

GEORGIA DAIRY CONFERENCE SPONSOR & EXHIBITOR GUIDE

**January
15 - 17**

**Savannah,
Georgia**

**Marriott
Savannah
Riverfront**

Georgia Dairy Conference



**20
24**



**The Southeast's
Premier Dairy
Industry Event**

Join us for the 2024 Georgia Dairy Conference



For the last 14 years, Georgia Milk Producers has hosted the Southeast's premier dairy conference in Savannah, Georgia. This "must attend" event provides companies with the opportunity to network with dairy producers from across the country.

Attendees have access to 70+ exhibitors at the Georgia Dairy Conference Tradeshow and the Georgia Dairy Conference General Sessions to hear lectures and presentations from our industry's leading experts and innovators.

2023 Georgia Dairy Conference Attendance

Total Attendance 536

Total Producers 140

Total Farms 85

Total Cows 103,000



Why Attend the Georgia Dairy Conference?

Our goal is to provide sponsors, exhibitors, farmers, and attendees with engaging speakers and high-caliber programming that will benefit producers and industry representatives of all sizes and management styles. That is why this event has grown to become the premier dairy industry even in the Southeastern United States. In 2023, 140 dairy producers representing 103,000 cows from 12 states attended the Georgia Dairy Conference.

Our conference is the best opportunity for dairy firms and allied industry to reconnect with existing clients and meet new partners all at one event.

A key component of this conference is our commitment to producers. With your support, we can continue to provide a dynamic management conference at a reasonable cost to the farmer.



Accommodations

Nestled quietly at the end of Savannah's historic River Street, the Marriott Savannah Riverfront is the official host hotel and conference center of the Georgia Dairy Conference. Special room rates are available to attendees from Saturday, January 13, until Wednesday, January 17 at \$159/night for single and double occupancy rooms.

Visit our website:

gadairyconference.com/accommodations or call the hotel directly at 800-285-0398 to reserve your room.

Be sure to mention that you are with the "2024 Georgia Dairy Conference" when making your reservation to ensure you receive the group rate.

Group rates are available until Thursday, December 22, 2023. *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 & In-Room Wifi

Guests of the Georgia Dairy Conference receive reduced parking rates of \$15 per day. All conference guests will receive complimentary WiFi in their rooms as well as in the conference center.

Continuing ED Credit Hours for GDC Attendees

Veterinarians, animal nutritionists, and certified waste operators attending the 2024 Georgia Dairy Conference can earn continuing education credit hours. Registration and certificate proof can be found at the GDC registration table during the event.

Enjoy Beautiful Savannah

Savannah is widely considered the "Hostess City of the South." Our host hotel provides attendees with easy access to the finest restaurants and most popular attractions in the city. Throughout the conference, feel free to explore the culture of Georgia's first city or watch the ships sail into the Port of Savannah all within walking distance of the Marriott Savannah Riverfront.

You can learn more about Savannah and its rich culture at www.visitsavannah.com or travel.usnews.com/Savannah_GA/



Sponsorship Opportunities

Georgia Dairy Conference



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A key component of this conference is the financial support provided by industry organizations. With your support, we can continue to provide an exceptional 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

- 5 Complimentary Conference Registrations
- Early GDC Tradeshow Exhibit Selection
- Early Access to GDC Attendee List
- Logo on GDC Program, Website, Marketing Materials, and On-Site Signage
- Promotional Social Media Post with Logo
- Logo on Promotional Emails

Diamond: \$3,500

- 4 Complimentary Conference Registrations
- Early GDC Tradeshow Exhibit Selection
- Early Access to GDC Attendee List
- Logo on GDC Program and On-Site Signage
- Company Name Listed on GDC Website and Marketing Materials
- Promotional Social Media Post with Logo
- Logo on Promotional Emails

Gold \$2,500

- 4 Complimentary Conference Registrations
- Early GDC Tradeshow Exhibit Selection
- Logo on GDC Program and On-Site Signage
- Company Name Listed on GDC Website, Promotional Social Media Post, Promotional Emails

Silver \$1,500

- 3 Complimentary Conference Registrations
- Company Name Listed on GDC Program, On-Site Signage, GDC Website, Promotional Social Media Post, and Promotional Emails.

Bronze \$1,000

- 2 Complimentary Conference Registrations
- Company Name Listed on GDC Program, On-Site Signage, and Promotional Social Media Post.

Patron \$500

- 1 Complimentary Conference Registration
- Name Listed in GDC Program

Trade Show Only: \$800

- 1 Complimentary Conference Registration and exhibit space in GDC Tradeshow

All sponsorship levels (except Patron Sponsors) receive a complementary exhibit space at the GDC Trade Show. Early exhibit space selection will be open to Platinum, Diamond, and Gold sponsors beginning November 15 or upon registration. Exhibit space selection for Silver and Bronze Sponsors and Trade-Show Only Exhibitors will begin on December 1 or upon registration.

Additional Sponsorship Opportunities

Lanyard Sponsor \$1,200

Your company logo will be featured on the lanyards distributed to GDC guests.

Break Sponsor \$2,000

Sponsor one or more of the Trade Show Breaks during the Georgia Dairy Conference for \$2,000 per each scheduled break. Your company name and logo will be listed on the GDC program, the GDC Website, and with special on-site signage.

Breakfast Sponsor \$3,500

GDC provide complimentary breakfast to all GDC attendees on Tuesday and Wednesday morning. Your company name and logo will be listed on the GDC program, the GDC Website, and with special on-site signage. A representative from your company will also be allowed to speak for 5 minutes before the first general session of the day.

Wi-Fi Sponsor \$2,000

GDC provides complimentary Wi-Fi in the GDC Tradeshow and in the meeting rooms. Your company name and logo will be displayed on table cards throughout the conference center and in the GDC Program

Name Tag Sponsor \$1,200

Your company logo will be featured on the name tags worn by GDC attendees.

GDC Tote Bag Sponsor \$1,800

Your company name and logo will be printed on complimentary tote bags distributed to GDC attendees at registration.

General Session Sponsor \$2,500

Your company will be listed on the GDC Website and GDC Program as the sponsor of 1 (one) 90-minute block of the general session seminars and on the slideshow presentation during the general session. A representative from your company will also be allowed to speak to the general session for 5 minutes.

Program Booklet Sponsor \$1,500

Your company name and logo will be listed in the GDC Program as the sponsor for the booklet distributed to GDC attendees at registration. The GDC program contains the conference agenda, speaker bios, and more. Your company will also receive a full-page ad in the program.

Farmer Appreciation Gifts

Your company can sponsor a co-branded gift to dairy farm families that attend GDC. Past examples are gift baskets, hats and apparel. Contact us for more information.

All additional sponsorship levels receive special recognition for their support both at the conference and in promotional materials. See page 10 for full listing of GDC Sponsorship Opportunities.

Questions? Contact us at (706)310-0020 or gadairyconference@gamilk.org

Additional Conference Information

Platinum, Diamond, Gold, Silver, and Bronze Sponsors and Trade Show-Only Exhibitors receive:

- One (1) 6-foot table with two chairs (*Note: the hotel no longer provides table clothes or table skirts*)
- Conference registrations (number varies based on sponsorship level) that include access to the general session seminars and all meals and breaks during the conference.
- A list of conference registered conference attendees provided at registration table at GDC (*Note: some sponsorship levels will receive early access to the registration list*)
- Electrical power will be a one-time charge of \$100.00

Hotel Requirements

- The hotel must hang banners of any size. If an exhibitor or sponsor wishes to utilize banners (no larger than 4' x 6', please notify GDC at least 45 days prior to the event. A banner fee of \$50 per banner will apply for installation and removal.
- If your product has an odor (for example; feed, additives, or fertilizers) it must be kept in a closed container to minimize smell.
- If you need ground space for the display of equipment, please contact GDC 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 exhibitors activities on the hotel premises and will indemnify, defend, and hold harmless the hotel, its agents, servants and employees from any an all such losses, damages and claims.

Package storage / delivery / shipping services

All incoming packages should be specifically labeled and addresses to the Exhibitor or guest receiving the package and marked with the name and date of your meeting (Georgia Dairy Conference, January 15-17). 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 programming at the county, state, and national levels. Join us in supporting the next generation of dairymen and women at the Georgia Dairy Conference by participating in multiple giving opportunities.

GDYF Silent Auction

GDYF conducts a silent auction in the registration lobby. Your company can support the mission of GDYF by donating an item for the auction or by lending your monetary support and becoming a Silent Auction Sponsor.

For \$1,000 your company name and logo can be listed at the Georgia Dairy Conference as a GDYF Silent Auction Sponsor. 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.





TERMS AND CONDITIONS for Tradeshow Sponsors & 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 17, 2023..... 10% of exhibit fee

After December 1, 2023..... 50% of exhibit fee

After January 1, 2024..... 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 anyway. A fee of \$50.00 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, 2023.

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 15, 2024, at 8:00 a.m. and must be completed by January 17, 2024 at 12 p.m. Exhibit dismantling will begin following the closing of the exhibit break on Wednesday morning, January 18, 2024. 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 17, 2024 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, Marriott Savannah Riverfront and the Exhibitor. We also understand that any change in the information in the contract must be made in writing.

Signature	Company	Date
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Registration Information

Sponsor Registration Deadline:

December 15, 2023 (Mail)
December 29, 2023 (Online)



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)

SPONSORSHIP LEVEL

Cost

☐ Platinum Sponsorship \$5,000

☐ Diamond Sponsorship \$3,500

☐ Gold Sponsorship \$2,500

☐ Silver Sponsorship \$1,500

☐ Bronze Sponsorship \$1,000

☐ Patron Sponsorship \$500

☐ Tradeshow Only \$800

☐ General Session Sponsor \$2,500

☐ Wi-Fi Sponsorship \$2,000

☐ Break Sponsorship \$2,000

☐ Breakfast Sponsorship \$3,500

☐ Tote Bag Sponsorship \$1,800

☐ Lanyard Sponsorship \$1,200

☐ Name Tag Sponsorship \$1,200

☐ GA Dairy Youth Silent Auction Sponsorship \$1,000

Electricity Needed for

Exhibit? : \$100 ☐ Yes ☐ No

Additional Conference Registrations Needed:

_____ @ \$275.00

(in addition to complimentary registrations included with sponsorship)

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

Sponsorship Opportunities

Georgia Dairy Conference



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Sponsor Benefits	Platinum	Diamond	Gold	Silver	Bronze	Patron	Trade Show Only
Cost to Participate	\$5,000	\$3,500	\$2,500	\$1,500	\$1,000	\$500	\$800
Recognition on GDC Website	Logo	Name	Name	Name	n/a	n/a	n/a
Recognition in GDC Program	Logo	Logo	Logo	Name	Name	Name	n/a
On-Site Recognition	Logo on signage and slideshows during general sessions. Recognition from podium during Awards Luncheon	Logo on signage	Logo on signage	Name on signage	Name on signage	n/a	n/a
Recognition on GDC Social Media	Logo on dedicated "thank you" post	Logo on dedicated "thank you" post	Name on Gold Sponsors "thank you" post	Name on Silver Sponsors "thank you" post	Name on Bronze Sponsors "thank you" post	n/a	n/a
Recognition in Email Blasts	Logo	Logo	Name	Name	Name	Name	
Advanced Exhibit Selection for Trade Show	Beginning Nov. 1	Beginning Nov. 1	Beginning Nov. 1	Beginning Dec. 1	Beginning Dec. 1	n/a	Beginning Dec. 1
Early Access to Attendee List	Yes	Yes	No	No	No	No	No

GDC Tradeshow Schedule for Exhibitors

Monday, January 15

- 8:00 AM - Exhibitors May Begin Exhibit Setup
- 9:00 AM - GDC Registration Opens
- 11:00 AM - GDC Tradeshow Begins
- 6:00 PM - Tradeshow Closes

Tuesday, January 16

- 7:00 AM - Breakfast in Exhibit Area
- 8:00 AM - Tradeshow Opens
- 12:00 PM - GDC Awards Luncheon
- 6:00 PM - Tradeshow Closes

Wednesday, January 15

- 7:00 AM - Breakfast in Exhibit Area
- 8:00 AM - Tradeshow Opens
- 10:30 AM - Exhibit Breakdown May Begin
- 12:00 PM - Tradeshow Closes

Refreshment Breaks

Refreshments will be served in the exhibit area during all general session breaks throughout the event

Additional Sponsorship Opportunities

Sponsor Benefits	General Session	Breakfast Sponsor	Break Sponsor	Program Booklet	Lanyard	Name Tag	Tote Bag	Wifi	GDYF Silent Auction
Cost to Participate	\$2,500	\$3,500	\$2,000	\$1,500	\$1,200	\$1,200	\$1,800	\$2,000	\$1,000
Limit to No. of Sponsorships	7	2	4	1	1	1	1	1	n/a
Recognition on GDC Website	Logo	Logo	Logo	n/a	n/a	n/a	n/a	n/a	n/a
Recognition in GDC Program	Logo	Logo	Logo	Logo & Ad	n/a	n/a	n/a	Logo	Logo
On-Site Recognition	Company Logo on Slideshows during general session	Logo on special signage	Logo on special signage	n/a	n/a	n/a	n/a	Logo on table cards throughout the venue	Logo on special signage
Recognition on GDC Social Media	Logo on dedicated "thank you" post	Logo on dedicated "thank you" post	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Recognition in Email Blasts	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Yes
Podium Time	Yes	Yes	n/a	n/a	n/a	n/a	n/a	n/a	n/a

GEORGIA DAIRY CONFERENCE



2024

January 15 – 17 | Savannah, GA

Georgia Milk Producers, Inc.

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