

SPONSOR EVENT TASKS

- ♦ **Make reservations at the hotel.** The cut-off for the discount rate is **November 7th**. Two ways to reserve: 1. Call the reservation line at 866-941-9653. Please mention you are attending the Washington State Dairy Conference and give this reservation number: **2212WADA_001**. 2. Online: www.greatwolf.com/grand-mound, make sure to add the full code to the dates of the “plan your stay” tab. If you want to stay Sunday December 4, please call them directly to reserve.
- ♦ Fill out the **Sponsorship Registration** form and email or mail in to Christine (or register and pay with credit card online using the link on our website: wastatedairy.com). To be included in the promotional mailer to our producers, your registration must be in by **October 1, 2022**.
- ♦ Email your **PowerPoint slide and company’s logo** to christine@wastatedairy.com, or check off the “use last year’s logo or slide” box on the Sponsor Registration form no later than **November 7, 2022**.
- ♦ Remember to bring your **company hats (10-20)** for the “hat giveaway” during Tuesday’s lunch. Hats will be set out for attendees to take home. You may turn them in at the registration desk when you set up on Monday. Get everyone wearing your company’s hat!
- ♦ Consider holding a **prize drawing** for attendees who visit your booth. Give them another reason to stop and visit you! We have increased the amount of time this year for networking to allow you more time to connect with our producers. Event schedule draft on back.
- ♦ Please donate an item for the **Dairy Women Scholarship Auction**. For questions or to advise them of your donation, contact Darlene DeGroot at 360-825-1042 or darlenedegroot@gmail.com
- ♦ **Exhibitor setup** is Monday with a new earlier set-up time: **December 5 from 3 p.m. to 7 p.m.** We have added an evening reception to our schedule, which starts at 7 p.m. the same evening. If you are unable to set up that evening, registration opens at **7:30 a.m. on Tuesday** morning.
- ♦ **Materials may be shipped** to Great Wolf Lodge, 20500 Old Highway 99 SW, Centralia, WA 98531 Attn: Tiffany Pesce. Notify the hotel at least one week in advance. All packages must include name of group (WA Dairy Conference Annual Meeting & Trade Show) and date of the event (Dec 5-7) and may not be received earlier than 3 days before the event.

Dear Sponsors: Thank you for deciding to participate in our 2022 Washington Dairy Conference & Trade Show! Your presence is very important to our producers. We expect that all of you will want to have an exhibit space during the event. If you don't, please check that section on the Sponsorship Registration Form under “Please check appropriate boxes.” Do not hesitate to call our office at 360.482.3485 or email Christine@WaStateDairy.com with questions or concerns.

Dan Wood Dan Wood, Executive Director

Washington State Dairy Conference, Annual Meeting & Trade Show

2022 EVENT SCHEDULE (DRAFT)

December 5 MON

- 1 - 5pm Water Park Open
- 3pm **Room Check-In, early Exhibitor Set Up**
- 4 - 6pm Local Tour: TBD
- 5 - 7pm **Registration & Exhibitor Set Up**
- 7 - 10pm Evening Reception

December 6 TUES

- 7:30 - 9am **Coffee and Breakfast on the MOOVE among exhibits**
- 9 - 11am Breakouts: TBD
- 11 - 12pm **Trade Show Break**
- 12 - 2pm Lunch and Key Note Speaker: TBD
- 2 - 3pm **Trade Show Break**
- 3 - 5pm General Session: TBD
- 5 - 6pm Reception
- 6 - 8:30pm Dinner & Scholarship Auction
- 8:30 - 11pm Hospitality Suite

December 7 WED

- 7:30 - 8am **Coffee with Sponsors**
- 8 - 9:30am Breakfast & General Session:TBD
- 9:30 - 10 am Washington State Dairy Federation Member Business Meeting
- 9:30 - 10:30am Washington State Dairy Women Membership Meeting
- 10 - 11am **Trade Show Break**
- 11am Room Checkout
- 11 - 12pm General Session: TBD
- 12pm Lunch and end of conference

Important Dates:

Oct 1: last day to register to be included in promo mailer to producers

Nov 7: deadline for discounted hotel and registration

The trade show area is adjacent to the general session area, with 2/3rds of wall open for visibility and access.