

26th Annual Carver County Dairy Expo

Dear Dairy Industry Partner,

2017-2018

The University of Minnesota Extension and the Carver County Dairy Core Team will be hosting our 26th Annual Carver County DAIRY EXPO on **Monday, February 19, 2018**, at Central High School in Norwood Young America, Minnesota.

Dairy farmers, students and agriculture professionals use the day to attend education sessions, browse the trade show and network with peers, industry professionals and educators. Everyone enjoys the camaraderie associated with a long-standing event such as this. Here is your opportunity to participate in 26 years of tradition!

The DAIRY EXPO is advertised in state-wide and regional publications, various websites and social media outlets. Invitations are mailed to dairy farm families statewide. More than 300 people attend the event representing over 42,325 cows and 12 Minnesota counties. Educational program line-up for 2018 is top notch touching on Dairy Industry Outlook, Management Techniques, Forage Production, Farmer Lender Relations and Farm Transition.

We invite you to support this endeavor in one of two ways: as a *supporting sponsor* and/or *trade show vendor*. Details and registration for both opportunities are on the following pages.

Stay up to date with the most current information about the Dairy Expo, by visiting <http://www3.extension.umn.edu/county/carver>

Please contact us if we can provide further information.

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(952) 466-5315



Trade Show Vendor Opportunities

TRADE-SHOW BOOTH - Showcase your services or products to dairy producers and industry! Space is limited (50 total), so send your reservations early!

Booth Details: \$150

- ONE 8 X 10 booth per company/service
- Includes:
 - two admission tickets (includes lunch)
 - electric
 - 8 foot table
 - copy of meeting/event proceedings
 - Eligible for special radio advertising rates through KNUJ AM 860 prior to event.
- **BOOTH SET UP IS ON MONDAY MORNING BEGINNING AT 8:00 A.M**
- Booth locations are selected the morning of, on a first-come, first-served basis.
- Please use the entrance by the loading dock on the north side of the building.
- Large equipment/machinery is not allowed inside the school building.

Event registration begins at 9 AM in front of the gymnasium, and attendees move directly into the gymnasium/trade show area. An early bird drawing will take place at 10:15 a.m. and the final “must be present to win” drawings will be held 3:15 PM to encourage all-day participation and booth visiting. The day will conclude at 3:15 p.m.

Please complete and return the attached reservation form along with payment by **December 1, 2017** to reserve a booth space. A confirmation letter and event tickets will be sent to you after January 1, 2018.

Any questions can be directed to Colleen Carlson at 507-521-3640.



Monday, February 19, 2018
9AM – 3PM
Central High School-NYA, MN

Sponsorship Opportunities on the reverse side!

Carver County Dairy Expo Sponsorship Opportunities

SUPPORTING SPONSORS - Sponsorships are key to keeping admission prices affordable for producers. The Dairy Expo ticket price remains at \$10 per person, \$5 for Student with proper school ID.

All levels of sponsorship receive:

- Signage and recognition in prominent building locations.
- Name and logo recognition in the event brochure and table toppers.

Additional sponsor benefits include:

- **PLATINUM SPONSOR - \$1,000 ****
 - 8 event tickets (includes lunch – for yourselves or share with customers or friends!)
 - Introduce a speaker during a breakout session
 - *Platinum sponsors help with expenses related to: Lunch (which is the best around!), printing and postage costs, travel and fees for out-of-state speakers.*
- **GOLD SPONSOR - \$500 ****
 - 4 event tickets (includes lunch – for yourselves or share with customers or friends!)
 - Introduce a speaker
 - *Gold Sponsors help with expenses related to: room set-up fees, Dairy Star Ads and radio advertising*
- **SILVER SPONSOR - \$275 ****
 - 4 event tickets (includes lunch – for yourselves or share with customers or friends!)
 - *Silver Sponsors help with expenses related to: refreshments and door prizes*
- **BRONZE SPONSOR - \$125**
 - 2 event tickets (includes lunch – for yourselves or share with customers or friends!)
 - *Bronze Sponsors help with expenses related to: travel per diem for speakers and door prizes.*
- We accept in-kind donations, and you will be recognized in the appropriate sponsor level! If you or your company would like to sponsor a specific item, guest speaker, or provide a service, please don't hesitate to approach us with your proposal!

** Please send digital version of your business logo to dlarsen@co.carver.mn.us



Trade Show Vendor Opportunities on the reverse side!

**26th ANNUAL CARVER COUNTY DAIRY EXPO
RESERVATION FORM**

Reservation Deadline: December 1, 2017

Business Name: _____

Office Contact Person: _____

(This will be the person who receives any communication regarding the event as well as the complimentary tickets for your support.)

Address: _____

City, State, Zip: _____

Telephone: _____ Email Address: _____

Person Staffing Booth at Event: _____

(This will be the person who will be contacted on the day of the event or the Sunday before, in the case of inclement weather.)

Phone: _____ Email Address: _____

Program Sponsor: ** Send digital version (JPG, EPS) of your business logo to dlarsen@co.carver.mn.us

Platinum (\$1,000+) ** \$ _____

Gold (\$500+) ** \$ _____

Silver (\$275+) ** \$ _____

Bronze (\$125+) \$ _____

Trade-Show Booth:

Booth (\$150) \$ _____

Total Paid: \$ _____

Please make check payable to:
Carver County Dairy Initiatives
Return reservation form and check to:

U of M Extension | Carver County
Attn: Dairy Expo Registration
11360 Highway 212, Ste 4
Cologne, MN 55322-9313



This registration form and check payment will reserve a booth space and/or sponsorship for you. A confirmation and event tickets will be sent to you after January 1, 2018. If you have questions, please call the Carver County Extension Office at 952-466-5300.

Radio and newspapers would like to have a list of vendors for this event for advertising purposes. Would you allow us to release your business name? If so, please sign below.

Name: _____ Date: _____