

# TOTAL DAIRY CONFERENCE //2023

*Delivering Global  
Dairy Expertise*

## SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES BROCHURE

8th - 9th November 2023

THE CROWNE PLAZA HOTEL, STRATFORD-UPON-AVON

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# TOTALDAIRY CONFERENCE 2023 INTRODUCTION



Julia Moorhouse  
Head of Veterinary Services, Map of Ag

TotalDairy is the leading technical conference for the dairy industry in Europe. Attracting over 400 delegates over two days, the event has become a highlight of the Dairy calendar.

Renowned for delivering the latest research and ideas on all aspects of dairy farming from around the world, TotalDairy Conference 2023 will provide an opportunity to reach forward-thinking dairy producers, veterinary surgeons and dairy industry representatives.

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))

TotalDairy Conference will be returning to The Crown Plaza in Stratford-Upon-Avon for 2023. This riverside hotel provides us with modern conferencing facilities, high quality accommodation and leisure facilities in a great location. 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 that are available for TotalDairy Conference 2023 – a unique opportunity to associate your company with the very best global knowledge on all aspects of dairy herd management.

The event was founded in 2006 by Richard Vecqueray (Map of Ag) and Warwick Bastard (Model Nutrition) and was originally called the Large Herds Conference. Since then, the conference has grown significantly in size and has become renowned for bringing high calibre speakers.

Our speakers come from around the world to deliver the latest research and information on a wide range of dairy related topics, with practical take home messages for dairy producers and their advisors.



Our vision is to be the most trusted global data platform connecting farms and industry.

Our industry leading data platform, *Pure Farming*, connects farm and agrifood sector data using a highly trusted permissioning and data management engine that puts you in complete control of your data.

[mapof.ag](http://mapof.ag) • [info@mapof.ag](mailto:info@mapof.ag) • 01768 868472



The complete nutritional consulting service for dairy herds striving to increase overall performance and improve management.

Herd Analysis • Ration Formulation • Dry Cow Management • Heifer Rearing Management • Facility Evaluation • Forage Management • Mineral Evaluation

Warwick Bastard • 0772591 2808 • [warwick1945@aol.com](mailto:warwick1945@aol.com)

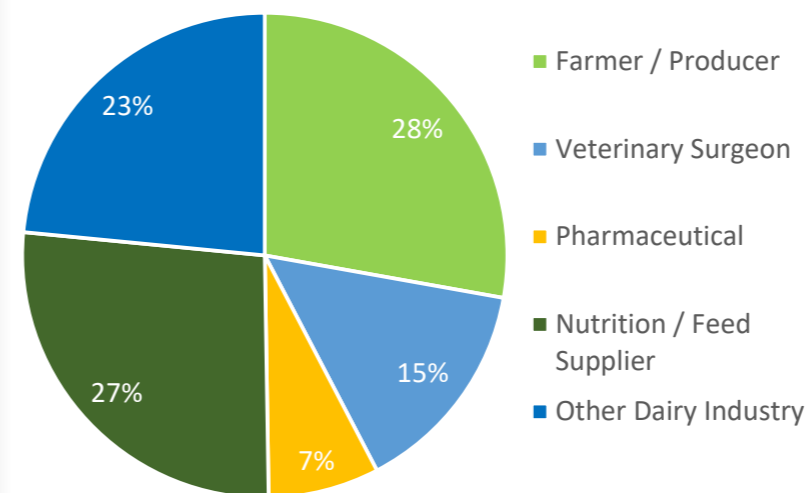
# EVENT STATISTICS //2022

The theme for TotalDairy Conference 2022 held at Stratford-on-Avon last November was 'Future Proofing Your Dairy Business'. With over 400 delegates in attendance, of which a strong contingent were dairy farmers. The event prides itself on the unique mix of delegates who attend from all sectors of the dairy industry.

Over 400 Tickets Sold  
13 Seminars | 24 Interactive Workshops



## DELEGATE BREAKDOWN



39 Speakers  
from across the globe



## WHERE DO OUR DELEGATES TRAVEL FROM?



Delegates from the UK, Europe, USA, Canada and The Middle East

# PLATINUM SPONSORSHIP PACKAGE

*Limited to two sponsors only*

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 conference sessions. Platinum sponsors have unique opportunities to network with our speakers and to make connections with international experts.

## What's included?

- Pre-seminar opportunity for you and your guests to meet with the main speakers on the day before the conference, culminating in the Speakers & Platinum Sponsors Dinner on Tuesday 7th November. This includes six guests for each platinum sponsor
- Shared chairing of the main lecture theatre throughout the event, with three sessions available to chair for each platinum sponsor, providing maximum exposure of your brand to all delegates
- Opportunity to host two x 1.5 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 passes for the rest of the conference)
- An exhibition stand (4m x 2m) in a prominent location
- Logos to be displayed on the main stage background throughout the entire event, including the celebration dinner on the Wednesday evening, attended by 300 delegates.
- Pop up banner space by the conference registration desk and in the hotel entrance
- Private meeting room for the duration of the event
- Insert double sided A4 leaflet in delegate bags
- Full page advert in proceedings booklet on either the inside front cover or reverse of the booklet
- Company profile within the proceedings booklet
- Prominent logo and company profile (with links) on the TotalDairy website
- Logo included on all TotalDairy Conference promotional material
- Featured email to all delegates introducing the platinum sponsors prior to event
- Minimum of five social posts from TotalDairy on Twitter, LinkedIn and Facebook promoting each platinum sponsor
- Eight conference passes for both days, including Dinner, Bed and Breakfast for the Wednesday night
- Unique 15% discount code to purchase additional tickets by colleagues, clients & associates

**Cost: £15,000 + VAT**



# GOLD SPONSORSHIP PACKAGE

Limited packages available

Are you are looking to launch a new product or service? Our Gold Sponsorship Package is a fantastic opportunity to increase brand awareness and showcase the latest research in relation to your product or service. You can set the theme and bring in speakers to create an engaging and informative workshop session.

## What's included?

- Your own 1.5 hour Sponsored Workshop Session on a topic of your choice as part of the TotalDairy Conference 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 all speakers)
- Opportunity to chair a workshop session of your choice within the conference programme
- An exhibition stand (3m x 2m) within the exhibition area
- A half A4 page advert in proceedings booklet
- Company profile within the proceedings booklet
- Company logo and profile (with links) on the TotalDairy website
- Minimum of three tweets from TotalDairy on Twitter, LinkedIn and Facebook promoting each gold sponsor
- Four conference passes for both days, including the Dinner, Bed and Breakfast for the Wednesday night
- Unique 10% discount code to purchase additional tickets by colleagues, clients & associates
- Purchase 10 delegate tickets using this code and received free use of a meeting room for 1 hour – an ideal opportunity for face-to-face meetings, with refreshments (see page 12 for available time slots)

Cost: £5,500 + VAT (£6,050 + VAT after 30th June 2023)



# SILVER SPONSORSHIP PACKAGE

This package is designed for businesses who want to increase brand awareness, with a presence within the exhibition area and an advert in the proceedings booklet. Between the lectures and workshop sessions there is plenty of time for networking with forward-thinking dairy producers, veterinary surgeons and dairy industry representatives.

## What's included?

- An exhibition stand (2.5m x 1.5m) within the exhibition area
- A quarter A4 page advert in proceedings booklet
- Company profile within the proceedings booklet
- Company logo and profile (with links) on the TotalDairy website
- Two conference passes for both days, including the Dinner, Bed and Breakfast for the Wednesday night
- Unique 5% discount code to purchase additional tickets by colleagues, clients & associates
- Purchase 10 delegate tickets using this code and received free use of a meeting room for 1 hour – an ideal opportunity for face-to-face meetings, with refreshments (see page 12 for available time slots)

Cost: £2,250 + VAT (£2,500 + VAT after 30th June 2023)



# RESEARCH AREA SPONSOR

Limited to one sponsor

The Research Area Sponsorship is a unique opportunity to brand the poster showcase area and to be associated with the research poster competition.

## What's included?

- Naming rights for the Research Area
- 2.5m x 1.5m exhibition stand within the exhibition area
- Space for 2 pop up banners within the research area
- A quarter A4 page advert in proceedings booklet
- 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
- Two Conference passes for both days, including the Dinner, Bed and Breakfast for the Wednesday night
- 5% off further seminar passes

£2,925 + VAT (£3,250 + VAT after 30th June 2023)



# PROMOTIONAL OPPORTUNITIES

All material provided by sponsors below subject to TotalDairy approval

## PROCEEDINGS BOOK SPONSOR - Limited to one sponsor

- Banner on front cover of proceedings booklet (please contact us for size and specification details)
- Full page A4 advert on the inside back cover of the proceedings book
- One Conference Pass (excluding accommodation)
- Use of private meeting room for up to ten people, to be used late afternoon on Wednesday or Thursday following the close of the main programme
- Sponsorship of the proceedings book contributes to the substantial costs of printing the proceedings book

£2,250 + VAT (£2,500 + VAT after 30th June 2023)

## DELEGATE BAG SPONSOR - Limited to one 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 2023 logo
- Bags to be delivered to the TotalDairy office before 1st October at the sponsor's expense.

£1,000+ VAT (£1,200 + VAT after 30th June 2023)

## LANYARD SPONSOR - Limited to one sponsor - Sold Out

- 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 1st October at the sponsor's expense.

£1,000 + VAT (£1,200+ VAT after 30th June 2023)

## WATERBOTTLE SPONSOR - Limited to one sponsor

- Opportunity to provide branded water bottles to be handed out to delegates at registration
- Bottle design must be approved by the organiser prior to production
- Water bottles must be delivered to the TotalDairy office before 1st October at the sponsor's expense.

£500 + VAT (£550 + VAT after 30th June 2023)

## DELEGATE NOTEPADS SPONSOR

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

£495 + VAT (£530 + VAT after 30th June 2023)

## DELEGATE BAG PENS SPONSOR

- Opportunity to provide and place branded pens in all delegate bags (one pen per bag)
- Pens must be delivered to the TotalDairy office before 1st October

£350 + VAT (£385+ VAT after 30th June 2023)

## DELEGATE BAG PROMOTIONAL ITEM

Opportunity to provide and place a promotional item in all delegate bags, examples could include:

- Travel mugs
- Hand sanitisers
- Beanie hats
- USB
- Keyrings
- Mints
- Power banks
- Caps

(Items must be delivered to the TotalDairy office before 1st October)

£495 + VAT (£530 + VAT after 30th June 2023)

## FLYERS IN DELEGATE BAGS

- Opportunity to provide and place an A5 flyer in all delegate bags (Flyers must be delivered to the TotalDairy office before 1st October)

£450 + VAT (£495 + VAT after 30th June 2023)

# MEDIA PROMOTION OPPORTUNITIES

## A4 PORTRAIT ADVERT IN PROCEEDINGS BOOK

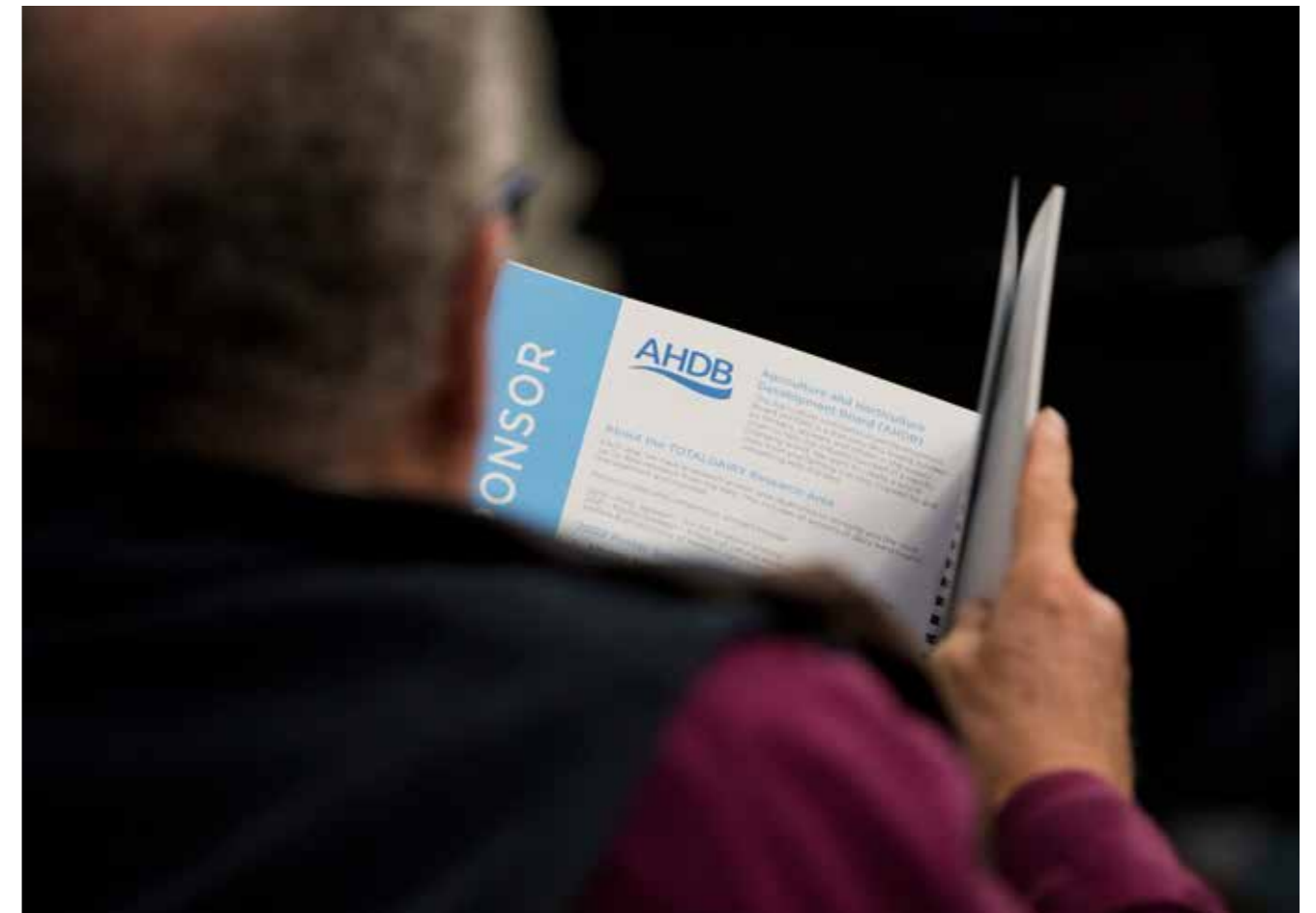
- A full A4 page in the proceedings booklet to advertise your company
- £800 + VAT (£880 + VAT after 30th June 2023)

## A5 LANDSCAPE ADVERT IN PROCEEDINGS BOOK

- A half A4 page in the proceedings booklet to advertise your company
- £450 + VAT (£500 + VAT after 30th June 2023)

## A6 PORTRAIT ADVERT IN PROCEEDINGS BOOK

- A quarter A4 page in the proceedings booklet to advertise your company
- £300 + VAT (£330 + VAT after 30th June 2023)



# NEW FOR 2023!

## GROUP BOOKING OPPORTUNITIES

- Group bookings of ten delegates receive use of a meeting room for 1 hour – an ideal opportunity for face-to-face meetings with colleagues, clients and associates. Refreshments will be served (see page eleven for available time slots)
- Group bookings of 20+ delegates receive 5% discount (per booking) and use of a meeting room for 1 hour – an ideal opportunity for face-to-face meetings, refreshments will be served (see page 12 for available time slots)
- Contact us at [sponsor@totaldairy.com](mailto:sponsor@totaldairy.com) for further details

## WINE SPONSORSHIP

- Opportunity to sponsor the wine at the conference dinner, serving up to 300 delegates (two bottles per table, included in the dinner price for conference dinner delegates).
- Logo to be displayed on the menu and on the tables
- One Conference pass for both days, including the Dinner, Bed and Breakfast for the Wednesday night

£1,500 + VAT



# PRIVATE MEETING ROOM OPPORTUNITIES

*Rooms available for team or customer meetings*

## SMALL BOARDROOM

- Seat up to 10 people
- Available to book for one hour across the following timeslots:
- Pre-seminar on both Wednesday and Thursday
- Lunchtimes on Wednesday and Thursday
- Late afternoon on Wednesday and Thursday following the close of the main programme

£150 + VAT (50% discount available for Gold Sponsors and 25% discount available for Silver Sponsors)

## LARGE BOARDROOM

- Seat up to 30 people
- Available to book for one hour across the following timeslots:
- Pre-seminar to both Wednesday and Thursday
- Lunchtimes on Wednesday and Thursday
- Late afternoon on Wednesday and Thursday following the close of the main programme

£250 + VAT (50% discount available for Gold Sponsors and 25% discount available for Silver Sponsors)

Please contact us directly at [sponsor@totaldairy.com](mailto:sponsor@totaldairy.com)







# TOTAL DAIRY SEMINAR //2023

*Delivering Global  
Dairy Expertise*

**8th - 9th November 2023**  
**THE CROWNE PLAZA HOTEL,**  
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