

SPONSOR'S EVENT TO DO LIST

- ◆ **Make reservations at one of the listed hotels for conference rates.** The deadline for Red Lion conference rate is October 23, 2017 and the Hilton is October 9, 2017. (Mention you are attending the Washington State Dairy Conference.)
- ◆ Fill out the **Sponsorship Registration** form (or register online using a link from our website WaStateDairy.com).
- ◆ Fill out the **Conference Registration** form (or you may register online at WaStateDairy.com) to be sure we have each attendee's name.
- ◆ Sponsor registration and payment received by **September 10th** will be included in our early sponsors promotional to producers.
- ◆ Email your **PowerPoint slide and company's logo** to Darcel@WaStateDairy.com, or check off the "use last year's logo or PowerPoint" on the Sponsor Registration form no later than October 20.
- ◆ Remember to bring your **company hats** (10-20) for the "hat giveaway" during Monday's lunch. Hats will be set out for producers to take home. You may turn them at registration or during exhibitor set up on November 5th. Get everyone wearing your company's hats!
- ◆ Consider holding a **prize drawing** for attendees who visit your booth. You may collect names or business cards and hold a drawing of your own. Give them another reason to stop & visit you! We will promote all breaks and the reception which are to be held in the Exhibit Room.
- ◆ Consider donating an item for the **Dairy Women Scholarship Auction**. For questions or to advise them of your donation, contact Darlene DeGroot at darlenedegroot@gmail.com.
- ◆ Exhibitor **setup** is Sunday, November 5th from 5:00 to 8:00 pm and Monday, November 6th, from 7:00 to 8:00 am at the Yakima Convention Center. We encourage you to set up Sunday evening, if possible. Our staff will be on site to assist.
- ◆ **Materials may be shipped** to Yakima Convention Center, 10 North 8th Street, Yakima WA 98901. Please note the conference name along with your company name on the box.
- ◆ We have found articles about enhancing your trade show experience and have posted them on our website, WaStateDairy.com, for any who are interested.

Dear Sponsors: Thank you for deciding to participate in our 2017 Washington Dairy Conference, Annual Meeting & Trade Show! Your presence is very important to our producers. We expect that all of you want to have an exhibit space during the event. If you don't, please check that off on the Sponsorship Registration Form under "Please check appropriate boxes." Do not hesitate to call our office at 360.482.3485 or email Darcel@WaStateDairy.com with questions or concerns.

Dan Wood

Dan Wood, Executive Director