

NORTH AMERICAN INTERCOLLEGIATE
DAIRY CHALLENGE
TOMORROW'S DAIRY LEADERS

February 9, 2009

Dear NAIDC Sponsor:

The Board of Directors of the North American Intercollegiate Dairy Challenge would like to thank you for your generous donation to this pioneering dairy industry event. The contest allows the top students from the leading universities to compete and network with the leaders in the dairy industry certainly making this a valuable event for all parties. The 8th Annual North American Intercollegiate Dairy Challenge on March 27-28, 2009 in Syracuse, New York is being hosted by the Northeast Region.

- **SCHEDULE:** Enclosed you will find a listing of the scheduled events for this year's contest. Please R.S.V.P. our Executive Director, Molly Kelley, at (naidc@wdexpo.com) or return the enclosed RSVP form by **March 2nd** if you are planning to attend and/or send representatives to the contest. Please indicate what events you plan to attend, especially the Awards Banquet. We need this information in advance of the contest so we can plan appropriately for each event.
- **HOTEL ACCOMMODATIONS:** There are rooms available in the NAIDC block at:
Doubletree Hotel Syracuse
6301 State Route 298
East Syracuse, New York 13057
Tel: 1-315-432-0200
Fax: 1-315-433-1210

When you call to make your reservation, identify yourself as a Sponsor for Dairy Challenge – this is the name on the Sponsor block.

To make your reservations online:

Go to syracuse.doubletree.com/
Enter "DCS" in the group code box.

Rooms are \$119 a night for Friday and Saturday night. The block is being held until March 2, 2009 at which time they will be released for general sale. Please contact the hotel by March 2 to ensure a room in the block at the negotiated rate. There are also several other hotels in the immediate area.

- **REGISTRATION:** Sponsor attendees should register at the NAIDC Office (Shelby Room, Doubletree Syracuse) on Friday, March 27 between the hours of 7:30-11:00 a.m. and 1:30-7:00 p.m. You will be given your sponsor packets, directions, sponsor surveys and name badges.

Sponsors are invited to join coaches and media on visits of the contest dairies on Friday afternoon. The tour leaves the Doubletree at 11:30 am. Please indicate your interest on the attached form.

If you are a Platinum or Gold Sponsor (donations of \$2,500 or more) you are invited to our Casino Night on Friday evening at 8:30 p.m. in the Ballroom of the Doubletree. This fun event will allow you time to meet and interact with the students as they wind down from a busy day on the host farms and in their preparation rooms. Students and participating sponsors can choose from a variety of casino type games where they will earn chips. At the end of the night, students can "cash in" their chips for prizes.

We are inviting sponsors to donate prizes for the event. We are seeking a total of five (5) nice prizes to auction off with \$200 limit. Prize suggestions include an iPod, a print, a gaming system, etc. - something a college student would like. In return for your prize donation, your company will get recognition during the event for the prize donated. Indicate your interest in donating an auction item on the attached form, and plan to bring the item with you to the event.

Further, if you are a Platinum or Gold sponsor, you are invited to set up a booth in our Sponsor-Networking area (Foyer, Doubletree Hotel) on Saturday between the hours of 6:30 and 8:30 a.m. You can remove your booth at 4:30 p.m. on Saturday. When you R.S.V.P., please let Molly Kelley know if you are planning to set up a booth. You will be provided with a six foot table if needed. The table will be covered with linen but will not have a skirt. Electricity will be available; however, you will need to provide your own electrical cords.

New to this year's Dairy Challenge is the Ultimate Gaming Challenge. On Saturday, when not presenting, students will be attending the Career Fair which will include the sponsor tables, enrichment presentations, and sponsored Gaming Stations (Wii, Playstation, etc.). We are seeking a total of 15 sponsors who are interested in sponsoring a Gaming Station for \$250. As a Gaming Station sponsor, your representatives will host the station, giving you the opportunity for great one on one interaction with *every* student at the contest. Indicate your interest in sponsoring a Gaming Station on the attached form, and include your payment of \$250 payable to NAIDC. Preference will be given to Platinum and Gold sponsors, however, all sponsors are invited to participate in this activity.

All sponsors are encouraged to interact with university coaches and view the teams' presentations on Saturday, but remember because of the number of teams there will be several presentations going on simultaneously.

The Board of Directors looks forward to meeting you and/or your representatives in Syracuse, New York March 27-29, 2009. Again, thank you for your kind support of this special event.

Sincerely,

A handwritten signature in cursive script that reads "Bruce L. Clark" followed by a small flourish.

Bruce Clark
Sponsor Committee Chair

Enclosures (4)

- RSVP Form
- Schedule of Events
- Sponsor Levels
- Directions to the DoubleTree Hotel Syracuse

8th Annual North American Intercollegiate Dairy Challenge
Hosted by the Northeast Region
DoubleTree Hotel in Syracuse, New York
March 27-28, 2009

Please complete the following information and return by March 2, 2009

____ I plan to attend the North American Intercollegiate Dairy Challenge Contest.

____ I plan to send the following additional representatives to the contest:

A reminder that sponsors need to make hotel reservations directly:

Doubletree Hotel Syracuse, 6301 State Route 298, East Syracuse, New York 13057, Tel: 1-315-432-0200 Fax: 1-315-433-1210.

When calling, indicate you are a Sponsor for Dairy Challenge. To make your reservations online, go to syracuse.doubletree.com/
Enter "DCS" in the group code box.

Platinum and Gold Sponsors are invited to the Friday evening Sponsor-Student Casino Night & Buffet and have a booth display in the Sponsor-Networking Room on Saturday between the hours of 8:45 a.m. – 4:15 p.m.

Friday, March 27

____ I plan to attend the contest farm tour Friday 11:30 – 5:00 p.m.

____ Number attending

____ I plan to attend the Casino Night & Buffet from 7:30 – 10:30 p.m.

____ Number attending

____ My company would like to donate an auction prize with a limit of \$200. Item: _____.

Bring item with you to the event.

Saturday, March 28

____ I plan to have a sponsor booth display from 8:45 a.m. – 4:15 p.m.

(A 6' table covered with a linen top is provided. Electrical is available; sponsor to provide electrical cords.)

____ My company would like to sponsor a Gaming Station for \$250 (include check payable to NAIDC).

____ I plan to attend the Awards Banquet at 7:30 p.m.

____ Number attending

Signature _____ Date _____

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

To ensure that we can provide maximum exposure and accommodations for the sponsors, we ask that you return this form on or before March 2, 2009.

Please return to:

Molly Kelley, NAIDC

Home office: 308 Emerald Lane

Philo, IL 61864

Phone: 217/684-3007 Fax: 217/684-2161 Email – naide@wdxpo.com or naidcmjk@aol.com

**2009 National Intercollegiate Dairy Challenge
East Syracuse, New York**

All functions and rooms are at the Double Tree Hotel
6301 State Route 298
Phone 315.432.0200

Thursday, March 26

1:00 - 9:00 p.m.
7:00 - 9:00 p.m.

Coaches and Teams arrive in Syracuse
Computer check-in for all teams - Shelby (Dairy Challenge Central)
Each team should check-in 1 laptop and 1 USB drive
Must provide user names and passwords for each computer

Friday, March 27

6:00 a.m.
6:30 a.m.

Computer check-in for all remaining schools - Executive Board Room - IT
Contest Registration (Coaches ONLY) - Shelby Room

6:30 - 7:30 a.m.

Breakfast buffet - Harbour Room
Judges to Champlain Room

7:30 - 11:00 a.m.

Sponsor and Media check-in - Shelby - Dairy Challenge Central

6:45 a.m.
7:15 a.m.
7:30 a.m.

Contest overview and instructions - Harbour Room
Coaches leave room and Teams receive contest data packets
Volunteer meeting - Canal Room

7:45 a.m.
8:00 a.m.
8:10 a.m.

Supplies and directions distributed to buses
Teams begin loading buses for contest dairy visits - Lobby
Buses leave for contest dairies

8:45 - 10:30 a.m.

Coaches meeting with Board of Directors - Harbour Room

8:45 a.m.
9:00 - 11:00 a.m.
11:00 - 11:30 p.m.

Teams arrive at dairies for welcome, overview and guidelines
On-site assessments of contest dairies
All Teams gather with dairy managers for group interview

11:30 p.m. - 5:00 p.m.

Coaches, sponsors and media visit contest dairies

11:00 - 1:15 p.m.

Lunch - Harbour Room

11:30 a.m.
12:00 - 1:15 p.m.

Teams and judges depart contest dairies for hotel
Teams arrive and go to Harbour Room for lunch and instructions
Computer distribution following instructions - computers are picked up in the room
each team presents in - by farm

1:15 - 6:30 p.m.

Teams plan and develop presentations in assigned work rooms

6:00 p.m.

Someone from IT will check all presentation computers to ensure that powerpoints are transferred to flash drives

1:30 - 7:00 p.m.

Sponsor and Media check-in - Shelby - Dairy Challenge Central

1:30 p.m.

Volunteer meeting - Canal Room

2:00 - 4:00 p.m.

Individual Team interviews with dairy managers (12 minutes/Team)

2:00 - 5:00 p.m.

Snacks available outside Adams Room in Foyer (near elevators)

6:15 - 7:00 p.m.

Teams turn in final presentations and return computers to the presentation rooms assigned by farm

6:45 - 7:30 p.m. Reception Pride of NE - Ballroom
7:30 - 8:30 p.m. Buffet dinner in Ballroom
8:30 - 10:30 p.m. Casino night and buffet for contestants and sponsors

Saturday, March 28

6:30 - 8:00 a.m. Breakfast buffet - Ballroom
6:30 - 8:30 a.m. Sponsor set-up for Career Fair - Foyer
6:45 a.m. First AM presentation teams pick up presentations and computers - Shelby Room
Teams go to assigned rooms to prepare for 1 hour
Teams must turn in financial materials to the moderators in the presentation room

7:00 a.m. Volunteer meeting - Canal Room

7:30 a.m. - 4:00 p.m. Sponsor networking with completed contestants - Foyer
8:15 a.m. - 11:15 a.m. Mandatory Career Fair and Guest Presentations - Erie & Superior Salon for afternoon presentation teams and coaches
7:45 - 11:45 a.m. Morning Team presentations (60-min intervals)
Presentation Timeline
20 minutes - Team presentation
10 minutes - judges questions
15 minutes judges deliberate
10 minutes - verbal feedback
Immediately after presentation teams are debriefed and photographed with coach

8:15 - 11:30 a.m. Mandatory Career Fair and Guest Presentations - Erie & Superior Salon for afternoon presentation teams and coaches
11:00 a.m. - 1:00 p.m. Lunch buffet - Ballroom

11:30 a.m. First PM presentation teams pick up presentations and computers - Shelby Room
Teams go to assigned rooms to prepare for 1 hour
Teams must turn in financial materials to the moderators in the presentation room

12:00 p.m. Volunteer meeting - Canal Room

12:30 - 4:30 p.m. Afternoon Team presentations (60-min intervals)
Presentation Timeline
20 minutes - Team presentation
10 minutes - judges questions
15 minutes judges deliberate
10 minutes - verbal feedback
Immediately after presentation teams are debriefed and photographed with coach

1:15 - 4:15 p.m. Mandatory Career Fair and Guest Presentations - Erie & Superior Salon for morning presentation teams and coaches
4:30 - 5:30 p.m. Tear down Sponsor booths and return sponsor surveys

5:00 p.m. Presentation equipment returned to Dairy Challenge Central - Shelby Room

5:30 - 6:30 p.m. Coaches turn in surveys

6:45 p.m. Judges present their findings to participants - Ballroom

7:30 p.m. NAIDC Awards Banquet - Ballroom

NORTH AMERICAN INTERCOLLEGIATE
DAIRY CHALLENGE
TOMORROW'S DAIRY LEADERS

There are four levels of corporate sponsorship for NAIDC. As a sponsor of the 2009 North American Intercollegiate Dairy Challenge you will have the following benefits:

Platinum Sponsor - \$5,000

- Sponsor recognition in all National Advertising
- Sponsor link from NAIDC web page
- Primary booth space for recruitment trade show
- Opportunity to provide contest Officials
- View the participant presentations
- Awards named in honor of sponsors
- Recognized in event brochures
- Participate in student recruitment mixers
- Student contact information

Gold Sponsor - \$2,500

- Booth space for recruitment trade show
- View the participant presentations
- Participate in student recruitment mixers
- Recognized in event brochures
- Student contact information
- Recognition at awards program

Silver Sponsor - \$1,000

- Recognized in event brochures
- Student contact information
- View the participant presentations
- Recognition at awards program

Bronze Sponsor - \$500

- Recognized in event brochures
- Student contact information
- View the participant presentations
- Recognition at awards program



NAIDC NATIONAL CONTEST

March 27 – 28, 2009

Hosted by Northeast Regional Dairy Challenge Committee

TRANSPORTATION INFORMATION

HOST HOTEL

Double Tree Hotel
6301 State Route 298
East Syracuse, NY 13057
PH: 315-432-0200

Airport Information for Syracuse, NY

Syracuse Hancock International Airport is served by:

Northwest
USAirways

United Express
Delta Connection

American Eagle
Continental

- The airport is located approximately 7 miles (about 10 minutes) from the host hotel. If you plan to fly to Syracuse, we encourage booking your flights early.
 - Buffalo is approximately 3 hours and Rochester and Albany are about 2 hours.
 - The Double Tree provides complimentary 24-hour airport shuttle service, thus teams flying into locations other than Syracuse will need to rent a vehicle. The shuttle departs the hotel every half hour (on the hour and half hour) and is available all day and night. Reservations are not necessary, although they are welcome. There is a courtesy phone at the airport, near the baggage claim area, that may be used to call for the shuttle. It will generally take 10 -15 min to arrive.
 - If you have questions regarding transportation, please contact Heather Howland (hh96@cornell.edu).
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Driving Information to Double Tree Hotel, East Syracuse, NY

From Binghamton (traveling from the South)

1. Take I-81 North to I-481 North (Exit 16A).
2. Travel 481 North to Exit 7 (Bridgeport Exit). Make a right onto Route 298 West. Go about 3 miles and hotel will be on right.

From Albany (West on I-90):

1. Travel I-90 West to Exit 35. Travel 1/2 mile.
2. Enter traffic circle and get off at Route 298 East. Take Route 298 East, hotel will be on left.

From Buffalo (East on I-90)

1. Travel I-90 East, continue past Syracuse (I-81) to Exit 35
2. Enter traffic circle and get off at Route 298 East. Take Route 298 East, hotel will be on left.