

Sponsor/Exhibitor Application (1 of 3)



Deadline: September 17, 2018. Please complete ALL information below, maintain a copy for your own records, and return the original with payment to: Minnesota Milk/Expo | 108 Marty Drive, Ste 2, Buffalo, MN 55313 or email to mnmilkevents@mnmilk.org.

1 COMPANY / ASSOCIATION INFORMATION *(For Show Marketing)*

Company Name: _____

Website: _____

2 SHOW CONTACT *(Confirmation materials will be emailed to this person)*

Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____

Cell: _____

E-mail: _____

3 NAME BADGES / CONFERENCE REGISTRATION

Official Conference and Expo name badges are required for all sponsors and attendees. All sponsors attending the Dairy Conference and Expo will receive a minimum of two complimentary conference registrations as related to their sponsorship level. Please list everyone working your booth that would like complimentary conference registration/name badge. Names received in advance will available for pick up at Registration desk.

Name (1): _____

Name (2): _____

Name (3): _____

Name (4): _____

4 SHOW PROGRAM ADVERTISING

Yes! We are interested in having an advertisement in the official show program. Please have the Dairy Star contact us.

5 BOOTH PREFERENCES

Our company would not like to have a booth, so we are skipping to **section 6**.

Booths will be assigned September 17 based on the sponsorship level, members of Minnesota Milk, and date payment is received.

Booth Location *(Please indicate your preferences using the diagram on page 4)*

Island Event Center

Pre-Function Area

Are there companies you DO want to be by: _____

Are there companies you do NOT want to be by: _____

Other comments or special requests: _____

Table Size *(One standard draped table is included with your space)*

8' Table No Table

Electricity *(Standard)*

Yes, I need electricity - see additional form, page 16.

No, I do not need electricity.

Move-In

We will arrive and setup between 5:00 p.m. and 7:00 p.m. Monday, November 26.

We will arrive and setup between 6:00 a.m. and 11:00 a.m. on Tuesday, November 27.

6 SCHOLARSHIP FUND AUCTION

If you wish to donate an item to the Scholarship Auction on Wednesday, November 28th, please indicate that here to ensure it is included in the auction bill. If you wish to make a monetary donation, please add that in the payment section.

Silent Auction Live Auction

Item Name: _____

Description: _____

Estimated Value: _____

Sponsor/Exhibitor Application (2 of 3)



7 SPONSORSHIP AND PAYMENT INFORMATION

New Sponsorship: Minnesota Milk Associate Members have benefits beyond this Conference and Expo. They support Minnesota dairy farmer education through our workshops, webinars, mentorship program, and more. Sponsors help Minnesota's dairy industry stay visible with the legislatures in St. Paul and Washington, D.C., and also aid in bringing farmers together for social gatherings. Our Associate Members are invited to all these events to engage with Minnesota's most active farmers.

Sponsorship Opportunities			
Packages	Year-Round MMPA Membership	Member Rate	Non-Member Rate
Diamond	<input type="checkbox"/> \$10,000	<input type="checkbox"/> FREE (Value \$5,000)	<input type="checkbox"/> \$7,500
Platinum	<input type="checkbox"/> \$5,000	<input type="checkbox"/> FREE (Value \$2,500)	<input type="checkbox"/> \$3,750
Gold	<input type="checkbox"/> \$3,000	<input type="checkbox"/> FREE (Value \$1,500)	<input type="checkbox"/> \$2,250
Silver	<input type="checkbox"/> \$1,500	<input type="checkbox"/> FREE (Value \$750)	<input type="checkbox"/> \$1,125
Bronze	<input type="checkbox"/> \$750	<input type="checkbox"/> FREE (Value \$500)	<input type="checkbox"/> \$600

Year-round Sponsorship Paid

Sponsorship already paid for 2018-2019: Bronze, Silver, Gold, Platinum, Diamond (check one)

New Sponsorship Total: \$ _____

Exhibitor Add-ons		
Options	Member Rate	Non-Member Rate
Additional Booth (8' x 10')	\$600	\$800
Lanyard Sponsor	\$2,500	\$3,000
Attendee Bag Sponsor	\$2,500	\$3,000
Attendee Pen Sponsor	\$1,500	\$1,800
Carpet Ad (max 4)	\$1,500	\$1,800
Door Ad (max 2)	\$1,200	\$1,500
Additional Beverage Tickets	\$6/ticket	\$9/ticket

1 x _____ = \$ _____
 1 x _____ = \$ _____
 1 x _____ = \$ _____
 1 x _____ = \$ _____
 _____ x _____ = \$ _____
 _____ x _____ = \$ _____
 _____ x _____ = \$ _____

Add-On Total: \$ _____

Social Sponsorships		
Options	Standard Rate (Gold, Silver, Bronze, & Non-Members)	Preferred Rate (Platinum & Diamond Members) *LIMIT 2
Tuesday Lunch	\$1,000	\$500
Tuesday Social Hour	\$1,000	\$500
Tuesday Late Night Snack	\$1,000	\$500
Wednesday Breakfast	\$1,000	\$500
Wednesday Lunch	\$1,000	\$500
Wednesday Social and Auction	\$1,000	\$500
Wednesday Awards Banquet	\$1,000	\$500
Wednesday Hospitality Suites	\$1,000	\$500

1 x _____ = \$ _____
 1 x _____ = \$ _____
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 1 x _____ = \$ _____
 1 x _____ = \$ _____
 1 x _____ = \$ _____
 1 x _____ = \$ _____
 1 x _____ = \$ _____

Platinum and Diamond Member Discount: \$ (500.00)

Additional Conference Registrations		
Options	Member Rate	Non-Member Rate
2-Day	\$50	\$150
1-Day	\$25	\$75

_____ x _____ = \$ _____
 _____ x _____ = \$ _____

Additional Conference Registrations: \$ _____

Scholarship Donation (Monetary gift to MMPA's post-secondary scholarship program. Thank you!)

Scholarship Donation: \$ _____

Sub Total: \$ _____

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SPONSORSHIP AND PAYMENT INFORMATION *(Continued from previous page)*

Sub Total: \$ _____
(from previous page)

Winter Workshop Sponsorship (max 5):

- **Perham**
(with Midwest Dairy) Showcase your business during our Winter Workshop series with a booth and be featured in the advertising for each session you sponsor.
 - **Freeport** These 5 workshops typically receive between 50 and 100 engaged farmers. Already included for Diamond and Platinum Minnesota Milk Members. \$150 for Gold and Silver Members,
 - **Pipestone**
(with Midwest Dairy) \$250 for Bronze and non-members, or \$600 and \$1,000 for all five.
 - **Rochester**
 - **Hutchinson**
(with Midwest Dairy)
- _____ x \$150/\$250 = \$ _____
(Gold and Silver/Bronze and non-members)
Or all 5 @ \$600/1000 = \$ _____

Dairy Day at the Capitol 2019 reception title sponsor:

Show your support at the Capitol by sponsoring Minnesota Milk's annual day in St. Paul. Get your company name in front of legislators and influencers from across agriculture. "Dairy Day Reception presented by (Your Company's Name) and Minnesota Milk." Dairy Day 2019 is Wednesday, February 6. Minnesota Milk Diamond and Platinum Sponsors are also recognized in the same advertisements. 50 drink tickets and free registration for up to 10 guests is also included.

Dairy Day \$2,500 investment : \$ _____

2019 Summer Escape:

Explore the Willmar region (tentative destination) in summer 2019 for the "Minnesota Milk Summer Escape, presented by (Your Company's Name)." Minnesota Milk Diamond and Platinum Sponsors are also recognized in the same advertisements.

Summer Escape \$2,500 investment : \$ _____

Check Enclosed *(Payable to Minnesota Milk)*
Visa or Mastercard *(Call 763-355-9697)*

Sub Total: \$ _____

TOTAL DUE: \$ _____

Political Action Committee:

By law, Minnesota Milk cannot use membership or sponsorship dollars to contribute to political campaigns. Through the formation of our **Political Action Committee (PAC)**, we can organize dollars to support candidates that support Minnesota's dairy industry. The Minnesota Milk PAC's current policy only supports currently elected officials who support agriculture at the state level. In 2016's election cycle, the PAC gave about \$8,000 to 40 candidates, or an average of \$200 per candidate. PACs CANNOT accept company or organizational dollars. The Minnesota Milk PAC accepts cash or check. Donations larger than \$20 will require name and address to be collected as well.

Political Action Committee: \$ _____
(Personal donation, separate cash or check payment needed)



ELECTRICAL SERVICE ORDER FORM

In order to properly service all exhibitors, this electrical service order form must be completed and returned to the Treasure Island Resort & Casino no later than seven [7] days prior to set-up date. Payment **MUST BE INCLUDED** with your order. Orders received without payment cannot be processed until payment is received. If payment is not received prior to set-up date, the request will be subject to a \$15.00 same day set-up fee, in addition to the electrical service charge. Payments may be made by cash, company check or credit card payable to Treasure Island Resort & Casino. There is no charge for standard power.

Event: Date:

Exhibitor Name: Booth #:

Address: City: State: Zip:

Phone #: Fax:

Contact Person: Email:

Quantity	Type of Service:	Before 3/24/16:	After 3/24/16	Total:
<input type="text"/>	110v. 15Amp	\$0.00	\$0.00	<input type="text"/>
<input type="text"/>	110v 20Amp	\$0.00	\$0.00	<input type="text"/>
<input type="text"/>	208v 30Amp	\$150.00	\$175.00	<input type="text"/>
Total Charges:				<input type="text"/>

For electrical needs in excess of 208v—30A please call Michelle Robertson for quote at (651) 385-2593.

Payment Information: *Make checks payable to: Treasure Island Resort & Casino*

Company Check Check #:

Card #:

- Visa
- MasterCard
- American Express
- Discover

Exp Date: CVNN:

Name as on card:

Signature: _____ Print Name:

Mail completed form with payment to:
Treasure Island Resort & Casino
Attn: Michelle Robertson
5734 Sturgeon Lk Rd
Welch, MN 55089

Credit Card Orders may be faxed to:
651-385-2963

Office Use Only:

Any questions? Please call Michelle Robertson at: (651) 385-2593