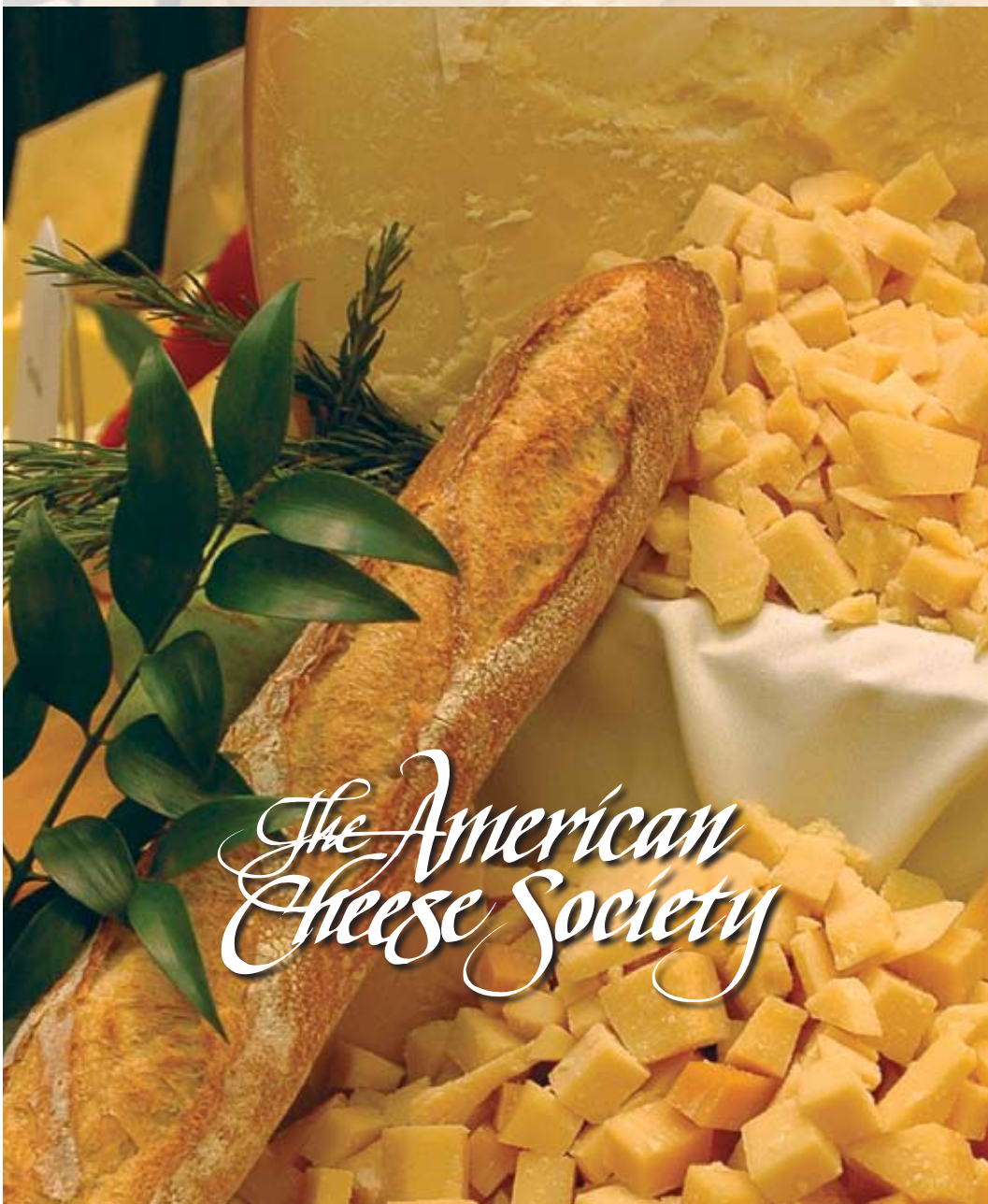




2007 Conference Sponsorship Opportunities

ACS Annual Conference August 1-4 Burlington, Vermont



*The American
Cheese Society*

Who We Are:

The American Cheese Society is an active, not-for-profit professional trade association that encourages the understanding, production, appreciation and consumption of America's farmstead, artisanal, and specialty cheeses.

ACS Demographics

The American Cheese Society's 1,200 members are grouped into the following professional categories:

- 28% Cheesemakers/Buttermakers
- 14% Distributors/Brokers
- 21% Retailers
- 5% Academic/Technical Affiliates
- 4% Writers/Authors or Communications Specialists
- 3% Restaurant/Foodservice Professionals
- 4% Suppliers/Dairies
- 10% Enthusiasts

The American Cheese Society has a variety of Sponsorship opportunities available in conjunction with its 2006 Annual Conference, July 20-22, in Portland, Oregon. Participation as an ACS Sponsor is an effective way to maximize your visibility and reach many of the industry's most influential professionals.

The 732 attendees at the 2006 Annual Conference, in Portland, represented the following professions:

- 167 Cheesemakers
- 186 Retailers
- 117 Distributors
- 91 Restaurant and Foodservice Professionals
- 28 Suppliers
- 42 Technical and Academic Specialists
- 42 Press/Media/Foodwriters
- 59 Enthusiasts



Quotes from two media affiliates attending previous Annual Conferences:

If you are passionate about specialty cheese, this is the place to be. The great attraction is a conference centered around learning, tasting, sharing and networking with cheesemakers, retailers, importers and distributors as well as editors and passionate consumers to discuss what's happening in the world of cheese. With all the developments in American cheesemaking, it would be difficult for me to believe that anyone really interested in specialty cheese would miss this event. It's a great place to be if you're just learning, but it is even a better place to be if you think you know it all because you'll quickly find out you don't! I just love this event.

Lee Smith, Publisher & Editorial Director
Deli Business

I have been both amazed and gratified by the tremendous growth of the American Cheese Society over the past decade. The ACS conference has become a major industry event, and many specialty cheeses have debuted as a result of ACS support. I leave every conference more impressed than the last.

Kate Sander, Editorial Director
Cheese Market News

2007 Sponsorship Committee & Contacts:

For more information about how you can become involved as an ACS Sponsor, please contact a Sponsorship Committee member below:

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www.cheesesociety.org.

2007 Annual Conference Sponsorship Opportunities

The American Cheese Society offers a variety of conference sponsorship opportunities for the 2007 Annual Conference, August 1-4 at the Sheraton Burlington in Burlington, Vermont.

This flexible program provides an opportunity to present your company, your product, or your service to some of the most recognized, respected, and dedicated cheese professionals in the world. ACS conference and Festival of Cheese attendees include cheesemakers, retailers, chefs, food writers, cookbook authors, media personalities and cheese enthusiasts from all over the U.S., Canada and Europe.

ACS members reach audiences through media print articles, television shows, and at the retail level, influencing the buying habits of countless consumers. Conference sponsorships create successful, long lasting customer exchanges, while it supports the organization and ensures continued educational opportunities for its 1200+ members.

As a conference sponsor, you may choose the event you wish to sponsor at a given level on a first come, first served basis. In some cases, events may be co-sponsored by two or more companies when necessary.

Diamond Sponsor - \$25,000 *plus* product donation

Sponsored Event: Festival of Cheese **SOLD**

The Festival of Cheese is the crowning event of the annual conference and competition. The event showcases the winning cheeses including the Best of Show, as well as all entries submitted to the competition. The Festival draws media and journalists from all over the U.S., as well as conference attendees and the public, totaling over 900 people. Media impressions, in 2006, were measured in the millions! Last year, the competition winners captured media attention from over 100 media outlets, including national and international newspapers, culinary journals, television and radio shows. The Festival features a marketplace environment and includes Supporting Trade Sponsors (beer, wine and spirits) and Festival Marketplace Sponsors, manufacturers of foods that are traditionally served with cheese.

Benefits:

- Recognition as an ACS Diamond Sponsor in conference printed materials and signage
- Recognition as the Festival of Cheese Sponsor in all printed materials
- Full page, inside front cover advertisement in the Official Conference Program
- Full page advertisement in the Post Conference Report
- Recognition as a Diamond Sponsor in the Judging Competition Results brochure

- Opportunity to serve product at Festival of Cheese
- Special recognition on the ACS website
- One complimentary, one-year Corporate Membership (\$790 value)
- One complimentary set of ACS membership mailing labels on request
- Five complimentary conference registrations
- Five additional complimentary tickets to the Saturday night Festival of Cheese

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Platinum Sponsor - \$15,000 *plus* product donation

Sponsored Event: Judging Competition
(sponsorship not open to the cheese industry.)

Benefits:

- Recognition as a Platinum Sponsor in conference printed materials and signage
- Full page advertisement in the Official Conference Program
- Full page advertisement in the Post Conference Report
- Full page advertisement, Judging Competition Results brochure
- Recognition as a Platinum Sponsor in the Judging Competition Results brochure
- Opportunity to donate product to be served at Festival Marketplace
- Special recognition on the ACS website
- One complimentary, one-year Corporate Membership (\$790 value)
- One complimentary set of ACS membership mailing labels on request
- Three complimentary conference registrations
- Three additional complimentary tickets to the Saturday night Festival of Cheese

Gold Sponsor - \$10,000 *plus* product donation

Sponsored Event/s: Thursday Opening Reception **SOLD**
(3 Gold Sponsors) General Sessions (Shared Sponsorships Available)

Benefits:

- Recognition as a Gold Sponsor in conference printed materials and signage
- One-half page advertisement in the Official Conference Program
- One-half page advertisement in the Post Conference Report
- Recognition as a Gold Sponsor in the Judging Competition Results brochure
- Opportunity to donate product to be served at your sponsored event
- Special recognition on the ACS website
- One complimentary, one-year Corporate Membership (\$790 value)
- One complimentary set of ACS membership mailing labels on request
- Three complimentary conference registrations
- Three additional complimentary tickets to the Saturday night Festival of Cheese

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Silver Sponsor - \$7,500 *plus* product donation

Sponsored Event/s: Thursday, Friday or Saturday Breakfast
Thursday, Friday or Saturday Luncheon
New Member/First-Time Attendee
Reception
(Shared Sponsorships Available)

Benefits:

- Recognition as a Silver Sponsor in conference printed materials and signage
- One-half page advertisement in the Official Conference Program
- One-half page advertisement in the Post Conference Report
- Recognition as a Silver Sponsor in the Judging Competition Results brochure
- Opportunity to donate product to be served at your sponsored event
- Special recognition on the ACS website
- One complimentary, one-year Corporate Membership (\$790 value)
- One complimentary set of ACS membership mailing labels on request
- Two complimentary conference registrations
- Two additional complimentary tickets to the Saturday night Festival of Cheese

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Bronze Sponsor - \$5,000 *plus* product donation

Sponsored Event/s: Thursday, Friday or Saturday
Networking Break
Conference Tours
(Shared Sponsorships Available)

Benefits:

- Recognition as a Bronze Sponsor in conference printed materials and signage
- One-quarter page advertisement in the Official Conference Program
- One-quarter page advertisement in the Post Conference Report
- Recognition as a Bronze Sponsor in the Judging Competition Results brochure
- Opportunity to donate product to be served at your sponsored event
- Special recognition on the ACS website
- One complimentary, one-year Individual Membership (\$160 value)
- One complimentary set of ACS membership mailing labels on request
- One complimentary conference registration
- One additional complimentary ticket the Saturday night Festival of Cheese

Supporting Trade Sponsor / Trade Equipment Suppliers - \$2,500

Available to the trade equipment suppliers

Benefits:

- Sponsors have the opportunity to display their equipment throughout the duration of the conference.
- Recognition as a Supporting Trade Sponsor in conference printed materials and signage
- One-quarter page advertisement in the Official Conference Program
- One-quarter page advertisement in the Post Conference Report
- Recognition as a Supporting Trade Sponsor in the Judging Competition Results brochure
- Special recognition on the ACS website
- One complimentary, one-year Individual Membership (\$160 value)
- One complimentary set of ACS membership mailing labels on request
- Two complimentary tickets to the Saturday night Festival of Cheese

Supporting Trade Sponsor / Wine and Spirits Trade + Product Donation

Available to the wine and spirits trade

- **Grand Cru Flight** - \$5,000 plus up to \$7,500 in product donations
 - Additional benefits include a sponsored event (dessert break, cocktail hour, conference tour, Wednesday evening event) - *plus benefits listed below*
- **Reserve Flight** - \$2,500 plus up to \$5,000 in product donations
 - Additional benefits include a sponsored event (dessert break, cocktail hour) *plus benefits listed below*
- **Premium Flight** - \$1,000 plus up to \$2,500 in product donations
 - plus benefits listed below*

Benefits:

- Table at the Festival of Cheese or the Festival Marketplace for product sampling and/or display
- Recognition as a Supporting Trade Sponsor in conference printed materials and signage
- One-quarter page advertisement in the Official Conference Program
- One-quarter page advertisement in the Post Conference Report
- Recognition as a Supporting Trade Sponsor in the Judging Competition Results brochure
- Special recognition on the ACS website
- One complimentary, one-year Individual Membership (\$160 value)
- One complimentary set of ACS membership mailing labels on request
- Two complimentary tickets to the Saturday night Festival of Cheese

Festival Marketplace Sponsor - \$1,000 plus product donation

(Not open to the cheese industry.)

Sponsored Event: Festival Marketplace

This sponsorship provides the opportunity to display and sample products, such as condiments, snacks and foods that may be served with cheese. The Festival Marketplace is held in conjunction with the Festival of Cheese on Saturday evening, August 4. This sponsorship is not available to cheesemakers.

Benefits:

- Display table at the Festival Marketplace for product sampling and display
- Opportunity to donate product to be served at the Festival Marketplace
- Recognition as a Festival Marketplace Sponsor in conference printed materials and signage
- Recognition as a Festival Marketplace Sponsor in the Official Conference Program
- Recognition as a Festival Marketplace Sponsor in the Post Conference Report
- Recognition as a Festival Marketplace Sponsor in the Judging Competition Results brochure
- Special recognition on the ACS Web site
- Two complimentary tickets to the Saturday night Festival of Cheese

Conference Cheesemaker Sponsor

Collectively, the Cheesemaker Sponsors will be recognized at the Breakfast & General Session on Cheesemaker Day.

Cheese Board I - \$2,000 Cheese Board II - \$750

Benefits:

- Recognition as a Cheesemaker Sponsor in conference printed materials and signage
- Recognition as a Cheesemaker Sponsor in the Official Conference Program
- Recognition as a Cheesemaker Sponsor in the Post Conference Report
- Recognition as a Cheesemaker Sponsor in the Judging Competition Results brochure
- Special recognition on the ACS Web site

Friends of ACS

This is for anyone who wishes to financially sponsor the ACS, but is not within the above outlined categories.

Benefit:

- Company name listed in conference printed materials and signage

**Level of benefits do not necessarily correspond with 2006 Conference Sponsorship Opportunities

***For more information about how you can become involved as an ACS Sponsor, please contact Michelle Martino, Chair or a Sponsorship Committee Member