



# MARKETING OPPORTUNITIES SIGN-UP FORM

INTERNATIONAL CHEESE TECHNOLOGY EXPO

APRIL 10-12, 2012 | FRONTIER AIRLINES CENTER | MILWAUKEE, WISCONSIN

See Exhibitor Prospectus and Marketing Opportunities brochure for complete details. Please select the box(es) below next to the item(s) you wish to choose.

## SPONSORSHIP OPPORTUNITIES

### ICTE Exclusive Sponsorship: Events

We are pleased to announce that the following previous sponsors have assumed exclusive sponsorship for these key events at the 2012 ICTE.

- Diversey Morning Refreshment Breaks
- Chr. Hansen Championship Cheese Auction Reception
- Danisco Thursday Luncheon
- Cargill Champions Reception
- Millerbernd Afterglow Reception

The events listed below are still available for Exclusive Sponsorship

- Keynote Speaker, cost to be determined
- Tuesday Evening Reception, \$15,000
- Wednesday Luncheon, \$32,000

### ICTE Exclusive Sponsorship: Other

We are pleased to announce that the following sponsors have assumed exclusive sponsorship for these items at the 2012 ICTE.

- Allied Blending - Official Lanyard Sponsor
- Millerbernd - Official Tote Bag Sponsor

The item below is still available for Exclusive Sponsorship: Other

- On-Line Registration Sponsor, \$10,000: Includes company name URL and brief marketing statement on Registration Confirmation received by attendees.

### ICTE Contributor Sponsorship

- General Exposition Sponsor, \$350
- Exposition Seminar Sponsor, \$350
- Champion Cheese Cooler Display, \$350

### World Championship Cheese Contest Sponsorship

- Contest PARTNER Sponsorship, \$5,000
- Contest CLASS Sponsorship, \$2,500
- Contest Contributor, \$350

Total Sponsorship Due: \_\_\_\_\_

## PROGRAM ADVERTISEMENTS

Back cover of the 2012 ICTE Program {color ad}: *Not available*

Inside front cover of the Program {color ad}: *\$ Not available*

- Interior pages: Exhibitor rate: \$250; Non-Exhibitor rate: \$450

Total Program Advertisements Due: \_\_\_\_\_

## HOSPITALITY ROOMS

Hospitality Rooms are available for the International Cheese Technology Exposition at the Hyatt Regency Milwaukee. To reserve a hospitality room, contact Aaron Kraemer at 414-270-6035 or aaron.kraemer@hyatt.com

## PERSON COMPLETING THIS FORM

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

## PAYMENT

TOTAL DUE: \_\_\_\_\_

**U.S. Bank check.** Payable to: Wisconsin Cheese Makers Association, 8030 Excelsior Drive, Suite 305, Madison, WI 53717 USA

**Bill Credit Card.** (Select correct box below:)

- American Express  Master Card  VISA  Discover

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Signature \_\_\_\_\_