

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 for big savings!

SAVE 20% — Register by January 28

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			
Full Registration Includes All Events except Optional Add-Ons	By Jan 28: \$520 By Feb 25: \$585 Full Price: \$650 Artisan ² : \$195	By Jan 28: \$620 By Feb 25: \$700 Full Price: \$775 Artisan ² : \$195	Exhibitors receive one free. Extras cost: By Jan 28: \$520 By Feb 25: \$585 Full Price: \$650	By Jan 28: \$620 By Feb 25: \$700 Full Price: \$775	By Jan 28: \$520 By Feb 25: \$585 Full Price: \$650
Single Day Registration: Includes Wednesday or Thursday Events and All Networking Events ¹ Does not include Optional Add-Ons Exhibits are One Day: Wednesday	By Jan 28: \$360 By Feb 25: \$405 Full Price: \$450	By Jan 28: \$460 By Feb 25: \$520 Full Price: \$575	Exhibitors receive one free. Extras cost: By Jan 28: \$360 By Feb 25: \$405 Full Price: \$450	By Jan 28: \$460 By Feb 25: \$520 Full Price: \$575	By Jan 28: \$360 By Feb 25: \$405 Full Price: \$450
Wednesday Tabletop Exhibits & Networking Events¹ Exhibits are One Day: Wednesday	By Jan 28: \$80 By Feb 25: \$90 Full Price: \$99	By Jan 28: \$80 By Feb 25: \$90 Full Price: \$99	Exhibitors must register for Full or Single Day Registration.	Supplier Members must register for Full or Single Day Registration.	By Jan 28: \$80 By Feb 25: \$90 Full Price: \$99
OPTIONAL ADD-ONS:					
Tuesday Young Professionals Reception Must be under 40	\$40	\$40	\$40	\$40	\$40
Thursday Awards Banquet	\$85	\$85	\$85	\$85	\$85

¹All 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.

²Artisan 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