

The 37th Annual South Western Ontario Dairy Symposium



**Thursday, February 20, 2020
Woodstock Fairgrounds
875 Nellis Street
Woodstock, Ontario**

SOUTH WESTERN ONTARIO DAIRY SYMPOSIUM 2020 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 120 companies participating in 2019. 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 hot 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. Multiple food stations will be setup among the exhibits to encourage producers to meet exhibitors during the lunch period. Our complete program and updates will be posted on the website <http://www.dairysymposium.com> and on social media through Twitter (@SWODSdairy) and Facebook. 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 2020 Annual Meeting notices.

Exhibitors will receive exhibit space, table and chairs, and two admission/lunch tickets per exhibit. Additional tickets can be purchased for \$20.00 from the registration desk. Exhibitor company names and phone numbers, we be listed at the back of the proceedings and posted on the South Western Ontario Dairy Symposium website. Due to the increase cost of catering, hall rentals and various other expenses we will be increasing exhibitor fees by \$50.00. Sponsorship includes two admission/lunch tickets, quarter page (3.5" wide x 4.5" height) ad space, signage in the main hall, acknowledgement during the program and sponsor recognition on the website.

Lastly, we are pleased welcome **Jane Danen** as South Western Ontario Dairy Symposium Event Coordinator. Please direct any questions and all registration information to Jane 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 20, 2020

EXHIBITORS INFORMATION

Exhibitors will receive exhibit space, table and chairs, two admissions/lunch tickets, and company name listed in the proceedings and on 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 \$20.00 from the registration desk.

| | |
|--|-------------------------------------|
| 8' x 2.5' Exhibit Space = \$300.00 | 10' x 2.5' Exhibit Space = \$350.00 |
| Access to Electricity = \$20.00 per exhibit 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, 2020 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 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 \$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 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 10th, 2020.**

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, ON, N0B 2R0

Phone: (519) 655-2865

Email: southwestdairysymposium@gmail.com

EXHIBITOR AND SPONSOR REGISTRATION FORM

South Western Ontario Dairy Symposium

Thursday, February 20, 2020



| | |
|--|--------------|
| Company Name: | |
| Contact Person(s): | |
| Contact Person Phone Number: | |
| Address: | Town/City: |
| Province/State: | Postal Code: |
| Email: | |
| Company Phone Number: (included in proceedings) | |
| Company Website (if applicable): | |
| Social Media Handle (if applicable): | |

| | Quantity | Cost |
|-------------------------------------|----------|-------|
| 8'x 2.5' Exhibit Space @ \$300.00 | | |
| 10' x 2.5' Exhibit Space @ \$350.00 | | |
| Electricity @ \$20.00 | | |
| Table (included, indicate quantity) | | _____ |
| Chair (included, indicate quantity) | | _____ |
| Sponsorship @ \$150.00 | | |
| Total Cost | | |

Please return this for by mail (new address) or email along with payment by January 10th, 2020.

Payment can be made by: Cheque or E-transfer

Email registrations to: southwestdairysymposium@gmail.com

Mail payment and/or registration to: South Western Ontario Dairy Symposium
c/o Jane Danen
677140 16th Line,
Tavistock, ON,
N0B 2R0

Send payment by E-transfer to southwestdairysymposium@gmail.com

In the E-Transfer message please include your company name.
Please make security question: Where is SWODS held?

Answer: Woodstock