



WISCONSIN CHEESE MAKERS ASSOCIATION

EST. 1891

For more information, please contact:

Grace Atherton, (608) 673-5545, gatherton@wischeesemakers.org

NEWS RELEASE

October 26, 2022

Make an Impact with CheeseCon Sponsorships, Advertisements

MADISON, WI – Act now to take advantage of impactful sponsorships and advertising options at CheeseCon 2023, hosted by the Wisconsin Cheese Makers Association (WCMA) and the Center for Dairy Research. Visit CheeseCon.org for a complete list of available marketing opportunities.



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

CheeseCon.org

“CheeseCon offers a multitude of ways to promote your business to thousands of dairy industry professionals at an exceptional value,” said Judy Keller, WCMA’s Events Director. “We encourage companies to secure their sponsorship and advertisement space now to make a meaningful impact at the nation’s largest gathering of dairy processors.”

In 2023, CheeseCon’s marketing offerings include two brand-new Silver Sponsorship opportunities. Share your business with the next generation of industry leaders as the Exclusive Silver Sponsor of the popular Young Professionals Reception. This sponsorship includes branded beverage tickets at the event, plus all benefits available to Silver Level companies.

Connect directly with motivated job seekers pursuing careers in dairy as the Exclusive Silver Sponsor of the new Job Fair Head Shot Station, a unique opportunity offering branded email messaging to participants and event signage, in addition to all Silver Sponsorship benefits.

Businesses can also connect with customers by purchasing a high-visibility advertisement in the CheeseCon Official Program. Choose from a full-, half-, or quarter-page ad in this full-color, spiral-bound booklet, distributed to over 3,000 attendees.

CheeseCon, formerly known as Cheese Industry Conference, brings the global dairy processing industry together for engaging networking opportunities, insightful educational sessions, an expansive tabletop exhibit floor, and exciting events recognizing industry excellence. All individuals in dairy processing are encouraged to register at CheeseCon.org by January 18 for the best rates. Please contact events@wischeesemakers.org or (608) 286-1001 with questions.

###