



2019 TSDNC Exhibitor Packet

April 22,23,24, 2019

Grand Wayne Center – Fort Wayne, IN

<http://tristatedairy.org>

28th Tri-State Dairy Nutrition Conference

2019 - Exhibitor and Sponsorship Information

Note - -

1. Registration Deadline Date – Friday, March 1, 2019
 2. Cost for Exhibit Booths – Same as 2014, 2015, 2016, 2017 & 2018
-

Exhibitor or Sponsorship - Options & Details – Listed on **Pages 2 & 3**

1. Confirmation & Payment for Exhibiting & Sponsoring – **form is on Page 4**

Payment & Confirmation options:

1. **Credit Card** - - www.tristatedairy.org - click on **"Register"**
PLEASE - make sure all information is filled out on the web site form;
 1. Company website, 2. Contact person, 3. Person receiving the free registration
2. **Mail** - - mail the Conference Sponsorship Confirmation Form - **Page-4**

To: Ms. Michelle Milligan
 The Ohio State University - TSDNC
 2029 Fyffe Court
 221 Animal Sciences Building
 Columbus, OH 43210-1095
make checks payable to: Tri-State Dairy Nutrition Conference

2. Exhibit Booth – 10' deep & available widths: 10' wide -\$800, 16' wide -\$1150, 20' wide -\$1350

If you have any questions, contact:

Herb Bucholtz at 517-230-0120 (bucholtz@msu.edu)

Michelle Milligan at 614-292-7374 (milligan.4@osu.edu), Fax: 614-292-1515

If you need an "invoice" contact Michelle Milligan.

We hope you will decide to be an Exhibitor or Sponsor for the 2019 conference.

Sincerely,

Herb Bucholtz

Herbert Bucholtz, Professor-Emeritus
 Michigan State University
 Department of Animal Science
 517-230-0120 – cell
 bucholtz@msu.edu

Exhibitor and Sponsorship - - Opportunities & Options

(1) EXHIBITOR – Available Exhibit booth widths (all booths are 10' deep)

- (a) 10'wide -\$800
- (b) 16' wide -\$1150
- (c) 20'wide -\$1350

1. **Receive one (1) complimentary conference registration. \$175 value**
2. Receive one (1) copy of conference proceedings. Please indicate on sponsorship form if you want access to the online proceedings or a paper copy.
3. Copy of the post-conference evaluation summary.
4. Copy of the conference attendance list.
5. Company's name will appear in proceedings and on posters at the conference.
6. Hot-link to company's website from Tri-State Dairy Nutrition Conference's website: www.tristatedairy.org
7. All booths are separated by a 3' high draped partitions between exhibitors. Back draped 8' high.
8. Electricity is available at each booth space.
9. Exhibit table is 8'x3' covered/draped, with 2 chairs.
10. Exhibits will be available during the conference and in the evening. Exhibit area will be locked at night.

(2) SPONSOR - \$300 includes the following:

1. Company's name in *Sponsor Handout* at the conference.
2. Receive one (1) copy of conference proceedings. Please indicate on sponsorship form if you want access to the online proceedings or a paper copy.
3. Copy of the post-conference evaluation summary.
4. Copy of the conference attendance list.
5. Hot-link to company's website from Tri-State Dairy Nutrition Conference's website: www.tristatedairy.org
6. Sponsors may place copies of company brochures or business cards on "Sponsor Table" in the registration area.

(3) HOSPITALITY TIME - \$300 includes the following:

1. Company's name will be on place cards on tables and on posters in the Exhibit Area.
Attendance at the Hospitality Time continues to increase, indicating that this event is popular and a valuable time for people to meet with each other. The Hospitality Time is from 5:45 – 7:00 p.m. on Tuesday, in the Exhibit Area.

(4) STUDENT RESEARCH SHOWCASE – Suggested amount \$100 and includes the following:

1. Company's name will be highly visible to conference attendees on posters and in conference handouts.
2. Sponsoring companies will be recognized when the awards are announced.
3. Students will be introduced to the sponsors.
University undergraduate and graduate students are eligible to enter the Student Presentation Contest, in which they make an oral presentation of their research or a review of a dairy nutrition topic. A panel of university and industry people will judge the presentations and cash awards will be presented to the top undergraduate and graduate students. This competition is an opportunity for industry personnel to get to know students who are interested in careers in dairy cattle nutrition.

(5) DINNER - for Students & Dairy Nutrition Software Workshop - Monday, April 22 - \$35/person

1. Opportunity for students & industry people to meet, interact & get to know each other.
2. Great opportunity for companies who may be looking for new personal.

(6) CYBER CAFÉ SPONSORSHIP – \$200 / company (available to the first 4 companies responding)

The Cyber-Café is available in the Exhibit Area & is equipped with computers, allowing conference attendees to check their e-mail or go on-line at no-cost. To defray the cost, we are offering 4 companies a sponsorship for the Cyber-Café.

Here is what is included:

1. Company logo as the screen background, and company website as the home page on the designated computers.
2. Signs with the sponsoring company names at entrance of café & on place cards next to each computer.
3. Additional recognition in program handouts.

If you are interested in sponsoring the Cyber-Café – please call Herb or Michelle because sponsorship is only available for 4 companies on a first called basis.

Hotels -

Preferred – Call them Early - Tell them your reserving room for the TSDNC, they do have a block of rooms reserved for the TSDNC - but call early!

- 1) Hilton Hotel – 1020 S. Calhoun St. - 260-420-1100 (attached to Grand Wayne Center)
- 2) Courtyard by Marriott – 1150 S. Harrison St. – 260-490-3629 (enclosed walkway to Grand Wayne Center)

Other Hotels – these hotels do not have a block of rooms reserved for TSDNC

Hyatt Place – 111 W. Washington Center Rd. – 260-471-8522

Holiday Inn Express – 5915 Ellison – 260-227-5148

Hampton Inn Ft. Wayne-North – 5702 Challenger Parkway – 260-489-0908

Hampton Inn Ft. Wayne-Southwest – 8219 W. Jefferson Blvd. – 260-459-1999

CONFERENCE CENTER

Grand Wayne Center

120 West Jefferson Boulevard

Ft. Wayne, IN 46802

Phone: 260-426-4100

<http://www.grandwayne.com/>

Shipping Exhibits to/from Grand Wayne Center -

The Grand Wayne Center will not accept any deliveries or freight shipments prior to the Tri-State Dairy Nutrition Conference without prior notification and arrangements. All products and equipment should be properly labeled with the Grand Wayne Center address (see above), event name (*Tri-State Dairy Nutrition Conference*), and event date (*April 22-24, 2019*), and vendor/company name. Once the exhibit spaces have been set up, the Grand Wayne Center staff will move your mailed materials to your booth space. Exhibitor layout will be available upon arrival at the conference.

Your company is responsible for the return shipping of your materials. If you are shipping materials after the conference:

- Contact the shipping company of your choice for the pick-up of your freight and materials. A list of shipping companies is available from the Grand Wayne Center staff.
- Seal all boxes, crates, tubes, etc. and label each clearly for the destination.
If your shipper does not provide labels, blank forms will be available from the Grand Wayne Center Engineering office.

Sponsorship Confirmation Form - 2019 Tri-State Dairy Nutrition Conference

1. Mail - Ms. Michelle Milligan
The Ohio State University - TSDNC
2029 Fyffe Court
221 Animal Sciences Building
Columbus, OH 43210
Fax – 614-292-1515
E-Mail - milligan.4@osu.edu
Make checks payable to: Tri-State Dairy Nutrition Conference
2. Credit Card - go to the TSDNC the web site: <http://tristatedairy.org/>

Indicate your choices by placing an "x" in the appropriate boxes:

- ☐ --- \$800 (10'x10' booth) (\$75.00 / frontage foot)
- ☐ ---\$1150 (16'x10' booth) (\$68.75 / frontage foot)
- ☐ ---\$1350 (20'x10' booth) (\$65.00 / frontage foot)

Name of Person receiving the \$175 free exhibitor's registration: _____

- ☐ --- Will be - SPONSOR @ \$300 indicate if you will have brochures for the display table: Yes-- ☐ No-- ☐
- ☐ --- Will be - HOSPITALITY TIME SPONSOR @ \$300 or \$ _____
- ☐ --- Will help sponsor - STUDENT RESEARCH SHOWCASE @ \$100 or \$ _____
- ☐ --- Will co-sponsor - CYBER CAFÉ @ \$200 (this is a first-come, first-serve opportunity)
- ☐ --- Dinner with Students & Dairy Nutrition Software Workshop Attendees - Monday, April 22 @ \$35/person
- Name of persons attending _____

\$ _____ - - - **TOTAL AMOUNT ENCLOSED** **Registration Deadline – Friday, March 1, 2019**

There is a choice on how you will receive your proceedings at the registration table at the conference.

You MUST choose if you want EITHER the (a) ELECTRONIC VERSION ONLINE or (b) PAPER COPY (1 copy/registration)

- ☐ ----- Online – receive proceeding online (you will be given a password at the registration)
- Or
- ☐ ----- Paper Copy (you will receive the paper copy at registration)

Company name: _____

Company's website address (for linking on TSDNC website): _____

Contact person: _____

Street address: _____ City: _____ State: _____ ZIP _____

Phone: _____ Fax: _____ Cell: _____

Email: _____

Please Note - **The Tri-State Dairy Nutrition Conference rents & controls the use of the Grand Wayne Center facilities for the entire length of the conference; April 22-24, 2019.**

So, if your company is interested in using any of the halls or rooms in the Grand Wayne Center or having a meal, meeting or reception April 22-24, 2019, your company must first contact Dr. Maurice Eastridge for authorization (eastridge.1@osu.edu or 614/688-3059).

The Grand Wayne Center and the Hilton Hotel staff are instructed to refer companies interested in using the Grand Wayne Center or sponsoring a meal or reception via the Hilton Hotel in the Grand Wayne Center during the conference to first contact Dr. Eastridge - - - Your following these procedures will be appreciated by everyone.

Background information about the Tri-State Dairy Nutrition Conference:

This will be the **28th** year for the Tri State Dairy Nutrition Conference.

Purpose of Conference:

To provide an educational dairy cattle nutrition conference for people who furnish nutritional recommendations, advice, and products to dairy farmers. The intended audience includes feed company representatives and sales people, independent nutrition consultants, veterinarians, and university personnel.

The Tri-State Dairy Nutrition Conference started in 1991, and in 2018, there were 529 conference attendees.

The majority of attendees are from the tri-states of Indiana, Michigan, and Ohio along with Illinois, Kentucky, New York, Pennsylvania, Wisconsin, and Canada. In total, attendees were from 30 states & 6 countries.

Future Conference Programs your company may be interested in sponsoring -

- 1) **Pre-Conference Program – Tuesday morning**
- 2) **Nutrition Consultants Dinner & Program – Tuesday night ~6:30pm**
- 3) **Veterinary Dinner & Program – Tuesday night ~6:30pm**
- 4) **Industry Sponsored Hot Topic Breakfast – Wednesday morning 7:00am**
- 5) **Post-Conference Program – Wednesday afternoon**

If your company is interested in sponsoring & presenting these programs, please contact Maurice Eastridge (614-688-3059 or eastridge.1@osu.edu).