

# CHEESECON

April 15-17, 2025 | Alliant Energy Center | Madison, Wisconsin

## 2025 Attendee Registration

\*\*Exhibits are One Day: April 16th

### Online Attendee Registration Opens October 1 at CheeseCon.org

#### Register early and save!

SAVE 10% — Register by February 25

Please note: Banquet ticket not eligible for reduced price. Advanced registration will close April 7. After April 7, all registrations will take place on-site.

Attendees will register in one of the following categories:

#### Dairy Processor Member / Dairy Processor Nonmember

A dairy processor is one of the following: a firm engaged in converting milk and milk components into natural dairy products; or a firm engaged in producing processed cheese types; or a firm engaged in converting cheese into other dairy products, or engaged in processing whey. A firm that markets cheese, purchases or brokers cheese, or distributes cheese as its primary business is also a Dairy Processor.

#### Exhibitor

An exhibitor is any employee of an exhibiting company at 2025 CheeseExpo. All exhibitor personnel will need to register to receive a badge.

#### Supplier

A supplier company makes equipment, or provides a service or product of any type to the cheese industry. Each attendee providing goods or services to the industry (a "supplier") must be a member of Wisconsin Cheese Makers Association to participate in any part of the Conference.

#### Government & Academia

Government & Academia registration is for attendees employed in an educational or a government facility, or attendees that are current students at an educational facility.

**Cancellation Policy:** Any registration canceled on or prior to April 7, 2025 will receive a 75% refund. No refunds will be issued after April 7.

REGISTRATION OPTIONS	DAIRY PROCESSOR		TABLETOP EXHIBITOR	SUPPLIER MEMBER**	GOVERNMENT & ACADEMIA
	MEMBER*	NONMEMBER			
<b>Full Registration</b> Includes All Events except Optional Add-Ons	By Feb 25: <b>\$585</b> Full Price: <b>\$650</b> Artisan <sup>2</sup> : <b>\$195</b>	By Feb 25: <b>\$700</b> Full Price: <b>\$775</b> Artisan <sup>2</sup> : <b>\$195</b>	Exhibitors receive one free. Extras cost: By Feb 25: <b>\$585</b> Full Price: <b>\$650</b>	By Feb 25: <b>\$700</b> Full Price: <b>\$775</b>	By Feb 25: <b>\$585</b> Full Price: <b>\$650</b>
<b>Single Day Registration:</b> Includes Wednesday or Thursday Events and All Networking Events <sup>1</sup> Does not include Optional Add-Ons <i>Exhibits are One Day: Wednesday</i>	By Feb 25: <b>\$405</b> Full Price: <b>\$450</b>	By Feb 25: <b>\$520</b> Full Price: <b>\$575</b>	Exhibitors receive one free. Extras cost: By Feb 25: <b>\$405</b> Full Price: <b>\$450</b>	By Feb 25: <b>\$520</b> Full Price: <b>\$575</b>	By Feb 25: <b>\$405</b> Full Price: <b>\$450</b>
<b>Wednesday Tabletop Exhibits &amp; Networking Events<sup>1</sup></b> <i>Exhibits are One Day: Wednesday</i>	By Feb 25: <b>\$90</b> Full Price: <b>\$99</b>	By Feb 25: <b>\$90</b> Full Price: <b>\$99</b>	<i>Exhibitors must register for Full or Single Day Registration.</i>	<i>Supplier Members must register for Full or Single Day Registration.</i>	By Feb 25: <b>\$90</b> Full Price: <b>\$99</b>
<b>OPTIONAL ADD-ONS:</b>					
<b>Tuesday Young Professionals Reception</b> Must be under 40	\$40	\$40	\$40	\$40	\$40
<b>Thursday Awards Banquet</b>	\$85	\$85	\$85	\$85	\$85

<sup>1</sup>All registrations include the following Networking Events:

**Tuesday:** Welcome Reception

**Wednesday:** Continental Breakfast, Lunch, Reception & Championship Cheese Auction

**Thursday:** WCMA Recognition Breakfast, Lunch, Champions Reception, Afterglow Reception.

<sup>2</sup>Artisan Available only to dairy plants producing less than 500,000 pounds of dairy products per year.

\*Membership rates are for members of Wisconsin Cheese Makers Association (WCMA).

\*\*Supplier attendees must be members of WCMA.

For more information contact Wisconsin Cheese Makers Association at 608-286-1001 or [events@wischeesemakers.org](mailto:events@wischeesemakers.org)