

# TOTAL DAIRY // 2021

*Delivering Global Dairy Expertise*

Wednesday 10<sup>th</sup> – Thursday 11<sup>th</sup> November 2021

The Crowne Plaza Hotel

Stratford upon Avon

CV37 6YR

**Sponsorship and Promotional  
Opportunities Brochure**



@totaldairy



TotalDairySeminar



TotalDairy

# Welcome to TotalDairy 2021: Delivering Global Dairy Expertise



TotalDairy is the leading technical conference for the dairy industry in Europe. We are renowned for delivering the latest research and ideas on all aspects of dairy farming from around the world. 2021 will provide an opportunity to reach forward thinking dairy producers, veterinary surgeons and dairy industry representatives. In previous years we have attracted over 450 delegates and with the lack of industry events throughout 2020 we anticipate this year will be the highlight of the Dairy calendar. We are already in the process of securing some of the leading speakers from across the global dairy industry to be involved with the event and will be making speaker announcements over the coming months via our website and social media platforms. ([www.totaldairy.com](http://www.totaldairy.com))



We are pleased to announce that following great feedback, we will be returning to The Crown Plaza in Stratford upon Avon for TotalDairy 2021. This riverside hotel provides us with modern conferencing facilities, high quality accommodation and leisure facilities in a great location. We will have an increased exhibition area for 2021 to ensure social distancing can be adhered to and we can keep our delegates, speakers and sponsors safe. The hotel is easily accessible from the M40 and only 20 miles from Birmingham airport. Plentiful parking is available on site for conference delegates.

This brochure outlines the sponsorship packages and promotional opportunities which are available for TotalDairy 2021 – a unique opportunity to associate your company with the very best global knowledge on all aspects of dairy herd management.



# Sponsorship Packages

## 1 // Platinum Sponsorship Package



Our platinum sponsors have a very prominent presence at the event. This is a fantastic opportunity to increase brand awareness and introduce your team to the conference delegates through chairmanship of the main seminar sessions. Platinum sponsors have unique opportunities to network with our speakers and to make connections with international experts.

- Pre-seminar opportunity to meet with the main speakers the day before the conference, culminating in the Speakers & Platinum Sponsors Dinner on Tuesday 9<sup>th</sup> November. This includes 6 guests for each platinum sponsor
- Shared Chairmanship of the main lecture theatre throughout the event, with one platinum sponsor opening and the other closing proceedings on each day
- Opportunity to host two x 1 ½ hour Sponsored Workshop Sessions on a topic(s) of your choice as part of the TotalDairy programme. The speaker(s) for these sessions must be provided by the sponsor and all costs incurred must be met by the sponsor (including seminar passes for the rest of the conference)
- An exhibition stand (4 x 2 metres) in a prominent location
- Shared banner space exclusively for platinum sponsors on the main stage in the main lecture theatre
- Pop up banner space by the conference registration desk and in the hotel entrance
- Opportunity to include double sided A4 leaflets in delegate bags
- Full page advertisement and company profile within the proceedings booklet
- Prominent logo and company profile (with links) on the TotalDairy website, and logo included on all promotional material
- Featured email to all delegates introducing the platinum sponsors prior to event
- Minimum of 5 tweets from @totaldairy promoting each platinum sponsor
- 8 Seminar passes for both days, **including Dinner\*, Bed and Breakfast for the Wednesday night**
- 15% off all further seminar passes

*\*The format for the conference dinner on Wednesday 10<sup>th</sup> November will be dependant upon government regulations at the time of the event and may be either a sit down or a buffet style dinner.*

**Cost: £13,800 + VAT**

*Limited to 2 Sponsors - No longer available*

# Sponsorship Packages



## 2 // Gold Sponsorship Package

- Opportunity to host a 1 ½ hour Sponsored Workshop Session on a topic of your choice as part of the TotalDairy programme. The speaker(s) for this session must be provided by the sponsor and all costs incurred must be met by the sponsor (including seminar passes for the rest of the conference).
  - Opportunity to chair a workshop session of your choice within the seminar programme.
- During these sessions, sponsors can place 1 pop up banner and hand out promotional material
- An exhibition stand (3 x 2 metres) within the exhibition area
  - A half A4 page advertisement and company profile within the proceedings booklet
  - Company logo and profile (with links) on the TotalDairy website
  - Minimum of 3 tweets from @totaldairy promoting each gold sponsor
  - **4 Seminar passes** for both days, including the **Dinner\***, **Bed and Breakfast for the Wednesday night**
  - 10% off further seminar passes

*\*The format for the conference dinner on Wednesday 10<sup>th</sup> November will be dependant upon government regulations at the time of the event and may be either a sit down or a buffet style dinner.*

**Cost: £4,950 + VAT (£5,500 + VAT after 1<sup>st</sup> July 2021)**

*Limited to a maximum of 10 Sponsors*

## 3 // Silver Sponsorship Package

- An exhibition stand (2.5m x 1.5m) within the exhibition area
- A quarter A4 page advertisement and company profile within the proceedings booklet
- Company logo and profile (with links) on the TotalDairy website
- 1 Seminar pass for both days, including the **Dinner\***, **Bed and Breakfast for the Wednesday night**
- 5% off further seminar passes

*\*The format for the conference dinner on Wednesday 10<sup>th</sup> November will be dependant upon government regulations at the time of the event and may be either a sit down or a buffet style dinner.*

**Cost: £1,810 + VAT (£2,000 + VAT after 1<sup>st</sup> July 2021)**

# Promotional Opportunities

All material provided by sponsors below  
subject to TotalDairy approval



## A // Research Area Sponsor

- Naming rights for the Research Area
- 3 x 2 metre exhibition stand within the research area
- Space for 2 pop up banners within the research area
- A quarter A4 page advertisement and company profile within the proceedings booklet
- Company logo and profile (with links) on the TotalDairy website
- Opportunity to judge the poster presentations and announce the winner in the closing seminar session
- 1 Seminar pass for both days, **including the Dinner\*, Bed and Breakfast for the Wednesday night**
- 5% off further seminar passes

**£2,350 + VAT** (£2,611 + VAT after 1<sup>st</sup> July 2021)

*Limited to 1 sponsor - No longer available*

*\*The format for the conference dinner on Wednesday 10<sup>th</sup> November will be dependant upon government regulations at the time of the event and may be either a sit down or a buffet style dinner.*

## B // Proceedings Book Sponsor

- Logo on front of proceedings booklet
  - Full page A4 advert on the inside back cover of the proceedings book
  - 1 x Seminar Pass (excluding accommodation)
- Sponsorship of the proceedings book contributes to the substantial cost of printing the proceedings book

**£2,250 + VAT** (£2,500 + VAT after 1<sup>st</sup> July 2021)

*Limited to 1 sponsor*

## C // Delegate Bags Sponsor

- Opportunity to provide delegate bags to be handed out at the event
  - Cost of bags to be covered by the sponsor, estimated required number of 450
  - Bag design must be approved by the organiser prior to production
  - Design must feature the TotalDairy 2021 logo
- Bags to be delivered to the TotalDairy office before 1<sup>st</sup> October at the sponsor's expense.

**This has been booked and is no longer available**

## D // Lanyards Sponsor

- Opportunity to provide lanyards handed to all delegates on arrival to event
  - Cost of lanyards to be covered by sponsor, estimated required number of 450
  - Company logo may be printed on the fabric neckstrap
- Lanyards to be delivered to the TotalDairy office before 1<sup>st</sup> October at the sponsor's expense.

**This has been booked and is no longer available**



# Promotional Opportunities

All material provided by sponsors below  
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## E // Bottled Water

- Opportunity to provide branded water bottles to be handed out to delegates at registration
- Cost of water bottles to be covered by the sponsor, estimated required number of 450
- Bottle design must be approved by the organiser prior to production
- Design must feature the TotalDairy 2021 logo

Water bottles must be delivered to the Crowne Plaza hotel on 8<sup>th</sup> November

**£700 + VAT** (£778 + VAT after 1<sup>st</sup> July 2021) *Limited to 1 sponsor*

## F // Delegate Bag Notepads

- Opportunity to provide & place branded notepads in all delegate bags (max size A4)  
Notepads must be delivered to the TotalDairy office before 1<sup>st</sup> October

**£450 + VAT** (£500 + VAT after 1<sup>st</sup> July 2021) *This has been booked and is no longer available*

## G // Delegate Bag Pens

- Opportunity to provide & place branded pens in all delegate bags (1 pen per bag)  
Pens must be delivered to the TotalDairy office before 1<sup>st</sup> October

**£300 + VAT** (333+ VAT after 1<sup>st</sup> July 2021) *This has been booked and is no longer available*

## H // Delegate Bag Promotional Item

- Opportunity to provide & place a promotional item in all delegate bags, examples could include:  
(Items must be delivered to the TotalDairy office before 1<sup>st</sup> October)

- |                   |               |
|-------------------|---------------|
| • Face masks      | • Keyrings    |
| • Hand sanitisers | • Mints       |
| • Face snoods     | • Power banks |
| • Beanie hats     | • Caps        |
| • USB             | • Travel mugs |

**£500 + VAT** (£556 + VAT after 1<sup>st</sup> July 2021) *Limited to 1 sponsor per item*

## I // A5 Flyers in Delegate Bags

- Opportunity to provide & place an A5 flyer in all delegate bags  
Flyers must be delivered to the TotalDairy office before 1<sup>st</sup> October

**£450 + VAT** (£495 + VAT after 1<sup>st</sup> July 2021)

## J // A5 Advert in Proceedings Booklet

- A half A4 page in the proceedings booklet to advertise your company

**£450 + VAT** (£500 + VAT after 1<sup>st</sup> July 2021)

## K // A6 Advert in Proceedings Booklet

- A quarter A4 page in the proceedings booklet to advertise your company

**£300 + VAT** (£333 + VAT after 1<sup>st</sup> July 2021)

*We are looking forward to welcoming all of our sponsors and delegates back to TotalDairy 2021 following the postponement of the 2020 event due to Covid-19. We will be monitoring ongoing government advice and should government guidelines require us to cancel this year's event, we will refund, in full, any monies paid for the sponsorship of TotalDairy 2021.*