

SPONSOR EVENT TASKS

- ◆ **Make reservations at the hotel.** The cut-off for the discount rate of \$118.00 per room is **November 13, 2024**. Two ways to reserve: 1. Call the reservation line at 509-547-0701 ext. 0. Please mention you are attending the Washington State Dairy Conference and give this reservation code: **WASH1201**. 2. Online: [Pasco Red Lion Reservations](#), make sure to add the correct check-in dates and the reservation code. If you want to stay Sunday December 1, please call them directly to reserve.
- ◆ To register and pay with credit card online visit our website: www.wastatedairy.com or scan the QR code on the front of the Sponsor Registration form. To manually register and pay, 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, 2024**.
- ◆ Email your (1 page) **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 11, 2024**. 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!
- ◆ Please see the attached copy of the draft event schedule that shows tradeshow times. These are set times and will not change.
- ◆ 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 December 2 with a set-up time: 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 3.****

Materials may be shipped to Pasco Red Lion, 2525 N 20th Ave. Pasco, WA 99301, Attn: Karisa. 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 2-4) and may not be received earlier than 3 days before the event.

Dear Sponsors: Thank you for deciding to participate in our 2024 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