

Exhibitor Marketing Guide

This toolkit offers everything you need to promote your participation as an exhibitor and connect your business with thousands of dairy industry CEOs, marketers, distributors, plant managers, human resources leaders, and more.

Find full exhibitor planning details on the CheeseCon [Exhibitor Resource](#) page.

Customize Your Graphics

Use the official CheeseCon colors, fonts, and logos for a cohesive, professional look.

CheeseCon Logos:

Click the below images to download high-resolution logos.



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



Brand Guide:

COLORS



RGB: 7 49 68
HEX: #073144
CMYK: 96 72 50 48



RGB: 249 157 42
HEX: #F99D2A
CMYK: 0 45 94 0



RGB: 255 194 125
HEX: #FFC27D
CMYK: 0 27 56 0



RGB: 255 212 157
HEX: #FFD49C
CMYK: 0 18 42 0



RGB: 184 209 227
HEX: #B8D1E3
CMYK: 27 9 5 0

FONTS

Use for titles & headlines

Bebas Neu Pro

Book

Regular

Bold

Use for sub-headlines & body text

Sofia Pro

Light

Regular

Semi bold

Light italic

Regular italic

Bold

Exhibitor Marketing Guide Cont.

Get Social

Follow us on Facebook and LinkedIn to like and share ready-made content, connect with customers, and join the CheeseCon conversation!

Facebook: CheeseCon

LinkedIn: Wisconsin Cheese Makers Association

Event hashtag: #CheeseCon

Need content ideas? Try these:

“It’s almost time – we’re gearing up for [@]CheeseCon 2025. We’re excited to connect, share insights, and showcase our latest innovations. Stop by Booth #[Booth Number] on Wednesday, April 16 and say hi! #CheeseCon”

“What are you most excited to see at [@]CheeseCon 2025? We can’t wait to show you [latest product or service]. Learn more at Booth #[Booth Number] on Wednesday, April 16!”

Connect and Convert

Boost traffic to your booth and maximize your sales prospects with customized CheeseCon email marketing – available now through our partners at Event Technologies. Find program details on the [Exhibitor Resource](#) webpage.

Looking for an attendee list? A pre-event attendee list will be sent out to all exhibit planning contact one week prior to CheeseCon. A final attendee list will also be sent one week post show.

Note: These lists will not include attendee email addresses. WCMA/CheeseCon does not sell attendee lists. If you are approached to purchase a list, it is fraudulent.

Questions?

We’re here to help. Contact us at events@wischeesemakers.org.