

# *The 36<sup>th</sup> Annual SOUTH WESTERN ONTARIO DAIRY SYMPOSIUM*



**Thursday, February 21, 2019  
Woodstock Fairgrounds  
875 Nellis Street  
WOODSTOCK**

## ***SOUTH WESTERN ONTARIO DAIRY SYMPOSIUM 2019 EXHIBITOR/SPONSOR REGISTRATION PACKAGE***

This non-profit, run by producers, symposium has become an important venue for industry to exhibit products and services with over 135 companies participating in 2018. Your contribution as an exhibitor or sponsor is used to offset various expenses including speakers, printing of proceedings, promotion and hall rental.

The venue includes all three buildings at the Woodstock Fairgrounds connected by a sealed greenhouse walkway. With registration, and the stand up hot lunch served in the exhibit area and an extended lunch period, there will be lots of exposure for your company. Lunch will feature dairy products, selected to teach producers more about their products and consumer markets. Multiple food stations set up among the exhibits encourage producers to meet exhibitors during the lunch period.

On arrival, Exhibitors are required to register at the desk in the foyer of the Oxford Auditorium. You will receive a nametag with your registration package. **YOU MUST WEAR THE NAME TAG AT ALL TIMES.** This nametag gets you in and out of the building and is your lunch pass. Once you have your nametag, you can bring in your exhibit through the door nearest your exhibit. Exhibitors must enter at the main entrance upon arrival to check in, alternate entrances will be monitored to ensure exhibitors enter at the main entrance before setting up their booth. After you have set up your exhibit, we would appreciate it if you would park your vehicle in the Civic Centre parking lot. Bus service to and from that lot will be provided before and after the program.

Our complete program will be posted on the website [www.dairysymposium.com](http://www.dairysymposium.com) in December. Dairy producers in Essex-Kent, Lambton, Huron, Perth, Middlesex, Elgin, Oxford, Waterloo, Wellington, Brant, Wentworth, Norfolk, Haldimand and Niagara will receive program brochures in their January, 2018 Annual Meeting notices. Attendance has steadily grown over the past few years, with approximately 800 people attending (including exhibitors).

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## ***EXHIBIT SPACE***

We have two exhibit space sizes available for your convenience.

8' x 2.5' Exhibit Space = \$250.00	10' x 2.5' Exhibit Space = \$300.00
<b>Access to Electricity = \$20.00 per exhibit (new)</b> Table and Chairs complementary to exhibit	

**Exhibit spaces will be pre-assigned based on a paid registration on a first-come, first-serve basis.** In order to secure a preferable exhibit space, register promptly. **Exhibitor spaces will be available until January 10, 2019 or until exhibitor space capacity is reached.**

Doors open for set-up is from 7:30 a.m. to 8:30 a.m. and doors open to the public at 9:00 a.m. Exhibitor registration gets you the space and access to table and chairs but all other aspects of the display such as extension cords, table coverings, etc. are your responsibility. You are expected to exhibit until 4:00 p.m. to allow producers to walk through the exhibitor halls after the speaking program has concluded.

Exhibitors will receive two admission/lunch tickets per exhibit, and additional tickets can be purchased for \$20.00 from the registration desk. Exhibitor company names and phone numbers will be listed at the back of the proceedings. ***New this year***, we will be listing your company name and number on our website once you are registered which will include a link to your company website for further exposure.

## ***SPONSORS***

To support our producer education efforts, companies may choose to sponsor our event along with/instead of exhibiting. **To receive sponsorship status was ask \$150.00 per sponsorship.**

Sponsorship includes two admission/lunch tickets, quarter page (3.5" wide x 4.5" tall) ad space, signage in the dairy classroom (2' x 2' or 1.5' x 2.5' sign) and acknowledgement during the speaker program. ***New this year***, we will be listing your company logo under the sponsors tab which will include a link to your company website upon clicking on the logo for further exposure. **A company logo and quarter page ad space must be received by January 10, 2019.**

For more information or if you would like brochures of the program, please contact:

**Celeste Cook, Event Coordinator**  
South Western Ontario Dairy Symposium  
2520 Perth Line 43 R.R. 1  
Stratford, ON N5A 6S2  
Telephone: 519 274 9031  
E-mail: southwestdairysymposium@gmail.com

Check out our website at: [www.dairysymposium.com](http://www.dairysymposium.com)



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## REGISTRATION FORM

Company Name:	
Contact Person(s):	
Address:	
Province/State:	Postal Code (Zip):
Email:	
Company Phone Number: (included in proceedings)	Contact Person Phone Number (optional):
Company Website (if applicable):	

	Quantity	Total Cost
8' x 2.5' Exhibit Space @ \$250.00		
10' x 2.5' Exhibit Space @ \$300.00		
Electricity @ \$20.00		
Table (included, indicate quantity)		_____
Chair (included, indicate quantity)		_____
Sponsorship @ \$150.00		
Total Cost		

**Please return this form by mail or email along with payment by January 10, 2019:**

Payment can be made by: Cheque  or E-transfer   
Cheques can be made payable to: **South Western Ontario Dairy Symposium**

**Email Registrations to:** southwestdairysymposium@gmail.com

**Mail Payment and/or registration to:** **South Western Ontario Dairy Symposium**  
**c/o Celeste Cook**  
**2520 Perth Line 43 R.R. 1**  
**Stratford, ON N5A 6S2**

**Send payment by E-transfer to:** southwestdairysymposium@gmail.com  
Please make security question: Where is SWODS held?  
Answer: Woodstock

