (up to \$1500 value)
- Choose from one of the following sponsorship exposure opportunities:
  - Breakfast (Thursday)
  - Reception (Thursday)
  - Lunch (Wednesday or Thursday)

#### Bronze Sponsor | \$1,250

- Recognition as Bronze Sponsor prior to, during and following the conference in some conference marketing materials (up to \$1500 value)
- Choose from one of the following additional sponsorship opportunities:
  - Thursday Morning Refreshment Break
  - Afternoon Refreshment Break (Wednesday or Thursday)

#### 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

# EVENT SPONSORSHIPS

## INDIVIDUAL ADPI EVENT

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### Dairy Ingredients Seminar

December 9-11, 2024 | Santa Barbara, CA

#### Gold Sponsor | \$5,000

- Two complimentary registrations (\$1300 value)
- Complimentary Table Top Exhibit Space (\$250 value)
- Prominent recognition as Gold Sponsor prior to, during and following the conference in all conference marketing materials (up to \$2000 value)
- Ad placement in pre-event communications to all attendees
- Choose from one of the following sponsorship exposure opportunities:
  - Lanyards
  - Name Badges
  - Notebooks
  - Hotel Key Cards
  - Sponsorship of the Monday Opening Reception

#### Silver Sponsor | \$2,500

- One complimentary registration (\$650 value)
- Recognition as Silver Sponsor prior to, during and following the conference in all conference marketing materials (up to \$1500 value)
- Choose from one of the following additional sponsorship opportunities:
  - Breakfast (Tuesday or Wednesday)
  - Tuesday Reception
  - Tuesday Lunch

#### Bronze Sponsor | \$1,250

- Prominent recognition as Bronze Sponsor prior to, during and following the conference in all conference marketing materials (up to \$1500 value)
- Choose from one of the following additional sponsorship opportunities:
  - Morning Refreshment Break (Tuesday or Wednesday)
  - Tuesday Afternoon Refreshment Break



# OTHER SPONSORSHIP OPPORTUNITIES

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## 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 Katie Blanchard at [kblanchard@adpi.org](mailto:kblanchard@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](mailto:bholcomb@adpi.org) to set up a webinar for 2024.

# 2024 SPONSORSHIP CONTRACT

All sponsorships will be secured on a first-come, first-serve basis, and are only considered secure upon receipt of this contract followed by a written confirmation from ADPI staff.

## Year-Round Sponsorships

- Premier Sponsor: \$30,000
- Lead Sponsor: \$15,000

## Individual Event Sponsorships

### ADPI/ABI Annual Conference

- Gold: \$15,000
- Silver: \$10,000
- Bronze: \$5,000

- Meeting Lounge: \$3,500
- Conference WiFi: \$3,500

- Sponsor an Academic Member Attendee: \$1000

### Global Ingredients Summit

- Gold: \$5,000
- Silver: \$2,500
- Bronze: \$1,250

- Sponsor an Academic Member Attendee: \$1000

### Dairy Purchasing & Risk Management Seminar

- Gold: \$3,500
- Silver: \$2,500
- Bronze: \$1,250
- Training: \$1,500

### Dairy Ingredients Seminar

- Gold: \$5,000
- Silver: \$2,500
- Bronze: \$1,250

If there are options listed under your chosen sponsorship, please indicate your top two choices:

Option 1 \_\_\_\_\_ Option 2 \_\_\_\_\_

Additional Notes/Requests:

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_



AMERICAN  
**Dairy Products**  
INSTITUTE

Please return signed contract to: Tara Anderson, VP of Marketing & Events  
tanderson@adpi.org | 126-2 N Addison Ave, Elmhurst, IL 60126