

Enhanced Attendance

This year's Dairy Symposium promises to be a well-attended event. The added bonus session on dairy exchange markets, along with excellent speakers and extremely reasonable registration rates, will encourage companies to bring additional employees to the event. This enhanced attendance will be a gold mine of business contacts.

Premiere Location

The 2011 Dairy Symposium will be held at The Landmark Resort in beautiful Door County, WI. Never before has the Dairy Symposium returned to the same resort in consecutive years. However, last year's attendees overwhelmingly requested that WDPA return to The Landmark Resort in 2011 due to it's great location, many excellent amenities and the overall enjoyable time everyone experienced. This charming, all-suite property nestled in 40 acres along the shores of Door County– as well as the many nearby shops and restaurants– all proved to be extremely popular with those who attended last year's Dairy Symposium. Therefore, we're returning for another great time!

****Hotel Bonus for 2011****

Early Bird Hotel Registration

First 55 attendees- \$144 room rates

After first 55 reservations- \$160 room rates

All room reservations must be directly made with The Landmark Resort at 800-273-7877. Make sure you mention The Dairy Symposium to obtain the reduced room rate.

Wisconsin Dairy Products Assn
8383 Greenway Blvd
Middleton, WI 53562
608.836.3336 www.wdpa.net



- ◆ **Superb Speakers**
- ◆ **Reduced Rates**
- ◆ **Enhanced Attendance**

**The Landmark Resort
July 10-11, 2011**

Sponsored by Wisconsin Dairy Products Assn.
www.wdpa.net

Superb Speakers

The Dairy Symposium has earned a reputation of presenting outstanding speakers for our educational sessions. This year is no different.

A partial listing of speakers include:

- ◆ Keith Murfield, United Dairymen of AZ
- ◆ Mike McCully, Kraft Foods
- ◆ Robert Chesler, FC Stone
- ◆ Steve Gaddis, Pacific Cheese

****PROGRAM BONUS****

A special one hour session is being added to the program which will focus on the exchange markets and how they affect the dairy industry. This training session is specifically designed for procurement staff, as well as mid-management.

Reduced Rates

WDPA is pleased to offer new cost-saving rates for registration.

- ◆ **First registration-** \$395 (\$475 non-WDPA member)
- ◆ **2nd, 3rd and 4th company employees-** “at cost” rate of \$175 each (\$225 non-WDPA member)
- ◆ **If a company registers 4 employees-** receive a bonus and bring 2 more employees for **FREE!**

SPONSORSHIP OPPORTUNITIES

MAJOR SPONSORS

Major sponsors will receive greater exposure and recognition at the Dairy Symposium. The four major sponsorship levels are:

- Platinum—\$5,000**
 - ◆ Includes 3 FREE convention registrations
 - ◆ 2 FREE golf outing registrations
- Gold—\$4,000**
 - ◆ Includes 2 FREE convention registrations
 - ◆ 1 FREE golf outing registration
- Silver—\$3,000**
 - ◆ Includes 1 FREE convention registration
- Bronze—\$2,000**

All sponsorships will be widely promoted during and after the Dairy Symposium. Company representatives will be recognized at the events they sponsor. Please return this form to WDPA by June 9, 2011.

Wisconsin Dairy Products Assn.

8383 Greenway Blvd, Middleton, WI 53562

Fax: 608.836.3334 Email: www.wdpa.net

Check enclosed made payable to WDPA

Visa MasterCard

Card # _____

Name _____

As it appears on Credit Card

Signature _____

Credit Card Billing Address _____

City _____

State _____ Zip _____

EVENT SPONSORS

Event	Primary Sponsor Fee	Contributing Co-sponsor Fee
Golf Outing Lunch—Sunday.....	<input type="checkbox"/> \$1,000.....	\$ _____
Golf Outing Refreshments—Sunday.....	<input type="checkbox"/> \$800.....	\$ _____
Golf Outing Flag Holes—Sunday.....	<input type="checkbox"/> \$50 per hole.....	N/A
Yellow Ball Contest—Sunday.....	<input type="checkbox"/> \$500.....	\$ _____
Reception—Sunday evening.....	<input type="checkbox"/> \$1,000.....	\$ _____
Dinner Banquet—Sunday evening.....	<input type="checkbox"/> \$1,500.....	\$ _____
Breakfast—Monday.....	<input type="checkbox"/> \$800.....	\$ _____
Monday seminars.....	<input type="checkbox"/> \$1,000.....	\$ _____
Seminar Break—Monday.....	<input type="checkbox"/> \$300.....	\$ _____
Lunch—Monday.....	<input type="checkbox"/> \$1,000.....	\$ _____