

# SPONSORSHIP, EXHIBIT AND ADVERTISING GUIDE



MONDAY, JUNE 24 – THURSDAY, JUNE 27  
TRADE SHOW – JUNE 25-26  
[WWW.HOLSTEINCONVENTION.COM](http://WWW.HOLSTEINCONVENTION.COM)

SALT PALACE CONVENTION CENTER  
90 S WEST TEMPLE ST., SALT LAKE CITY, UT 84101



**U.S. Registered Holsteins**  
FOR MAXIMUM PROFIT



**Holstein Association USA, Inc.**

1 Holstein Place • PO Box 808 • Brattleboro, VT 05302-0808  
800.952.5200 • Fax: 802.254.8251  
[www.holsteinusa.com](http://www.holsteinusa.com)

October 2023

## **WELCOME TO THE NATIONAL HOLSTEIN CONVENTION!**

The National Holstein Convention has been the place where Holstein enthusiasts annually meet to determine the direction of the Holstein breed and their association. Holsteins are the choice for serious milk, protein, and fat production, and profound genetic improvement showcasing everything our members' livelihood represents. The Holstein breed is the breed of business propelling the dairy industry forward.

The Holstein Association USA vision for the future is a broader dairy industry convention, including educational seminars and a robust trade show to share the latest technology, genetic advancements, and how dairy producers can become more profitable.

We appreciate every company that does business with our members to help the dairy industry provide proteins for the world. Whether you offer seed, feed, technology, dairy or beef semen, farm equipment, herd health, financial services, etc., Holstein breeders can use your products and services.

Now, you can share your products and services during the National Holstein Convention. This Sponsorship, Exhibit and Advertisement Guide highlights the opportunities for you to deliver your message to breeders at the 2024 National Holstein Convention --- Udderly Utah! Whether you want to promote your brand at a networking event, talk with dairy producers in the trade show, advertise your company, invest in education and youth programs, we'll create a program to fit your needs.

Please contact us to discuss how your company benefits by being involved. The combination of hundreds of dairy producers from around the country with thousands of cows represents incredible buying potential for your organization.

We look forward to seeing you at the National Holstein Convention in Salt Lake City, June 24-27, 2024!

Cordially,

John M. Meyer  
Chief Executive Officer

Diedra J. Harkenrider  
Fundraising

P.S. Please visit [www.holsteinconvention.com](http://www.holsteinconvention.com) for sponsorship information and updates on Convention.



# WHO WE ARE



Holstein Association USA is the world's largest dairy breed association, and one of the largest dairy organizations in the country. Since its formation in 1885, the Holstein Association has been dedicated to the development of the Holstein breed. As agriculture has changed with technological advancements, consumer demands, and new opportunities and challenges, Holstein Association USA has helped keep its members at the forefront of the dairy industry.

The grassroots organization is governed by dairy farmers, for dairy farmers and is comprised of members from across the United States. The organization also has a vibrant Junior Holstein Association, which provides countless opportunities

for youth members from ages 9-21. The Junior Holstein Association helps youth foster lifelong skills and connections from educational webinars and contests, to conventions, shows and scholarship opportunities.

Today, the iconic black and white Holstein cows dominate the dairy industry, thanks to their unmatched efficiency, genetic merit, profitability, and high-quality milk production. Of the 9.4 million dairy cows across the country, 85% are Holsteins.

The dairy industry is constantly evolving, and Holstein Association USA's members continue to advance with innovative technology, improved genetics, ongoing research and new opportunities.

# NATIONAL HOLSTEIN CONVENTION



The National Holstein Convention event moves around the country, with the heartbeat centered around its youth events, contests, award recognitions, tours, the Holstein Association USA Annual Meeting, and the National Sale. Annual attendance hovers around 1,000 people.

Our vision is for a broader dairy industry convention, featuring educational seminars, a more robust trade

show, and enhanced networking opportunities to complement the keystone events that our Convention attendees know and love. The combination of hundreds of dairy producers from across the nation and thousands of cows represent unbelievable buying power for your company.

Please join us to make this vision a reality.

# OFFICIAL NATIONAL HOLSTEIN CONVENTION PROGRAM SPECS AND RATES

The printed Official National Holstein Convention Program is given to 1,000 attendees.

This is a great way to promote your company's products and services.

Advertisements are available in a variety of sizes to fit your budget or as a sponsorship benefit.

AD SIZE	DIMENSIONS (INCHES- WIDTH X HEIGHT)	BLEED	COLOR	B&W
1 Full Page	8.5 x 11	.125	\$1,800	\$1,500
1/2 Page - Horizontal	8.5 x 5.5	.125	\$1,100	\$800
1/4 Page - Vertical	4.25 x 5.5	None	\$800	\$500
Business Card	3.3 x 2.1	None	\$700	\$400

## DEADLINE for camera-ready ad is Friday, May 10, 2024

Camera-ready ads should be designed to the size dimensions shown. Holstein Association USA will not resize ads. Files should be high-resolution PDF or JPG format. Any questions about designing or saving your ad, contact Kayla Strauss for assistance, [kstrauss@holstein.com](mailto:kstrauss@holstein.com).

**1 Full Page**  
8.5 x 11 with a .125 Bleed

If designing in Photoshop,  
include bleed in document  
size (8.75 x 11.25)

**Half Page-Horizontal**  
8.5 x 5.5 with a .125 Bleed

If designing in Photoshop, include  
bleed in document size  
(8.75 x 5.75)

**Quarter  
Page-Vertical**  
4.25 x 5.5

**Business  
Card**  
3.3 x 2.1

Please note: any images of cattle in an ad should be predominantly Registered Holsteins®

# TRADE SHOW

JUNE 25-26, 2024 \* SALT PALACE CONVENTION CENTER \* SALT LAKE CITY, UT

## PRICES THROUGH May 15, 2024

<input type="checkbox"/> 10x10 _____	\$2,000.00
<input type="checkbox"/> 10x20 _____	\$3,900.00
<input type="checkbox"/> 10x30 _____	\$5,800.00
<input type="checkbox"/> 20x20 _____	\$9,200.00

## PRICES AFTER May 15, 2024

<input type="checkbox"/> 10x10 _____	\$2,200.00
<input type="checkbox"/> 10x20 _____	\$4,300.00
<input type="checkbox"/> 10x30 _____	\$6,300.00
<input type="checkbox"/> 20x20 _____	\$10,000.00

## TOTAL SPACE COST

\$ \_\_\_\_\_

*We agree to occupy and pay for the above exhibit space. We understand that the contract is not valid without the required deposit. 50% deposit is due with contract, balance (50%) due April 1, 2024. No exhibit will be allowed to set up unless paid in full. Trade show management will provide a carpeted space, 8' backdrop, 3' side curtains, one (1) 6' draped table, two (2) padded chairs, one (1) booth ID sign with company name and booth number, and a wastebasket for each 10x10 exhibit.*

## A SEPARATE TRADE SHOW TERMS AND CONDITIONS WILL BE SENT UPON YOUR BOOTH COMMITMENT

Exhibiting Company \_\_\_\_\_ Person in charge of display \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website Address \_\_\_\_\_ E-mail Address \_\_\_\_\_

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_

For publicity purposes, please list the product names, services, etc., that you will be exhibiting in your booth. (i.e., John Deere – equipment, etc.):

All efforts will be made to accommodate your request for exhibit location; however the trade show management reserves the right to arrange the show in the overall best interest of the show. If we need to change your desired location for any reason, we will notify you immediately.

# OFFICIAL NATIONAL HOLSTEIN CONVENTION PROGRAM

Advertisement (check choice)

- |   |   |   |  |
|---|---|---|--|
| <input type="checkbox"/> 1 Page Color \$1,800 | <input type="checkbox"/> ½-Page Color \$1,100 | <input type="checkbox"/> ¼-Page Color \$800 | <input type="checkbox"/> Business Card Color \$700 |
| <input type="checkbox"/> 1 Page B&W \$1,500   | <input type="checkbox"/> ½-Page B&W \$800     | <input type="checkbox"/> ¼-Page B&W \$500   | <input type="checkbox"/> Business Card B&W \$400   |

## PAYMENT

Total booth space \$ \_\_\_\_\_ + Advertisement \_\_\_\_\_ = TOTAL \$ \_\_\_\_\_

Check if applies:  Please send invoice  Down payment amount \$ \_\_\_\_\_

Make checks payable to Holstein Association USA, Inc. Please mail the completed form and payment to: Holstein Association USA, Inc., Attn: Accounting, P.O. Box 808, Brattleboro, VT 05302-0808. For your convenience, we also accept Visa, Mastercard, and Discover. If you would like to pay by credit card, please email your form to [billing@holstein.com](mailto:billing@holstein.com) and call Cherie at 802-451-4268 or Teresa at 802-451-4294.

Please note: any images of cattle in the trade show should be predominantly Registered Holsteins®

# SPONSORSHIP OPPORTUNITIES

## MAJOR EVENTS

### HOST DAY LUNCH

**Monday, June 24**

**11:30 AM – 2:30 PM**

This is the Place Heritage Park... The FUN place for everyone, is just 15 minutes from downtown Salt Lake City. Learn about Utah history, watch a blacksmith in action, take a leisurely stroll along Statuary Walk to see monuments and sculptures of pioneer history and western heritage.

### WELCOME RECEPTION

**Tuesday, June 25**

**6:30 – 10:00 PM**

Hyatt Regency Hotel Sundance Terrace for an indoor/outdoor reception where youth and adults connect with friends and make new acquaintances.

### PRE-SALE MEAL

**Wednesday, June 26**

**4:30 – 6:30 PM**

The Salt Lake Convention Center Ballroom will be abuzz as young and old alike gear up for the Fun in the Sun: Holstein Convention Sale or the Junior Activity late that evening.

### HOLSTEIN CONVENTION SALE BEVERAGES & SNACK

**Wednesday, June 26**

**6:00 – 10:00 PM**

After dinner, join Holstein enthusiasts from around the world for the online Fun in the Sun: Holstein Convention Sale. You will host the beverages during the sale and snacks at 8:00 PM.

## PRIME EVENTS

### CONVENTION

#### REGISTRATION WEBSITE

**March 1, 2024 – July 15, 2024**

Be visible to everyone who registers for the National Holstein Convention with a co-branded ad before registrants are directed to the website. Your company banner ad will have prime exposure on the registration area.

### ADULT & JUNIOR

#### NETWORKING LUNCHEON

**Tuesday, June 25**

**NOON – 1:00 PM**

Greet all the juniors and adults as they enter the Salt Palace Ballroom for lunch and share a message about your company while they eat. Great opportunity to give company promotional item to attendees.

### BREAKFASTS (Select one day)

**Salt Palace Ballroom**

**Monday, June 24**

**7:00 – 8:30 AM**

**Tuesday, June 25**

**6:30 – 8:00 AM**

**Wednesday, June 26**

**6:30 – 8:00 AM**

Convention attendees can enjoy a breakfast buffet each morning to fuel-up for the full day of activities. Sponsors can share a company message with the early birds while they eat.

## ELITE EVENTS

### EXCLUSIVE TRADE SHOW

#### RECEPTION HOST

**Tuesday, June 25**

**3:00 – 5:00 PM**

Following the conclusion of Holstein University, adult Convention attendees can visit the Trade Show. Host the beverage and snack bar inside the hall and greet attendees at the door to share a company promotion or gift.

### JUNIOR ACTIVITIES

Select one of these junior activities to interact with the future leaders of the Holstein breed, dairy industry, and agriculture.

#### Junior Workshop

**Monday, June 24**

**6:00 – 7:00 PM**

OR

**Wednesday, June 26**

**3:00 – 4:00 PM**

#### Junior Welcome Dance

**Monday, June 24**

**7:30 – 11:00 PM**

#### Junior Activity

**Wednesday, June 26**






















**7:00 – 11:00 PM**

**Diamond, Platinum and Gold Sponsors are eligible to sponsor events and gain unparalleled exposure at National Holstein Convention.**

# SPONSOR BENEFITS

National Holstein Convention is the place to meet to hear the latest in the dairy industry and watch youth battle in educational and fun contests. Friendships are formed and renewed each year at this event.

All this is possible thanks to the support of our generous sponsors. Listed below are six sponsorship opportunities available at National Holstein Convention. Many sponsorships are tied to events so you gain unparalleled exposure to Holstein enthusiasts.

COMMITMENT LEVEL	COPPER	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
	\$1,000-\$2,499	\$2,500-\$4,999	\$5,000-\$9,999	\$10,000-\$19,999	\$20,000-\$29,999	\$30,000-& Up
Listing on Convention and HAUSA Facebook, Instagram, LinkedIn pages followed by 34,000+						
Ability to distribute promotional materials to Convention attendees						
Trade show booth (10 x 10, unless noted)	\$1,500	\$1,250	\$1,000	FREE	FREE 10 x 20	FREE 20 x 20
Ad in Official National Holstein Convention Program	Business Card	1/4 Page B&W	1/2 Page B&W	1/2 Page Color	Color Page	Color Page Prime Spot
<b>ELITE EVENT</b> sponsor or <b>PRIME EVENT</b> co-sponsor						
<b>PRIME EVENT</b> sponsor, brand awareness item						
Co-branded area with HAUSA						
<b>MAJOR EVENT</b> sponsor, brand awareness item						
Three-minute video or representative speaks at event						
Recognition in the Official National Holstein Convention Program	Listing	Listing	Listing	LOGO	LOGO	LOGO
Recognition on the sponsors page of National Holstein Convention website	Listing	Listing	Listing	LOGO	LOGO	LOGO/VIDEO

## BRAND AWARENESS

Diamond and Platinum level sponsorship commitment includes one Brand Awareness item the sponsor provides at cost. Brand awareness items may include coolers, water bottles, t-shirts for juniors, registration area, mobile app, WiFi, room keys, and more.

Sponsorships, trade show booths and advertising are sold on a first-come, first-served basis. For all sponsorship levels, benefits are negotiable with Holstein Association USA.

## ADDITIONAL SPONSOR OPPORTUNITIES

Companies or individuals who give under \$1,000 will receive recognition in the Official National Holstein Convention Program and National Holstein Convention website and social media outlets.



## IN-KIND SPONSORS AND DONATIONS

The Dairy Bar will be available for convention attendees to enjoy dairy refreshments. Ideas for the Dairy Bar include milk, cheese, yogurt, ice cream or other dairy products as well as fruit, vegetables, crackers, etc.

Or perhaps your company has plates, bowls, napkins, cups, or silverware that you'd like to contribute. These generous donations will be noted in the Official National Holstein Convention Program and with signage at the Dairy Bar.

## IMPORTANT DATES

**May 10, 2024** – Official National Holstein Convention Program ad deadline

**May 15, 2024** – All Video and Banner ads for social media due

**May 31, 2024** – Deadline for trade show booth, sponsorship, and ad payments due.

All booths paid in full and certificate of liability insurance coverage sent to Holstein Association USA

**May 31, 2024** – Video for Convention Presentation due

**June 7, 2024** – Deadline for trade show booth furniture order due

**June 17, 2024** – Deadline for any shipped materials to arrive in Salt Lake City

## CONTACT

Sponsorships, booths and ads are sold on a first-come, first-served basis. For all sponsorship levels, other benefits are negotiable with Holstein Association USA. To discuss your company participation or sponsorship packages for the 2024 National Holstein Convention, contact:

Diedra Harkenrider, Holstein Association USA  
Cell: 607.279.0335 (8:00 AM – 5:00 PM Eastern Time)  
Email: [dharkenrider@holstein.com](mailto:dharkenrider@holstein.com)  
[www.holsteinconvention.com](http://www.holsteinconvention.com)

