



**IDF INTERNATIONAL
Cheese Science and
Technology Symposium**



JOIN THE LEADERS!

BECOME PARTNER

**IDF
INTERNATIONAL CHEESE
SCIENCE AND TECHNOLOGY
SYMPOSIUM**

100% Virtual Event

JUNE 7-11, 2021



Partnership Prospectus



Canada



Novalait

CEFR



Welcome to the IDF INTERNATIONAL CHEESE SCIENCE AND TECHNOLOGY EVENT

The International Dairy Federation (IDF) 2021 International Cheese Science and Technology Symposium will be an innovative, fully virtual experience. The Canadian National Committee of the International Dairy Federation (IDF-IDF CANADA), in collaboration with the Dairy Science and Technology research Centre (STELA) of Université Laval, are proud to present an original, enriching, dynamic and accessible event.

The global pandemic situation forced the organizing committee to cancel the event scheduled for June 2020, but it was to better bounce back and offer a revised and improved 2021 edition with more conferences and more activities!

Researchers from around the world will present their latest discoveries and young students in dairy science will present highlights of their research projects.

The sessions will be presented during three non-consecutive mornings, **on Monday, Wednesday and Friday, June 7 - 9 and 11**. Keynote speakers will be live during the three mornings to answer questions from participants after their presentations. Pre-recorded presentations from all lectures will allow participants to customize their program according to their interests and schedule and to contact speakers electronically for questions and networking.

Students will present their research projects in dynamic mode, that is, in the presence of the people who have registered for one of the workshops presenting their research projects.

The event also includes the **Forum Techno Novalait on Tuesday and Thursday, June 8 and 10**. The Forum features a selection of discoveries that can fuel innovation on farms and in dairy plants.

Seize the opportunity to be a partner of this high-calibre event and demonstrate your leadership in the dairy and cheese industry, promote your company, reach a vast audience and network with professionals, researchers and students, the future successors of your companies.

Definitely, an event where you want to be visible!

Program at a glance

| Monday June 11, 2021 | Tuesday June 8, 2021 | Wednesday June 9, 2021 | Thursday June 10, 2021 | Friday June 11, 2021 |
|---|---------------------------------|---|-----------------------------------|---|
| IDF Cheese Science and Technology Symposium | Forum Techno Novalait | IDF Cheese Science and Technology Symposium | Forum Techno Novalait | IDF Cheese Science and Technology Symposium |

PARTNERSHIP OPPORTUNITIES

The Live Stage digital platform offers unique visibility opportunities for your organization and will be available for more than a month.

DIAMOND PARTNER

\$50,000 – One major partner

- Exclusive logo on the registration confirmation email;
- Logo in the foreground on the home page of the Live Stage digital platform (see visibility on page 8);
- Logo on the program page of the Live Stage digital platform (page 8);
- Logo in official pre-event communications, on the event website and in social media;
- Opportunity to broadcast a promotional capsule (provided by the partner) in a newsletter pre-event and on the virtual platform during the event;
- Interactive booth in the virtual exhibition including booth widget, chat with representatives, promotional video or demo, list of products and services, workshops or live activities (see page 6);
- Indicators provided post-event on number of visits, capsule views, downloads of documents (details pages 10 and 11);
- Time slots for booth visits, possibility of holding a contest;
- Acknowledgements on numerous occasions during the symposium;
- Logo on the digital platform during 30 days post-event (access to recorded presentations);
- Ten (10) registrations included.

PLATINUM PARTNER

\$25,000

- Logo on the home page of the Live Stage digital platform (see page 8);
- Logo on the program page of the Live Stage digital platform (see page 8);
- Logo in official pre-event communications, on the event website and in social media;
- Interactive booth in the virtual exhibition including booth widget, chat with representatives, promotional video or demo, list of products and services, workshops or live activities (see page 7).
- Time slots for booth visits and the opportunity to hold a contest;
- Indicators provided post-event on number of visits, capsule views, downloads of documents (details pages 10 and 11);
- Opportunity to broadcast a promotional capsule (provided by the partner) in a newsletter pre-event and during the event;
- Opportunity to sponsor a dynamic break - cooking demo, stretching session, yoga, workout, etc. (example of visibility - see page 9);
- Acknowledgements on numerous occasions during the symposium;
- Logo on the digital platform during 30 days post-event (access to recorded presentations);
- Five (5) registrations included.

GOLD PARTNER

\$10,000

- Partner of one of the five scientific sessions (see visibility page 9);
- Logo on the **home page** of the Live Stage digital platform (see page 8);
- Logo on the **program page** of the Live Stage digital platform (see page 8);
- Logo in official pre-symposium communications, on the website and in social media;
- Interactive booth in the virtual exhibition with booth widgets, lists of products and services and chat with representatives (see page 7).
- Time slots for booth visits;
- Indicators provided post-event on number of visits, capsule views, downloads of documents (details on pages 10 and 11);
- Acknowledgements on numerous occasions during the symposium;
- Logo on the digital platform during 30 days post-event (access to recorded presentations);
- Three (3) registrations included.

SILVER PARTNER

\$5,000

- Logo on the home page of the Live Stage digital platform (example on page 8);
- Logo on the program page of the Live Stage digital platform (see page 8);
- Logo in official pre-symposium communications, on the website and in social media;
- Page dedicated to the company in the partner area of the Live Stage digital platform - content provided by the partner (see example on page 9);
- Acknowledgements on numerous occasions during the symposium;
- Logo on the digital platform during 30 days post-event (access to recorded presentations);
- Two (2) registrations included.

BRONZE PARTNER

\$2,500

- Logo in official communications prior to the symposium, on the website and in social media;
- Logo on the home page of the digital platform (example of visibility on page 7);
- Acknowledgements on numerous occasions during the symposium;
- Logo on the digital platform during 30 days post-event (access to recorded presentations);
- One (1) registration included.

→Contact Andrée Lagacé (andree.lagace@fsaa.ulaval.ca) or Valérie Bélanger (ybelanger@novalait.ca) to discuss your partnership.

See the summary of sponsor visibility on next page.

In summary

Sponsor visibility IDF International Cheese Science and Technology Symposium

| | Diamond | Platinum | Gold | Silver | Bronze |
|--|---------|----------|------|--------|--------|
| Exclusive logo on the registration confirmation email | ● | | | | |
| Logo in the foreground on the home page of the Live Stage digital platform | ● | | | | |
| Logo on the program page of the Live Stage digital platform | ● | ● | ● | | |
| Interactive booth in the virtual exhibition including indicators on number of visits, views of capsules, downloads, etc. | ● | ● | ● | | |
| Publication of a pre-event promotional capsule (provided by the partner); | ● | ● | | | |
| Free registrations | 10 | 5 | 3 | 2 | 1 |
| Opportunity to sponsor a dynamic break | | ● | | | |
| Partner of one of the five scientific session | | | ● | | |
| Page dedicated to the company in the partner area of the Live Stage digital platform - content provided by the partner | | | | ● | |
| Logo on the home page of the digital platform | ● | ● | ● | ● | ● |
| Logo in official pre-symposium communications, on the website and in social media | ● | ● | ● | ● | ● |
| Acknowledgements on numerous occasions during the symposium | ● | ● | ● | ● | ● |
| Logo on the digital platform post-event giving access to recorded presentations | ● | ● | ● | ● | ● |

Example of an interactive virtual booth on the Live Stage Platform

The screenshot shows a virtual booth interface for 'Laiterie' on the Live Stage Platform. The interface is organized into several sections:

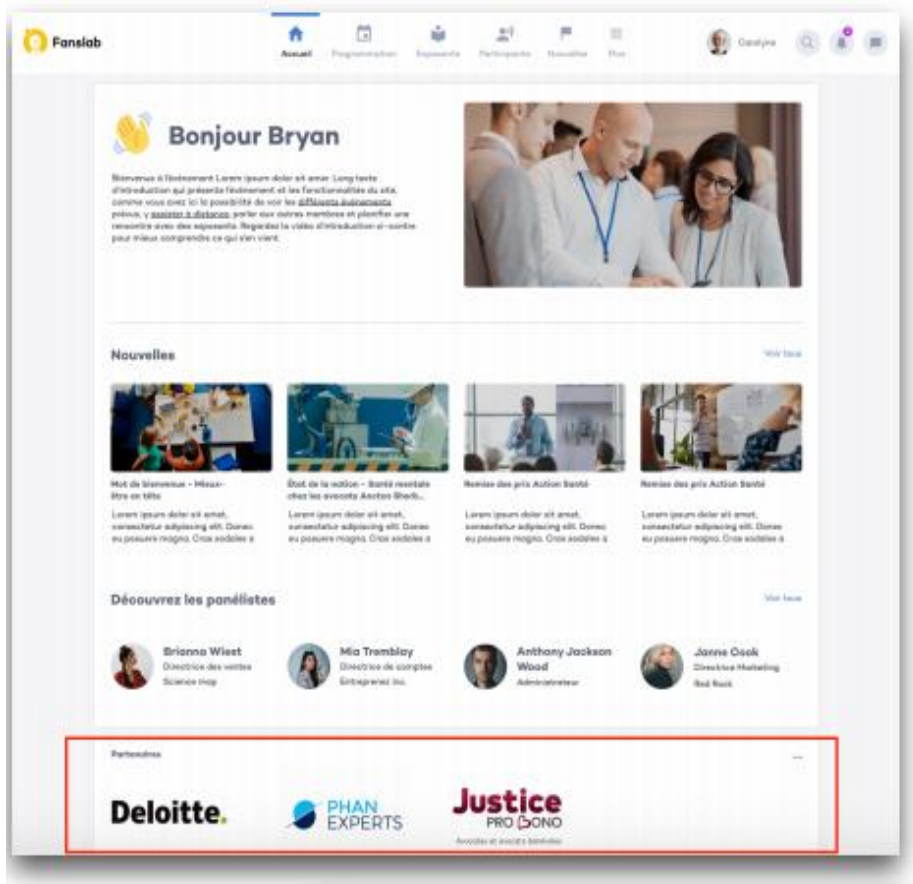
- Header:** Includes the 'Fanslab' logo and navigation tabs for 'Accueil', 'Programmation', 'Exposants', 'Participants', 'Nouvelles', and 'Plus'. There are also search, notification, and profile icons.
- Exposant (Laiterie):** A banner image shows a person at a counter. To the right, contact information is provided: 'Comment nous contacter lors de l'événement', 'Parlez à notre représentant', 'Téléphone: 011-XXXX-XXXX', 'Site Internet', and social media links for Facebook and Instagram. A 'Planifier un rendez-vous' button is at the bottom.
- À propos:** A circular icon with a house and a person. Text: 'Qui de mieux placé qu'un producteur de lait pour reconnaître toutes les qualités d'un produit laitier ? C'est la question que s'est posée la Plus'.
- Représentants (8):** A list of roles with 'Discuter' and 'Voir profil' buttons: Directrice des ventes, Directrice de comptes, Administrateur, and Directrice Marketing.
- Événements à venir (10):** Two 'Dégustation de fromage' events. The first is 'En cours' (today, 3PM-5PM) with a 'Rejoindre la conversation Zoom' button. The second is 'À venir' (tomorrow, 3PM-5PM) with an 'À venir' button.
- Produits offerts (15):** Five product cards: 'Fromage bleu', 'Fromage Gouda', 'Fromage délicieux', 'Fromage de chèvre', and 'Fromage gouteux'. A 'Visiter la boutique en ligne' button is below.
- Services offerts (3):** Three service cards: 'Préparation de panier pic-nic (appeler pour faire réserver)', 'Dégustation', and 'Visite de la fromagerie (appeler pour réserver)'. Each has a 'Discuter' button.
- Description:** A section with a 'Plus' link.
- Horaire de présence pendant l'événement:** A table showing presence hours for June 8th, 9th, and 10th.
- Footer:** 'Besoin d'aide', 'Rapporter un bogue', 'Apporter une suggestion', and '© Fanslab 2020'.

| Jour | De | Jusqu'à |
|------------------|------|---------|
| Lundi 8 juin | 8h00 | 18h00 |
| Mardi 9 juin | 8h00 | 18h00 |
| Mercredi 10 juin | 8h00 | 18h00 |

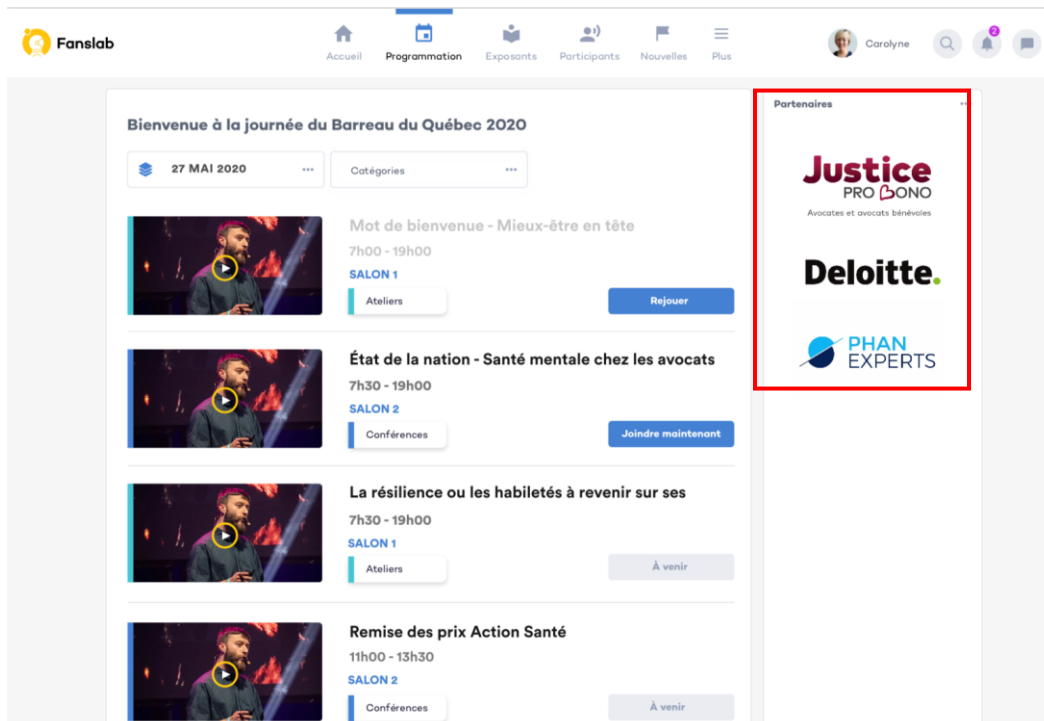
Example of visibility on different pages of the Live Stage platform

Visibility of logos framed in red

→ Home Page



→ Program Page



→ Session, activity or demo presented by a partner

The screenshot shows a live event on the Fanslab platform. The main video player features a speaker, Andrew Johnson, with a 'Barreau du Québec' logo in the bottom right corner. The event title is 'Cap sur le bien-être psychologique des avocats'. Below the video, there is a 'Réagir' section with a question: 'Écrivez quelque chose de brillant!'. A 'Quiz en direct' section is also visible with the question: 'Lors de vos événements, avisez-vous les participants des moyens pris par votre organisation pour protéger leurs données personnelles?'. The 'Partenaires' section on the right lists 'Deloitte', 'Justice PRO DONO', and 'PHAN EXPERTS'.

→ Page Dedicated to a Partner

The screenshot shows a dedicated partner page for the 'Association des Écrivains Québécois pour la Jeunesse - AÉQJ'. The page features a header image of a person reading in a hammock. The main content area includes a section titled 'À propos d'AÉQJ' with the text: 'Fondée en 1992, l'AÉQJ rassemble des auteurs francophones du Québec et du reste du Canada produisant des ouvrages pour la jeunesse.' Below this, there is a 'Pour en savoir plus' section with a video thumbnail of the speaker. The 'Contenus pertinents' section displays two presentation thumbnails: 'Présentation 1' and 'Présentation 2'. The 'Activités' section shows an event titled 'Mot de bienvenue - Mieux-être en tête' from 7h00 to 19h00, categorized as 'SALON 1' and 'Ateliers'.

FANSLAB Guide to indicators and statistics

With the Fanslab Live Stage platform, you will have access to a range of statistics and usage data about your users and participants.

This data will give you a key insight to the performance of your content as well as the behavior of the users inside the platform.

Available statistics and data

Below are included the data and statistics we are able to extract:

| Google Analytics | | | |
|---|--|--------------------------|----------------------------------|
| 1) General | | | |
| Data | Feasibility / limitations | Origin / format | Frequency / accessibility |
| Users in real time (per hour) | Yes | Google Analytics | In real time |
| Average length of sessions | Yes | Google Analytics | In real time |
| Total users connected (from beginning to end of event) and New users | Yes | Google Analytics | In real time |
| 2) Partners and exhibitors | | | |
| Data | Feasibility / limitations | Origin / format | Frequency / accessibility |
| Total number and unique views of partner pages | The number, yes | Google Analytics | + 2 weeks post-event |
| Total number and unique views of exhibitor pages | Global list of participants (with first name, second name, etc.) unavailable | Private client interface | |

| 2) Partners and exhibitors (cont'd) | | | |
|--|--|--|----------------------|
| Profile of participants who visited the partners and exhibitors pages | Yes Limit: Access and consultation of individual participant history. No global list. | Google Analytics Private client interface | + 2 weeks post-event |

Format and origin of data

1) Google Analytics

With our Google Analytics account, we are able to collect a range of raw data about the users who connected to your Live Stage platform. A segmented access to Google Analytics will be offered to you so that you can access and analyze these different available data independently.

However, since most of the data is raw, at the end of the project, we will export it into a client data interface specifically for you (with private access) to facilitate understanding and analysis.