

# TOTAL DAIRY //CONFERENCE



6<sup>th</sup> - 7<sup>th</sup> November 2024

## SPONSORSHIP BROCHURE

THE CROWNE PLAZA HOTEL, STRATFORD-UPON-AVON

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# Welcome

Welcome to TotalDairy Conference 2024. As the anchor of our industry's calendar, this event attracts over 400 delegates for two days of insightful discussion and the exchange of pioneering research that shapes the future of dairy farming.

This year, under the theme "Building Resilience: For Cows, For Profit, and For the Future," TotalDairy Conference 2024 aims to explore strategies fortifying our industry against challenges while maximizing profitability and sustainability.

Experience unparalleled exposure by exhibiting and engaging with key stakeholders, including industry experts, researchers, and supply chain partners.

Tailor your sponsorship to meet your specific needs by selecting from one of our diverse range of sponsorship packages, ensuring your investment aligns seamlessly with your marketing objectives. Associate your brand with distinction by sponsoring Europe's premier technical conference for the dairy industry, positioning your company as a pioneer in innovation and industry leadership.

Take the opportunity to connect with the best in the dairy world at our conference, offering an unrivalled networking opportunity with leading producers, veterinary surgeons,

and industry representatives. Participate in our main conference program through exclusive workshop opportunities, allowing you to showcase your expertise and actively contribute to shaping the future of dairy farming.

We are in the process of curating an expert lineup of speakers from across the global dairy industry, ensuring that TotalDairy Conference 2024 is a hub of knowledge and networking opportunities. Stay tuned for speaker announcements via our website ([www.totaldairy.com](http://www.totaldairy.com)) and social media platforms.

Returning to The Crowne Plaza in Stratford-Upon-Avon, our chosen venue offers modern conferencing facilities and high-quality accommodation. Conveniently located near the M40 and just 20 miles from Birmingham airport, the Crowne Plaza provides a welcoming backdrop for the exchange of ideas and collaboration.

Seize the opportunity to be part of TotalDairy Conference 2024 - where resilience meets innovation, and the future of dairy takes centre stage. Secure your sponsorship today and be a driving force in shaping the dairy landscape of tomorrow.



**Julia Moorhouse,**  
TotalDairy Conference Director

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# TotalDairy Conference Snapshot

6th-7th November 2024, The Crowne Plaza, Stratford-Upon-Avon, CV37 6YR

- Registration opens at 8.00am on 6th November
- Conference closes at 4.30pm on 7th November

## Why Sponsor?

- An opportunity to exhibit whilst interacting with industry, research and supply chain.
- We have a range of sponsorship packages available to suit all requirements.
- Brand association with the UK's leading technical conference for the dairy industry
- Networking opportunity to connect with leading producers, vets and industry representatives
- Workshop opportunities in the main conference programme

## What to expect...



12 Lecture Sessions



24 Workshop Sessions



7 Networking Breaks



Panel Sessions



Research Area

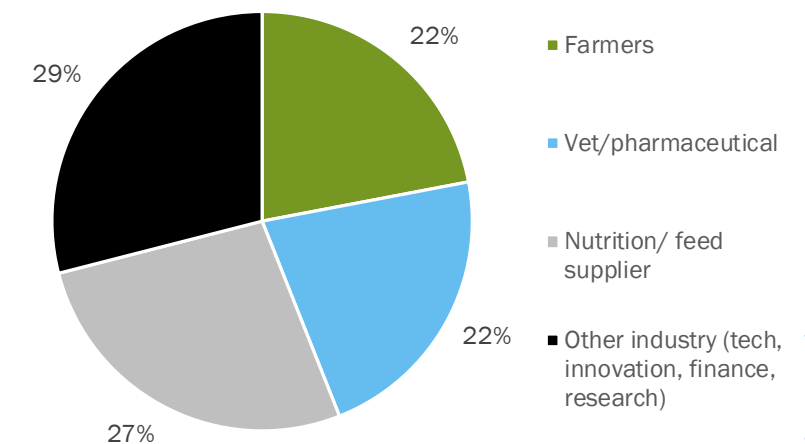


Drinks Reception & Dinner

## Who attends?

The theme for TotalDairy Conference 2023 held at Stratford-on-Avon last November was 'Meeting the needs of producers, consumers and cows'.

With nearly 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.







# 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 5th 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 booklet and promotional item 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
- 30 second video for rolling screens at the conference
- Scanning app to collect data from delegate badges
- Unique 15% discount code to purchase additional tickets by colleagues, clients & associates

**Cost: £15,000 + VAT**





# Gold Sponsorship Package

*Limited spaces 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
- A5 flyer in the delegate bag
- 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
- Scanning app to collect data from delegate badges
- 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

**Cost: £5,665 + VAT (£6,225 + VAT after 30th June 2024)**





# 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
- Scanning app to collect data from delegate badges
- Two conference passes for both days, including the Dinner, Bed and Breakfast for the Wednesday night *\*we can be flexible on some element of the sponsorship packages, so if you are looking for something slightly different, please contact [sponsor@totaldairy.com](mailto:sponsor@totaldairy.com)*
- 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

**Cost: £2,300 + VAT (£2,575 + VAT after 30th June 2024)**



# Research Area 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 and company logo on all poster boards
- A quarter A4 page advert in proceedings booklet
- Company profile within the proceedings booklet
- Company logo and profile (with links) on the TotalDairy website
- A5 flyer in delegate bag
- Opportunity to judge the poster presentations and announce the winner in the closing seminar session
- Scanning app to collect data from delegate badges
- Two Conference passes for both days, including the Dinner, Bed and Breakfast for the Wednesday night
- 5% off further seminar passes

**£2,500 + VAT (£2,775 + VAT after 30th June 2024)**



# Advertising Opportunities

## A4 PORTRAIT ADVERT IN PROCEEDINGS BOOK

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

**£800 + VAT**

## A5 LANDSCAPE ADVERT IN PROCEEDINGS BOOK

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

**£450 + VAT**

## A6 PORTRAIT ADVERT IN PROCEEDINGS BOOK

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

**£300 + VAT**



# 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

**£1,000 + VAT**

## 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 2024 logo
- Bags to be delivered to the TotalDairy office before 1st October at the sponsor's expense.

**£1,000+ VAT**

## LANYARD SPONSOR - **SOLD**

- 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**

## 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)

**£300 + VAT**

- Opportunity to provide and place an A4 flyer in all delegate bags (Flyers must be delivered to the TotalDairy office before 1st October)

**£500 + VAT**

## 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

**£450 + VAT**

## 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

**£250 + VAT**

## 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)

**£300 + VAT**



# NEW FOR 2024!

## DRINKS RECEPTION Sponsor – Wednesday pre-dinner

- Pop-up banner by the drinks reception table
- Final slide in all seminar and workshop room branded and inviting all delegates to your drinks reception

Cost £1,000 + VAT

## LUNCH Sponsor

- Branded tablecloths on all food stations (*supplied by TotalDairy*)
- 3 Pop-up banner can be placed in dining areas during lunch break
- Branded slide on hotel tv screens

Cost £1,000 + VAT per day or £1,500 + VAT for both

## MORNING BREAK Sponsor

- Branded tablecloths on all food stations (*supplied by TotalDairy*)
- 3 Pop-up banners can be placed in dining areas during morning break
- Branded slide on hotel tv screens

£600 + VAT per day or £900 + VAT for both

## AFTERNOON BREAK Sponsor

- Branded tablecloths on all food stations (*supplied by TotalDairy*)
- 3 Pop-up banners can be placed in dining areas during afternoon break
- Branded slide on hotel tv screens

£600 + VAT per day or £900 + VAT for both





# 2023 GALLERY

The conference theme for 2023 was 'Meeting the needs of Producers, Consumers and Cows' and at any given time there were up to five different presentations or seminars to choose from.

Whilst the 'knowledge transfer' element of TotalDairy Conference is clearly central many producers also value the opportunity to meet managers from other leading herds during breaks in the proceedings and at the conference dinner. With almost 400 delegates in attendance, the entire Crowne Plaza venue is taken over for the course of the event.

The busy atmosphere and time specifically set aside for networking means there is ample opportunity to engage with the speakers one-on-one, explore the trade exhibition areas or simply to compare notes with other likeminded farmers. Sponsors also took advantage of the meeting rooms available to hire for team meetings and farmer focus groups.

The TotalDairy Conference provides an opportunity for dairy industry businesses to build relationships, whilst benefitting together from the very best knowledge transfer and research.

- Two days of quality dairy research and CPD.
- Leading speakers from North America, Europe and the UK.
- Practical workshops and seminars on a wide range of dairy health and management topics.
- A chance to network with other key industry stakeholders.
- Opportunities to use the conference venue for your own meetings.





# TOTALDAIRY //CONFERENCE



## Sponsorship Enquiries

**Helen Wilson,**  
TotalDairy Conference Sponsorship Liaison  
sponsor@totaldairy.com  
01768 877094



## Speaker Enquiries

**Graham Baird,**  
TotalDairy Conference Speaker Liaison  
info@totaldairy.com  
07503 570184

**Book your package at [totaldairy.com/sponsors](https://totaldairy.com/sponsors)**

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