

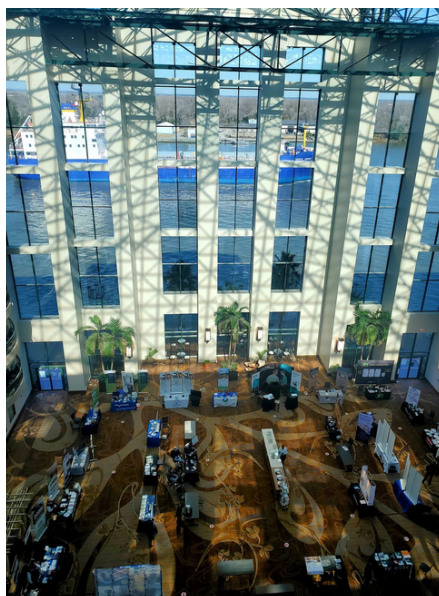
Georgia Dairy Conference 2023

Sponsor and Exhibitor Guide



January 16-18, 2023
Savannah Riverfront Marriott
www.gadairyconference.com

Join us for the 2023 Georgia Dairy Conference



For the last 13 years, Georgia Milk Producers has hosted the Southeast's premier dairy conference in Savannah, Georgia. This "must attend" event provides companies with the option to network with dairy producers and industry leaders while extending a company's brand with several sponsorship opportunities. Dairymen from Georgia, Florida, Tennessee, Alabama, North Carolina, South Carolina, Kentucky, Mississippi, Ohio, New York, and Virginia have attended this conference in the past.

The Georgia Dairy Conference also provides dairy producers and industry leaders with an invaluable opportunity to hear from top educators, industry pioneers, and fellow dairymen. Attendees enjoy networking with each other; sharing ideas, innovations, and collaboration within the dairy industry.

Why Attend the Georgia Dairy Conference?

Our goal for our sponsors and exhibitors is to have as many farmers as possible at the event. That's why our committee works hard to provide high-caliber speakers and engaging content. We allow Georgia dairy farm families to attend at no cost. This past January, even with Covid restrictions and inclement weather, we drew attendees from farmers, corporate professionals, government and university representatives. We host an array of farmers that have all sizes of farms and unique management styles. It is a great opportunity for your company to reconnect with existing clients and to meet new ones!

A key component of this conference is the financial support provided by industry organizations. With your support, we can continue to build a prominent management conference for Southeast producers and provide your organization an opportunity to be recognized as an integral part of this dynamic program.



CONFERENCE ATTENDANCE

	2020	2019	2018	2017
TOTAL PRODUCERS	84	65	67	67
TOTAL COWS	121,925	100,115	89,170	103,010
TOTAL DAIRY FARMS	92	81	81	81



Accommodations

Take advantage of special room rates for the 2023 Georgia Dairy Conference by making your reservations before Thursday, December 22, 2022.

The Savannah Riverfront Marriott is offering room rates for those attending the Georgia Dairy Conference from Saturday, January 14, until Wednesday, January 20, at \$139.00/room for single and double occupancy rooms. There will be an \$15 parking fee per day for our group at the hotel.

Individuals are requested to call the hotel at 800-285-0398 for reservations or visit our website at: www.gadairyconference.com/accommodations.

Please mention that you are with the “2023 Georgia Dairy Conference” when making your reservation to ensure that you receive the discounted room rate.

PLEASE NOTE: Any reservation received after the cut-off date will be accepted on a space and rate available basis. Availability and pricing cannot be guaranteed after the cut-off date.

Parking and In - Room WiFi

Parking at the Savannah Riverfront Marriott has been reduced to \$15 per day for those attending the Georgia Dairy Conference. All conference guests will receive complementary WIFI in their hotel rooms and in the conference hall.

Veterinary AND Nutritionist Continuing ED Credit Hours

Veterinarians and animal nutritionists attending the 2023 Georgia Dairy Conference can earn continuing education credit hours. Registration and certificate of proof can be found at the GDC Registration Table.

Enjoy Savannah

Savannah is one of the most historically rich cities in Georgia. During the Conference, be sure to enjoy some of the historic landmarks and local culture. Learn more online at:

www.visitsavannah.com



Additional Conference Information

The following is included with each sponsorship level:

- One 6-foot table with two chairs (*Please note: the hotel no longer provides table cloths or table skirts*)
- Free conference registration for at least two people (*includes conference meals*) depending on sponsorship level.
- Wireless internet access.
- All sponsors will be listed on the GA Dairy Conference website and in conference proceedings.
- A list of conference attendees upon request.
- Electrical power will be a one time charge of \$75.00

HOTEL REQUIREMENTS

- The hotel must hang banners of any size. If an exhibitor/sponsor wishes to utilize banners, please notify our office at least 45 days in advance and ensure delivery of banners to the Hotel Convention Services Department at least 72 hours prior to the event. A fee of \$25.00 per banner (for banners up to 4' x 6') will apply for installation and removal.
- If your product has an odor (feed or fertilizer) it must be kept in a closed container to minimize the smell.
- If you need ground space for the display of equipment, please contact our office as soon as possible so we can make the necessary arrangements.

****IMPORTANT**** - PLEASE NOTE: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims.

Package storage / delivery / shipping services

All incoming packages should be specifically labeled and addressed to the Exhibitor or guest receiving the package and marked with the name and date of your meeting. Because there is limited storage space, boxes can be accepted no more than three (3) working days prior to your meeting. Storage fees will apply if packages arrive prior to the 72-hour grace period or are left more than 72 hours following the conclusion of your function. Any items remaining after one week will be discarded. Delivery and/or Shipping charges will also apply for all group-related packages. Exhibitors will be charged directly for any applicable storage, delivery or shipping fees and are responsible for providing a method of payment.

GA DAIRY YOUTH FOUNDATION

The Georgia Dairy Youth Foundation develops and provides broad-based financial support to enhance and expand Georgia Dairy Youth Programs conducted via local, county, state, regional and national activities. Join us in supporting GDYF at the Georgia Dairy Conference by participating in multiple giving opportunities.



CALVES FOR KIDS - Donate the value of a bull calf (\$150) to support GDYF. You will receive recognition during the conference and on the GDYF website at <https://www.gadyf.com/>.

GDYF SILENT AUCTION

Make plans to place bids on items at the GDYF Silent Auction to show your company's support for the industry's next generation. These items are generously donated by exhibitors and by GDYF supporters. If your organization has an item to donate for the silent auction, contact GDYF President Carol Williams at 706-343-6997 or email carolwms1217@gmail.com. Be sure to view the auction items in the registration area!

2023 GDC AGENDA

Please note this is a tentative agenda.
Speakers, time slots, topics, and
presentation titles may change.

MONDAY, JANUARY 16

- 8:00 AM ACCM Board of Directors Meeting
- 10:00 AM GA Milk Board of Directors Meeting
- 11:00 AM Registration Opens for Guest and Producers
- 12:00 PM GDYF Board of Directors Meeting
- 12:00 PM The Dairy Alliance/ADA of GA Board of Directors Meeting
- 1:30 PM Milk Markets & the Federal Order System
Dr. Marin Bozic, Assistant Professor of Applied Economics, University of Minnesota
- 2:15 PM Dairy Exports *Patti Smith, CEO, DairyAmerica*
- 3:00 PM Exhibit Break
- 3:45 PM Key Principles & Concepts Required to Navigate Your Dairy Feed Markets
Carl Babler, Principal, Atten Babler Commodities
- 4:30 PM Southeast Dairy Market - Looking Back & Ahead
Calvin Covington, Dairy Consultant & Author of Dixie Dairy Report

TUESDAY, JANUARY 17

- 7:00 AM Continental Breakfast
- 8:00 AM Industry Trends & Opportunities in Successful Calf Rearing
Jim Quigley, Technical Lead - Calf & Heifer Care, Cargill
- 8:45 AM Dairy Management: Looking Back, Then Looking Ahead
Dr. Gordie Jones, Dairy Performance Consultant
- 9:30 AM Exhibit Break
- 10:30 AM Evaluating Profit Growth Potential: Planning for the Future
Jason Karszes, Senior Extension Specialist, Cornell University
- 11:15 AM Management Tips to Improve Milk Quality & Profitability
Dr. David Reid, DVM, Rocky Ridge Consulting
- 12:00 PM Luncheon & GA Dairy Youth Foundation Live Auction
- 1:30 PM Evolving Mastitis Therapies *Dr. Pamela Ruegg, DVM*
David J. Ellis Chair in Antimicrobial Resistance - Michigan State University College of Veterinary Medicine
- 2:15 PM Analyze This: Managing Your Farm's Data *Dr. Michael Wayne Overton, DVM*
Global Precision Dairy Lead, Zoetis Inc.
- 3:00 PM Exhibit Break
- 3:30 PM Lameness in Dairy Cattle: Observations from Georgia & Florida
Dr. Jan Shearer, DVM, Professor of Veterinary Medicine, Iowa State University
- 4:15 PM Building a Foundational Repro Program
Dr. Paul Fricke, Professor & Extension Specialist, University of Wisconsin
- 5:00 PM DHIA Awards

WEDNESDAY, JANUARY 18

- 7:00 AM Continental Breakfast
- 7:00 AM Discussing Georgia Animal Health Regulations: Q&A with Georgia State Veterinarian
Dr. Janemarie Hennebelle, DVM
- 8:00 AM Dairy Promotion in Southeast *Geri Berdak, CEO, The Dairy Alliance*
- 8:45 AM Production Innovation & Consumer Perceptions of Dairy Foods
Dr. MaryAnne Drake, Distinguished Professor of Food Science, North Carolina State University
- 9:30 AM Exhibit Break
- 10:30 AM Environmental Footprinting to Support Sustainable Dairy Production
Dr. Kristan Foster Reed, Assistant Professor of Animal Science, Cornell University
- 11:15 AM Strategies for Profitable Corn Silage Production *Nick Chammoun, CNI Ag*



Sponsorship Opportunities

A key component of this conference is the financial support provided by industry organizations. With your support, we can continue to build a prominent management conference for Southeast producers and provide your organization an opportunity to be recognized as an integral part of this dynamic program.

PLATINUM: \$5,000

- Complimentary Exhibit Space (includes registration for 2 representatives)
- 3 Complimentary Conference Registrations
- Recognition at Tuesday's Luncheon
- Recognition on promotional materials, agenda, website and PowerPoint slides

GOLD: \$2,500

- Complimentary Exhibit Space (includes registration for 2 representatives)
- 2 Complimentary Conference Registrations
- Recognition on promotional materials, agenda, website and PowerPoint slides

SILVER: \$1,500

- Complimentary Exhibit Space (includes registration for 2 representatives)
- One Complimentary Conference Registration
- Recognition on promotional materials, agenda, website and PowerPoint slides

BRONZE: \$900

- Complimentary Exhibit Space (includes registration for 2 representatives)
- Logo on sponsor and exhibitor sign
- Company listed on sponsor page and in conference agenda

CORPORATE: \$500

- Conference Registration for one individual
- Recognition on website

LANYARD SPONSOR: \$1,000

Your company agrees to provide Lanyards which will be offered at registration and pay the registration fee of \$1,000.00.

BREAK SPONSOR: \$2,000

Sponsor one or more breaks during the conference for \$2,000.00 per each scheduled break. ALL SPONSORS receive mention in the conference agenda on the GA Dairy Conference website and on-site.

BREAKFAST SPONSOR: \$3,500

Sponsor a breakfast for Tuesday, Jan. 17 or Wednesday, Jan. 18 for \$3,500.00 a day. ALL SPONSORS receive mention in the conference agenda on the GA Dairy Conference website and on-site.

DAIRY FARMER RIFLE

GIVEAWAY: \$ Value of Rifle

Farmers register to win a rifle valued at \$300 or more (the company provides the rifle for giveaway) by completing a punch card at booths in the trade show. The company representative will present the rifle to the winner during the Tuesday afternoon session. Only one rifle will be given away at the conference.



TERMS AND CONDITIONS for Tradeshow Sponsors and Exhibitors

1. Management and Exhibitor. The term "Management" as used herein shall define the personnel, its agents and event partners, including but not limited to Georgia Milk Producers, Inc. (GMP) acting on behalf of, or in concert with Management to produce this event. The term "Exhibitor" shall define the company and its personnel and agents selecting to participate in the exposition. Once Exhibitor has executed this agreement by means of a signature, all terms shall become binding.

2. Table and Exhibit Space. The space contracted for is to be used solely by the exhibiting company whose name appears on this Exhibitor Contract and it is agreed that the exhibitor will not sublet or assign any portion of the same. Space is assigned after a completed Exhibitor Contract when payment is received by GMP and is subject to availability of space preferences, special needs and compatibility of exhibitors. If during the event, the exhibitor is in violation of these rules and regulations, GMP has, at any time, the right to regain the immediate possession of any space. Further, GMP reserves the right to interpret these rules & regulations and determine eligibility of any company or product for inclusion in this exhibition.

3. Payment. Full payment must accompany the contract for exhibit space. Exhibit displays cannot be set up unless all fees are paid in full. Any space not claimed or occupied may be reassigned by GMP without refund of rental fee paid.

4. Cancellation. All cancellations must be in writing. GMP reserves the right to consider an Exhibitor's downsizing of booth space as a cancellation of original space and purchase of new booth space. Accordingly, the Exhibitor may be required to move to a new location after requesting downsized space.

Date Written Notice Is Received by GMP	Show Cancellation Fee
On or before November 18, 2022.....	10% of exhibit fee
After December 1, 2022.....	50% of exhibit fee
After January 1, 2023.....	100% of exhibit fee

5. Booth Design and Floor Layout. GMP reserves the right to assign, designate or change booth locations. The aisles belong to GMP unless otherwise noted. Neither exhibits nor advertising materials will be permitted to protrude into the aisles.

6. Banners and Custom Exhibits. The hotel must hang all banners of any size. Should an Exhibitor wish to utilize banners, please notify our office at least 45 days in advance and ensure delivery of banners to Hotel Convention Services Department at least 72 hours prior to the event. Group will not be allowed to affix their own banners in any way. A fee of \$25.00 per banner (for banners up to 4' x 6') will apply for installation and removal.

All custom construction and booth designs must be approved by GMP in advance. No exhibit shall be allowed to obstruct clear vision to other booths in the same line or adjacent lines. All designs must be received and approved in writing by GMP by December 1, 2022.

7. Deliveries. All incoming packages should be specifically labeled and addressed to the Exhibitor or guest receiving package and marked with the name and date of your meeting. Because there is limited storage space, boxes can be accepted no more than three (3) working days prior to your meeting. Storage fees will apply if package arrive prior to the 72-hour grace period or are left more than 72 hours following the conclusion of your function. Any items remaining after one week will be discarded. Delivery and/or shipping charges will also apply for all group related packages. Exhibitors will be charged directly for any applicable storage, delivery or shipping fees and are responsible for providing a method of payment.

8. Installation and Dismantle. Exhibits may be installed beginning Monday, January 16, 2023, at 8:00 a.m. and must be completed by January 18, 2023 at 12 p.m. Exhibit dismantling will begin following the closing of the exhibit break on Wednesday morning, January 18, 2023. No dismantling will be permitted before closing time, and no exhibitor shall have the right to pack or remove articles on display prior to show closing on Wednesday, January 18, 2023 without prior approval from GMP.

9. Photo Release. We occasionally use photographs or videos of our exhibitors in promotional materials. By virtue of your attendance, you automatically agree to usage of your likeness in such materials.

10. Photographing and Taping. No photography and/or videotaping will be permitted without prior authorization by GMP.

11. Insurance. Exhibitor assumes entire responsibility, and hereby agrees to protect indemnify, defend and save GMP, the Savannah Riverfront Marriott, other show vendors and its employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines, and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence or intentional acts or omissions of the hotel, its employees or agents.

GMP and the hotel does not maintain insurance covering an exhibitor's property. It is the sole responsibility of the exhibitor to obtain the appropriate amount and type of insurance to cover their property, agents or employees from theft, damage by fire, accident or any other cause. GMP will not be responsible for any injury to, any material from any cause whatsoever, whether in transit, or during the Trade Show, regardless of whether GMP furnishes attendants, guards or night watchpersons.

12. Security and Uncontrollable. Reasonable precaution against damages or loss by fire, water, theft and other emergencies will be taken, including 24-hour security, but GMP does not guarantee, nor insure the exhibitor against loss by reason thereof. In case the premises to be used by the exhibit shall be destroyed by fire or elements, or by any other cause, or in case any other circumstances shall make it impossible for GMP to permit the said premises to be occupied by said exhibitor for use, herein specified, then and thereupon this agreement shall terminate and the said exhibitor shall and hereby does waive any claim for damages or compensation. It is agreed that GMP reserves the right to retain such part of the payments made by exhibitors for booth space as would be necessary to cover all expenses incurred by GMP incidental to the opening of the Trade Show, up to the time of cancellation.

13. Exhibitor's Responsibility. Exhibitor booths must always be staffed during regular Exhibit breaks. Exhibitors shall abide by and observe all laws, rules and regulations of the federal, state and city governments, hotel as well as the facilities. This includes regulations regarding labor jurisdictions. All decorations and electrical wiring and fixtures must comply with local fire laws; state and local fire regulations must be followed. Exhibitors planning to serve food and/or beverages from their booths must contact GMP. All food and beverages must be purchased and cleared through the Savannah Riverfront Marriott.

14. Rules and Regulations Changes. GMP reserves the right to change or modify these rules and regulations as deemed appropriate to improve the Trade Show. All policies and procedures stated herein and as detailed within the Exhibitor Packet will be effect until further notice.

PLEASE SIGN BELOW

By signing below, exhibitor acknowledges they have read the Terms and Conditions. We understand that this contract shall be legally binding between GMP, Savannah Riverfront Marriott and the Exhibitor. We also understand that any change in the information in the contract must be made in writing.

Signature

Company

Date

**Georgia Milk Producers, Inc.
1641 New High Shoals Road, Suite
5 Watkinsville, GA 30677
706-310-0020**

2023 Georgia Dairy Conference



EXHIBITOR SET - UP/BREAKDOWN SCHEDULE

9 a.m. -12 p.m.: Registration and Set-up *Please have booth setup by noon.

EXHIBITS OPEN: 11 a.m. - 6:00 p.m.
(Refreshment break will be served in exhibit hall)

EXHIBITS OPEN: 7 a.m. - 5 p.m.
(Continental breakfast and breaks will be served in exhibit hall) .

Stay Connected



www.gadairyconference.com
[@GADairyConf](https://twitter.com/GADairyConf)

EXHIBITS OPEN: 7 a.m. - 11 a.m.
(Continental breakfast and breaks will be served in exhibit hall)

EXHIBIT BREAKDOWN can begin after the mid-morning break. All items must be moved out of the hall by noon.

REGISTRATION INFORMATION



SPONSOR REGISTRATION DEADLINE:

By Mail: December 16, 2022

Online: December 30, 2022

Yes, I want to participate as a sponsor for the 2023 GA Dairy Conference!

Company Name: _____ Address: _____

Contact Person: _____ City/State/Zip: _____

Email: _____ Phone: _____

Please list those attending on behalf of your company:

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

☐ **I have read and agree to the Terms and Conditions for Tradeshow Exhibitors/ Sponsors (check box)**

I would like to make a donation of _____ for the GDYF silent auction

SPONSORSHIP LEVEL:

Please indicate level and amount

Sponsorship level: _____

Amount: _____

ADDITIONAL SPONSORSHIP:

Please indicate level and amount

Event/Item Sponsoring: _____

Amount: _____

ELECTRICITY NEEDED: ☐ Yes ☐ No

ADDITIONAL CONFERENCE REGISTRATION:

beyond registrations included with sponsorship level

_____ @ \$ _____ = \$

TOTAL AMOUNT DUE = \$

PAYMENT INFORMATION:

☐ Check Enclosed (Make payable to Georgia Milk Producers, Inc.)

☐ Please charge my credit card (3% processing fee)

☐ Visa ☐ Mastercard ☐ Discover ☐ American Express

Name on Card: _____

Card Number: _____

Exp: _____ CVV code: _____

Billing address: _____

City: _____ State: _____ Zip: _____

☐ **PLEASE INVOICE ME**

Georgia Milk Producers, Inc.
1641 New High Shoals Road, Suite 5
Watkinsville, GA 30677
TAX ID: 58-0694706

RETURN THIS FORM BY MAIL TO