The 42nd Annual South Western Ontario Dairy Symposium



Thursday, February 18th, 2027
Woodstock Fairgrounds
875 Nellis Street
Woodstock, Ontario

SOUTH WESTERN ONTARIO DAIRY SYMPOSIUM 2027
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 110 companies participating in 2026. Your contribution as an exhibitor or sponsor is used to offset various expenses, including speakers, printing of proceedings, promotion and hall rental. This is a one-day event that attracts approximately 700 people annually, including exhibitors.

The venue includes all three buildings at the Woodstock Fairgrounds connected by a sealed walkway. With registration and the stand-up lunch served in the exhibit area and an extended lunch period, there will be lots of exposure for your company. Lunch will feature Ontario dairy products, selected to teach producers more about the market, products and consumer trends. Our complete program, exhibitor and sponsor lists and updates will be posted on the website http://www.dairysymposium.com.

Updates and promotion will be provided on social media on X (**@SWODSdairy**), Instagram (**@SWODSdairy**) and Facebook (https://www.facebook.com/SWODSdairy). 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 2027 Annual Meeting notices.

Exhibitors will receive exhibit space, a table, and chairs, as well as two admission/lunch tickets per exhibit. Additional tickets are available for $30.00. Exhibitor company names and phone numbers and websites will be listed at the back of the proceedings and posted on the South Western Ontario Dairy Symposium website. **Sponsorship** includes two admission/lunch tickets, a quarter-page (3.5" wide x 4.5" tall) ad space, signage in the main hall, acknowledgment during the program, and sponsor recognition on the website.

Again, this year, we are providing the Exhibitors/Sponsors the option of purchasing **Pre-paid Admission/Lunch tickets** for additional personnel or their customers/clients before the event, at the regular cost of $30.00. (These are non-refundable.) The deadline to purchase these Pre-paid Admission/Lunch Tickets will be **January 10, 2027**.

Please direct any questions and all registration information to Jane Danen, South Western Ontario Dairy Symposium Event Coordinator, by email southwestdairysymposium@gmail.com, by phone at (519) 655-2865 or by mail 677140 16th Line, Tavistock, ON, N0B 2R0.

Thank you for your support,

South Western Ontario Dairy Symposium Planning Committee

South Western Ontario Dairy Symposium – Thursday, February 18th, 2027

EXHIBITORS INFORMATION

Exhibitors will receive exhibit space, a table and chairs, two admission/lunch tickets, and their company name listed in the proceedings and on www.dairysymposium.com. We have two exhibit space sizes available for your convenience and optional access to electricity for a fee. Additional admission/lunch tickets can be purchased for $30.00.

8' x 2.5' Exhibit Space = $430.00	**10' x 2.5' Exhibit Space = $500.00**
Access to Electricity = $30.00 per exhibit **A table and chairs are complementary to the exhibit space**	

Exhibit spaces will be pre-assigned based on 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, 2027, or until exhibitor space capacity is reached.**

Doors open for set-up 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 a table and chairs, but all other aspects of the display, such as extension cords, table coverings, etc., are your responsibility. **Exhibitors are expected to exhibit until 4:00 p.m.** to allow producers to walk through the exhibitor halls after the speaking program has concluded.

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 registered at the front desk, bring in your exhibit through the door nearest your exhibit. 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 will be provided.

SPONSOR INFORMATION

To support our producer education efforts, companies may choose to sponsor our event along with or instead of exhibiting. **To receive sponsorship status, we ask $200.00 per sponsorship**. Sponsorship includes two admission/lunch tickets, a 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 acknowledgment during the speaker program and your company logo and link to your company website will be listed under the sponsors tab on www.dairysymposium.com.

******A company logo and quarter-page ad space must be received by January 10, 2027.******

PRE-PAID ADMISSION INFORMATION

Optional Pre-paid Admission/Lunch Tickets are once again available to purchase on the Registration and Sponsorship Form. We have added this option based on previous Exhibitor requests. Exhibitors can purchase extra Admission/Lunch Tickets for additional personnel supporting your exhibit space or to hand out to your customers/clients. (Note that these tickets are non-refundable.) This option is available for the regular admission price of $30.00. The deadline for this prepaid admission option is **January 10, 2027. Arrangements to receive these Pre-paid Admission/Lunch Tickets are to be made with the Event Co-ordinator.** Pick-up will be available (preferred) or mailing them will be an option. Please choose an option on the registration form.

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

Jane Danen, Event Coordinator, South Western Ontario Dairy Symposium
Address: 677140 16th Line, Tavistock, Ontario, N0B 2R0
Phone: (519) 655-2865 **Email:** southwestdairysymposium@gmail.com

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EXHIBITOR AND SPONSOR REGISTRATION FORM

Company Name:	
Contact Person(s):	
Contact Person's Phone Number:	
Email:	
Address:	
Town/City:	**Province/State:**
Postal Code:	**Country:**
Company Phone Number (included in proceedings):	
Company Website (if applicable):	
Social Media (if applicable)	Facebook:
X:	Instagram:

Item	**Quantity**	**Price**	**Cost**
8'x 2.5' Exhibit Space (includes 2 admission/lunch tickets)		$430	
10' x 2.5' Exhibit Space (includes 2 admission/lunch tickets)		$500	
Electricity		$30	
Sponsorship (includes 2 admission/lunch tickets)		$200	
Pre-Paid Admission/Lunch Ticket(s) (non-refundable)		$30	
Total Cost (HST not applicable)	☐ *Invoice us, please*		**$**

Pre-Paid Admission/Lunch Ticket(s): ◯ N/A ◯ Pick-up at registration ◯ Mailed

Do you require a table (8' x 2.5'): ◯ Yes ◯ No **Number of chairs**: ____

Email registrations to: southwestdairysymposium@gmail.com
Or Mail payment and/or registration to: South Western Ontario Dairy Symposium
c/o Jane Danen 677140 16th Line,
Tavistock, ON, N0B 2R0

Payment will be made by: ◯ Cheque ◯ e-Transfer ◯ EFT

1) **Cheques payable to:** South Western Ontario Dairy Symposium
2) **Send payment via e-Transfer to** southwestdairysymposium@gmail.com. Include your company name in the message. **Security question**: Where is SWODS held? **Answer**: Woodstock
3) **Electronic Funds Transfer:** call or email for details.

For Office Use:

Registration		**Payment**			**Invoice # ___**	**Receipt # ___**
Date Rec'd		Date Rec'd		Method & Details	Date Sent	Date Sent
T-Y Sent		T-Y Sent				