

2010
International Cheese
Technology Exposition

Hosted by
Wisconsin Center
for Dairy Research
and
Wisconsin Cheese
Makers Association

April 20-22, 2010
Alliant Energy Center
Madison, Wisconsin, USA

Website
www.cheeseexpo.org



NEWS RELEASE

For Immediate Release

For more information, contact: Wisconsin
Cheese Makers Association, (608) 828-4550

New Sponsorship Opportunities available at International Cheese Technology Exposition

Madison, Wis. – Supplier members of the Wisconsin Cheese Makers Association now have even more ways to market their company at next year's International Cheese Technology Exposition. New this year, the ICTE will offer opportunities the following three sponsorship opportunities: a) Keynote Speaker sponsor, b) Official Exposition Tote Bag sponsor and c) General conference sponsorship.

The ICTE, to be held April 20-22 at the Alliant Energy Center in Madison, Wisconsin, is co-hosted by Wisconsin Center for Dairy Research and Wisconsin Cheese Makers Association. "Event sponsorship is an excellent and affordable way to support and gain visibility with the nation's cheese industry," said Judy Keller, WCMA Event Coordinator. "This show offers effective avenues for companies to get their message to a target audience," added Keller.

In addition to the 3 new opportunities, companies also have the option of sponsoring the following:

- Tuesday Evening Reception, 6:00 - 8:00 p.m., April 20
- Wednesday & Thursday Morning Seminar Breaks, 10:00 a.m., April 21 & 22
- Wednesday Lunch, 12:00 - 1:00 p.m., April 21
- Wednesday Champion Cheese Auction Reception, 5:00 - 7:30 p.m., April 21
- Thursday Lunch, 12:00 - 1:00 p.m., April 22
- Thursday World Champions Reception 5:00 - 6:00 p.m., April 22
- Thursday Afterglow Reception 8:30 - 11:00 p.m., April 22.
- Lanyard Sponsor. The exclusive Lanyard Sponsor will have their company name, logo or URL on the lanyard worn by all event attendees. This Sponsorship opportunity is limited to one qualified applicant.



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Complete details will be available beginning September 9 at www.cheeseexpo.org, or contact WCMA's Judy Keller jkeller@cheeseexpo.org or by phone at 608-828-4550.