

SPONSOR EVENT TASKS

- ◆ **Make reservations at the hotel.** The cut-off for the discount rate is **November 3, 2023**. 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: **2312WSDF**. 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 3, please call them directly to reserve.
- ◆ Register and pay with credit card online by visiting our website: www.wastatedairy.com or scan the QR code on the front of the Sponsor Registration form. Or fill out the form and email or mail in to Christine. To be included in the promotional mailer to our producers, your registration must be in by **September 25, 2023**.
- ◆ 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 5, 2023**. We run a promotional PowerPoint slide on overhead screens in-between sessions.
- ◆ 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. A copy of the (draft) event schedule is on the back of this letter.
- ◆ 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 4 from 12 p.m. to 7 p.m.****
****We do not have any events schedule for Monday night, this is for event registration check-in and vendor set-up only. We start the conference Tuesday December 5.****
- ◆ **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 4-6) and may not be received earlier than 3 days before the event.

Dear Sponsors: Thank you for deciding to participate in our 2023 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