



**4th Global Dairy Congress
27-29 April 2010
Salzburg, Austria**

SPONSORSHIP OPPORTUNITIES

Organised by Zenith International

In association with dairy innovation

The Global Dairy Congress is an annual industry event for producers and suppliers, attracting high level speakers and delegates for three days of presentations, panel discussions and networking.

The previous events held in Amsterdam, Athens and Madrid brought together over 190 delegates from more than 25 countries. Speakers include the top representatives from leading dairy companies around the world including Nestlé and Danone.

The **2010 programme** will start on 27 April with a visit to Alpenmilch's newly renovated plant. Sponsor briefings will also be held in the afternoon. The main conference will take place on 28 April at the Salzburg Congress Centre with further seminars and market briefings on 29 April. There will be a gala industry dinner on 28 April at the Archbishop's Residence, a stunning venue in the centre of the city.

Companies represented at previous Congresses include:

Arla Foods ♦ Beneo-Palatinit ♦ Bericap ♦ Coca-Cola ♦ Clover ♦ Dairy Crest ♦ Dairy Farmers of Britain
Danish Dairy Board ♦ Danisco ♦ Doehler ♦ Elopak ♦ Fonterra ♦ Friesland Foods ♦ Frigoglass ♦ Glanbia
Global Dairy Platform ♦ Granarolo ♦ Groupe Danone ♦ Husky ♦ International Dairy Federation ♦ Kraft ♦ Land
O'Lakes ♦ Krones ♦ Nestlé ♦ Rabobank ♦ Sidel ♦ SIG ♦ Tetra Pak ♦ Unilever ♦ Vivartia ♦ Vordian
Wimm Bill Dann ♦ Wild

Previous sponsors include: Bericap, DSM, Elopak and Frigoglass, Sabic and Tine.

A range of sponsorship choices are available, presenting an excellent opportunity to reach the highest levels of industry management. Our aim is to work with sponsors to develop a package that meets your specific objectives and budget and therefore to deliver the best value. The options over the page provide an outline of the benefits on offer.

For more information and to discuss your requirements, please contact Louise Gascoigne on +44 (0)1225 327942 or lgascoigne@zenithinternational.com.

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SPONSORSHIP OPPORTUNITIES:

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	Branding on marketing	Branding at event	Presentation/ briefing opportunity	Table top display	Delegate places	Other promotion	Exclusivity in sector	Prices (ex VAT)
GOLD	Reference as principal/gold sponsor Logo on programme cover and events webpage	Logo on speaker platform, delegate packs	Workshop / breakfast briefing, opportunity (Timing and content to be agreed with organiser)	Table top display or small stand in conference or refreshments area (size depends on space available at venue 3 x 1.5 m guide).	5* plus 10% discount for other delegates (when booked together)	300 word (one page) profile in delegate pack. Reference in all press releases and coverage in dairy innovation magazine Opportunity to distribute one piece of marketing material in delegate places 15% discount available on new print and online advertising bookings in dairy innovation and foodbev.com/dairy**	Exclusivity in sector	€25,000
SILVER	Logo on programme cover and events webpage	Logo on speaker platform, delegate packs	-	Table top display or small stand in conference or refreshments area (size depends on space available at venue 3 x 1.5m guide).	3* plus 10% discount for other delegates (when booked together)	150 word profile in delegate pack. Reference in all press releases and coverage in dairy innovation magazine Opportunity to distribute one piece of marketing material in delegate places 15% advertising discount as above**	Max 2 companies per sector	€16,000
BRONZE	Logo on programme cover and events webpage	Logo on speaker platform, delegate packs	-	-	1* plus 10% discount for other delegates (when booked together)	150 word profile in delegate pack. Reference in all press releases and coverage in dairy innovation magazine 15% advertising discount as above**	Max 2 companies per sector	€10,000

Additional marketing opportunities

Table top display	Table top display or small stand in conference or refreshments area (size depends on space available at venue 3 x 1.5 m guide). Minimum of one full delegate place must be booked for event.	€3,250
Hosting drinks reception	Optional in conjunction with overall sponsorship package (ie. minimum bronze). Branding in programme, table top display at reception and option to make brief welcome address.	€3,250
Delegate briefing	Optional in conjunction with overall sponsorship package (minimum bronze). Branding in programme, provision of room for presentation and AV requirements, refreshments for delegates.	€4,250

Sponsorship packages are flexible and can be adapted to meet your specific requirements. For more information or to discuss, please contact Louise Gascoigne, Zenith International Events Organiser on +44 (0) 1225 327942 or lgascoigne@zenithinternational.com