



SPONSORSHIP PROGRAM

A global organization for mastitis control and milk quality

NMC 49th Annual Meeting January 31 – February 3, 2010 Albuquerque, New Mexico

The NMC 49th Annual Meeting will be held at the Hyatt Regency in Albuquerque and will feature a program that includes presentations about motivating dairy producers to improve milk quality, the science of mastitis treatment, managing environmental mastitis, and reaching the dairy industry in developing countries. The program will offer a variety of educational opportunities for attendees, starting with a pre-conference symposium focused on worldwide trends affecting milk demand. In addition, the Annual Meeting will feature general sessions, a poster session displaying the latest research and discoveries, short courses, committee meetings, and of course, social activities. Designed for anyone interested in quality milk production, this meeting provides a unique opportunity to network with other dairy professionals, demonstrate leadership and commitment to the improvement of safety and quality of milk, and support the on-going advancements of science.

Act now to take advantage of sponsorship opportunities associated with this exciting program! All sponsorship contributions are used to help reduce overall conference expenses. Contact Filament Marketing on behalf of NMC for more information:

Kristina Hopkins

608.310.5335 x 25

kristina@filamentmarketing.com

- **Diamond Sponsors: More than \$5,500 (includes both Pre-Conference Symposium and general session sponsorship)**
 - The bonus of Pre-Conference Symposium recognition:
 - Pre-Conference sponsorship poster
 - PowerPoint slide recognition during Pre-Conference Symposium
 - Two complimentary registrations
 - Recognition in the annual meeting proceedings - book and CD version
 - Recognition in the printed program
 - Recognition on a poster at the registration area and outside general session room
 - Recognition on a PowerPoint slide during the general session breaks and luncheon
 - Verbal recognition at the beginning and end of the conference
 - Copy of the conference registration list, upon request
 - Recognition in NMC's *Udder Topics* newsletter
- **Platinum Sponsors: \$3,000 - \$5,499 (general session sponsors)**
 - Two complimentary registrations
 - Recognition in the annual meeting proceedings - book and CD version
 - Recognition in the printed program
 - Recognition on a poster at the registration area
 - Recognition on a poster outside the general session room
 - Recognition on a PowerPoint slide during the general session breaks and luncheon
 - Verbal recognition at the beginning and end of the conference
 - Copy of the conference registration list, upon request
 - Recognition in NMC's *Udder Topics* newsletter
- **Gold Sponsors: \$2,000-\$2,999 (short course and Technology Transfer Session sponsors)**
 - One complimentary registration
 - Recognition in the annual meeting proceedings - book and CD version
 - Recognition in the printed program
 - Recognition on a poster at the registration area
 - Recognition on a PowerPoint slide during the short course breaks and on a poster at the Technology Transfer Session (*only Gold Sponsors are recognized during these sessions*)
 - Verbal recognition at the beginning and end of the conference
 - Copy of the conference registration list, upon request
 - Recognition in NMC's *Udder Topics* newsletter
- **Silver Sponsors: \$750-\$1,999 (continental breakfast sponsors)**
 - Recognition in the annual meeting proceedings - book and CD version
 - Recognition in the printed program
 - Recognition on a poster at the registration area
 - Recognition on a poster at the two continental breakfasts (*only Silver Sponsors are recognized at the breakfasts*)
 - Verbal recognition at the beginning and end of the conference
 - Recognition in NMC's *Udder Topics* newsletter

SPONSORSHIP BENEFIT SUMMARY:	Company/Organization Sponsorship Levels			
	Diamond *	Platinum	Gold	Silver
	\$5,500 and up*	\$3,000 - \$5,499	\$2,000 to \$2,999	\$750 to \$1,999
Benefit				
Sponsorship of Pre-Conference Symposium	x			
PowerPoint slide during Pre-Conference Symposium breaks	x			
Poster listing at Pre-Conference Symposium	x			
PowerPoint slide during general session breaks & luncheon	x	x		
Poster listing at general session	x	x		
PowerPoint slide during short courses			x	
Poster listing during Technology Transfer Session			x	
Poster listing at continental breakfasts				x
Copy of conference registration list - upon request	x	x	x	
Listing on NMC website (annual meeting link)	x	x	x	x
Listing in proceedings (both book and CD)	x	x	x	x
Listing in the program	x	x	x	x
Poster listing at registration area	x	x	x	x
Verbal recognition at beginning & end of conference	x	x	x	x
Newsletter recognition	x	x	x	x
Complimentary registrations	2	2	1	0
Verbal recognition at the luncheon	x	x	x	x
Recognition in meeting-related press releases	x	x	x	x

Sponsorships will only be accepted from current members of NMC who are in good standing. The above listed benefits attached to each category constitute all the benefits each sponsor will receive, depending on the level of sponsorship requested, and may be amended only by a written document signed by the NMC Executive Director. By accepting this invitation to be a sponsor of the NMC 49th Annual Meeting, it does not give the sponsor the right to use NMC's name or trademark in advertising or promotional activities without prior approval by NMC.

NMC Mission Statement

Provide a forum for education and global exchange of information on milk quality, mastitis and relevant research. Communicate that information to the dairy industry enabling it to control mastitis and improve milk quality.

NMC Annual Meeting Goal

Deliver current, technically sound information that has a positive impact on mastitis management, milk quality, and milk safety.

Intended Conference Audience (Expected Attendance - 400)

NMC has approximately 2,000 members. About 80 percent of the membership is from the United States and 20 percent from other countries. All segments of the industry will be represented, including producers, veterinarians, industry suppliers, field representatives, quality control personnel, researchers, extension specialists, regulatory officials and students.

Use of Sponsorship Funds/Contributions: All sponsorships contribute to paying for or reducing conference expenses.

For more information and to confirm sponsorships, contact:

Filament Marketing, LLC
 301 S. Blount St., Ste. 302
 Madison, WI 53703
 p: 608.310.5335
 f: 608.310.5336

Kristina Hopkins - Extension #25 - kristina@filamentmarketing.com

**NMC 49TH ANNUAL MEETING – JANUARY 31 – FEBRUARY 3, 2010 – ALBUQUERQUE, NEW MEXICO
SPONSORSHIP COMMITMENT FORM**

Information will be used for recognition purposes. Please provide information exactly how it should appear.

Company/Organization: _____

City, State, Country: _____

Level of Sponsorship: _____ Dollar Amount of Sponsorship: _____

Contact Person: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Note: Sponsorships will be accepted through January 1, 2010; however, to be listed in the proceedings, sponsorships must be confirmed by December 1, 2009.

Check Enclosed Please Invoice

NMC Tax ID Number: 36-2539005

Address to send invoice:

Name/Organization: _____

Address: _____

City/State/Postal Code/Country: _____

Please designate the individuals from your company who should receive the complimentary registrations:

Note: Gold Sponsors receive one complimentary meeting registration; Platinum and Diamond Sponsors receive two complimentary registrations. ***Registrant names must be provided at the time of sponsorship commitment submission.***

Name of first registrant: _____ (Gold, Platinum & Diamond Levels)

Name of second registrant: _____ (Platinum and Diamond Levels)

Return this form to:

**NMC Meeting Sponsorship
421 S. Nine Mound Road
Verona, WI 53593
Fax: 608.848.4671**