



WISCONSIN CHEESE MAKERS ASSOCIATION

EST. 1891

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NEWS RELEASE

October 5, 2022

Registration Opens October 12 for CheeseCon 2023

Visit CheeseCon.org for Special Discounts

MADISON, WI – Make plans now to join the global dairy processing community at CheeseCon 2023, set for April 4-6 in Madison, Wisconsin. Registration begins October 12 at CheeseCon.org for the world’s premier cheese, butter, and whey industry event, hosted by the Wisconsin Cheese Makers Association (WCMA) in partnership with the Center for Dairy Research (CDR) at the University of Wisconsin-Madison. CheeseCon offers valuable networking, insightful seminars, tabletop exhibits from trusted industry suppliers, and exciting celebrations of industry excellence.



April 4-6, 2023 | Alliant Energy Center | Madison, Wisconsin

CheeseCon.org

“CheeseCon is the only event that combines CDR’s world-class technical expertise, a 75,000-square-foot exhibit hall, and ample opportunities for connection – all with a unique focus on dairy processing,” said WCMA Events Director Judy Keller. “There’s no better place to find all the knowledge and tools you need to grow and strengthen your business.”

CheeseCon registration is open to all dairy processors and manufacturers, exhibitors, suppliers, government employees, and members of academia. Suppliers interested in attending must be members of WCMA. Attendees can choose from a Full Registration pass, providing access to CheeseCon’s exhibits, seminars, and networking events, or a Single Day Registration for Wednesday, April 5 or Thursday, April 6. Dairy processors also have the option of attending Wednesday’s tabletop exhibits and all networking events for just \$72 when they register by January 18. All registrations by January 18 will receive a 20 percent discount.

“These special discounts offer access to CheeseCon’s offerings at an unmatched value, but they’re only available for a limited time, so we encourage attendees to register right away,” added Keller.

Optional registration add-ons for all attendees include the lively, elegant U.S. Champions Awards Banquet on Thursday, April 6, or the popular WCMA Young Professionals Reception on Tuesday, April 4. In addition to registration, CheeseCon’s official lodging system is also open for bookings. To receive special 2023 CheeseCon rates, attendees must book their hotel rooms exclusively through CheeseCon.org.

For additional registration details, a schedule of events, sponsorship benefits, and to book hotel rooms, visit CheeseCon.org. Questions can be directed to events@wischeesemakers.org or (608) 286-1001.

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