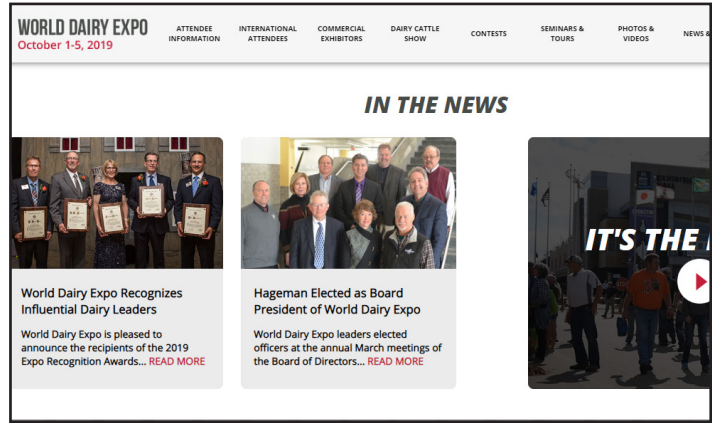




WDE Exhibitor Website Guide

The Expo website is the go-to site for dairy producers and industry personnel before, during and after the show. The “Attendee Information” tab helps attendees plan their trip and find the exhibitors they want to visit. The listing of participating companies and interactive maps are a valuable resource all year, especially when producers want to contact you about a product or service they saw at Expo. The maps allow attendees to virtually walk through the trade show all year!



The site also has an easy-to-use search feature that allows producers to search by company name, category and keyword to find your booth and your contact information. You get to control contact information you want posted.

Log In & Update Your Information

Expo’s Secure Exhibitor Update System (SEUS) program allows you to personally post contact information for your company. This resource is complimentary and only available to Expo exhibitors. Your contact information will not be listed on our site unless you post it. Right now, your company name, booth location, website and product category are listed, along with any information you’ve already added. This step-by-step guide will help you update your information and make the most of this resource.

Step 1

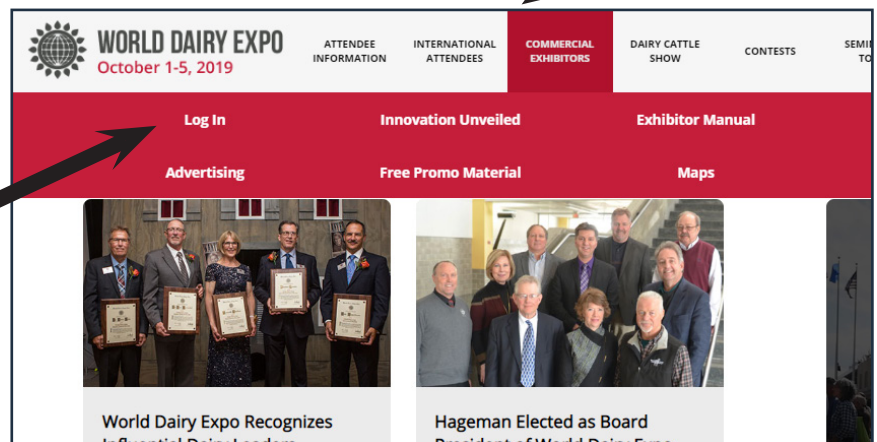
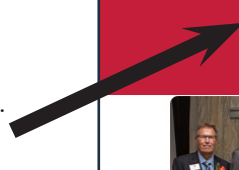
Go to worlddairyexpo.com and click on the “Commercial Exhibitors” tab.

Step 1



Step 2

Click “Log In” in the left navigation.

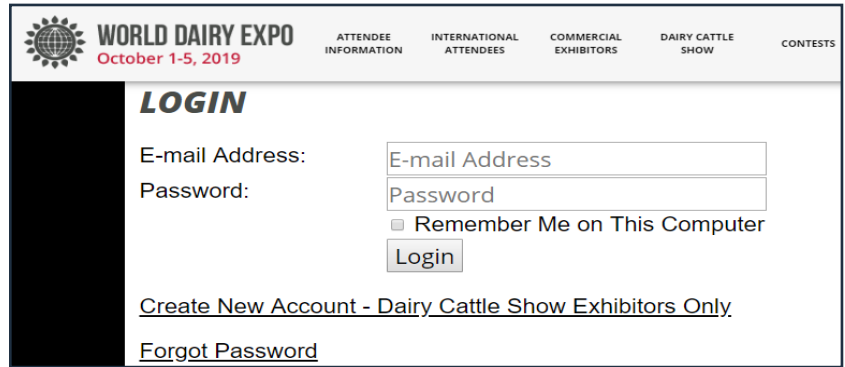


Step 3

Enter your Email Address and Password to log in.

Not sure about your password? No worries! Simply click the “Forgot Password” link. Then enter your email, click “resend” and your password will be emailed to you.

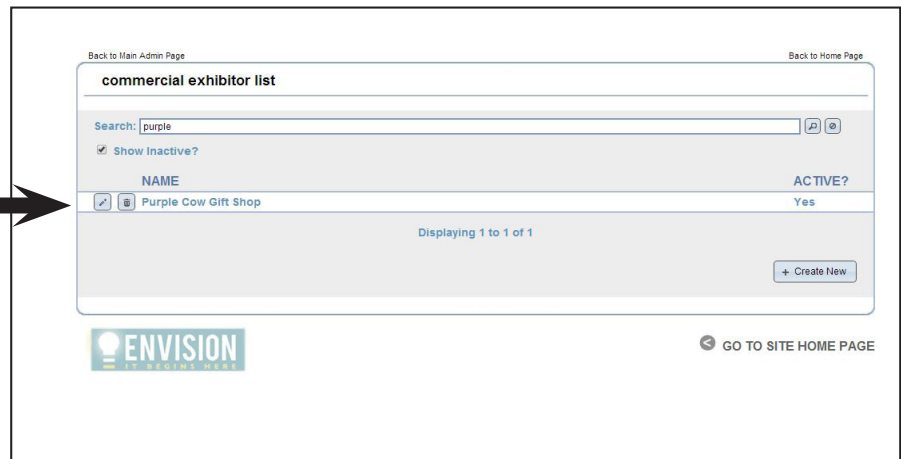
Once you’re logged in, you can change your password. [Click here](#) for step-by-step details to update your password.



The screenshot shows the login page for the World Dairy Expo, dated October 1-5, 2019. The page features a navigation menu with links for ATTENDEE INFORMATION, INTERNATIONAL ATTENDEES, COMMERCIAL EXHIBITORS, DAIRY CATTLE SHOW, and CONTESTS. The main heading is "LOGIN". Below this, there are input fields for "E-mail Address" and "Password", a checkbox for "Remember Me on This Computer", and a "Login" button. At the bottom, there are links for "Create New Account - Dairy Cattle Show Exhibitors Only" and "Forgot Password".

Step 4

On the next page, your company name will be listed. Click “edit” to update your information.



The screenshot shows the "commercial exhibitor list" page. It includes a search bar with the text "purple", a "Show Inactive?" checkbox, and a table with columns for "NAME" and "ACTIVE?". The table contains one entry: "Purple Cow Gift Shop" with an "ACTIVE?" status of "Yes". There are "edit" and "delete" icons next to the entry name. Below the table, it says "Displaying 1 to 1 of 1" and there is a "+ Create New" button. At the bottom, there is an "ENVISION IT BEGINS HERE" logo and a "GO TO SITE HOME PAGE" link.

Step 5

Update your information in the white fields. In addition to updating your information, you can review your other details, such as your star sponsorship level, category and keywords. If you have questions or updates to the other information, email us at tradeshow@wdexpo.com or sponsorship@wdexpo.com.

Step 5


Commercial Exhibitor/Edit BACK TO EXHIBITOR LIST

Public Information (will be displayed on the exhibitor maps)

Name: World Forage Analysis Superbowl
 Active?
Star Sponsor: Four
Category: Miscellaneous
Website: www.foragesuperbowl.org
Facebook Link: https://www.facebook.com/worlddairyexpo
Twitter Link: https://twitter.com/WDEXpo
YouTube Link: https://www.youtube.com/user/WorldDairyExpo
Instagram Link:
Snapchat Link:
LinkedIn Link:
Contact:
Email:
Email Protection: Require users to fill out a form to email the contact email address. Users and bots will not see the actual email address.
Address:
Phone:
Toll Free Phone:
Fax:
Description: The 36th Annual World Forage Analysis Superbowl invites forage producers to enter their highest quality forages in eight different categories. More than \$26,000 in cash prizes will be awarded to the top samples that are then displayed at WDE. Awards are presented in eight categories including dairy hay, grass hay, alfalfa haylage, mixed/grass haylage, baleage, commercial hay, standard corn silage and brown midrib corn silage. In addition, cash prizes are awarded for Grand

Logo (max size 400x400, larger images will be scaled down)

The logo can be a svg, jpg, gif, or png. Jpg, gif, or png formats should be provided with at least 400px on the larger dimension (width or height). This will be scaled to the appropriate size based on the user's device. The image will appear as a max width or height of 100px, but for higher resolution devices, an image of up to 400px width or height may be used. If an svg is smaller than the 400px version of the jpg, gif, or png, it would be more efficient to use an svg image.

Current Image: 
 Delete Current Image
New Image:
 Image has transparent pixels (gif or png only) | ?

Admin Only Information

Last Updated By Exhibitor: 08/07/2019 03:52 PM
In Booth Sort:
Keywords: Standard corn silage brown midrib corn silage dairy hay grand champion forage producer first time exhibitor commercial hay mixed hay baleage alfalfa quality counts seminar education expert research us dairy center

Remember to include all of your social media sites.

Protect yourself from scammers by choosing in the new drop down to secure your email.

Two, Three, Four and Five Star Sponsors can add a 900-character description.

In addition, Three, Four and Five Star Sponsors can post a logo to their listing.

Review your 25 keywords and email updates to sponsorship@wdexpo.com

Be sure to click "save changes" after you've made updates.

Selecting Effective Keywords

Choose up to 25 words that people might search to find your company. Consider words that you might use when searching online. Effective keywords include your company's brands and product names. Submit plural words. Do not submit your company name because it is already included in the search engine.

Order Name Badges

Name badges for your staff working at Expo can be ordered through SEUS. You can add, edit or delete name badges anytime before September 15. After that date, the name badge system will be unavailable. All of the names you submitted last year are available, so you won't have to re-enter each name year after year.

After September 15, we will print all name badges submitted through SEUS, and they will be waiting for you with your registration packet that you need to pick up during set-up. Any additional name badges can be printed on-site when you pick up your registration packet. However, there's often a line to get these name badges. Ordering ahead will save you time on-site!

Step 6

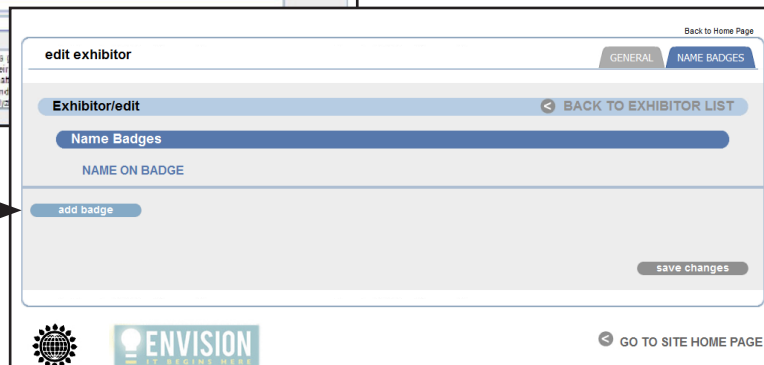
Click on the Name Badges tab in the right-hand corner.



The screenshot shows the 'edit exhibitor' page with the 'NAME BADGES' tab selected in the top right corner. The page displays a form for 'Public Information (will be displayed on the exhibitor maps)' with fields for Name, Star Sponsor, Category, Website, Facebook Link, Twitter Link, Youtube Link, Contact, Email, Address, Phone, and Toll Free Phone. A description of the 30th Annual World Forage Analysis Superbowl is visible at the bottom.

Step 7

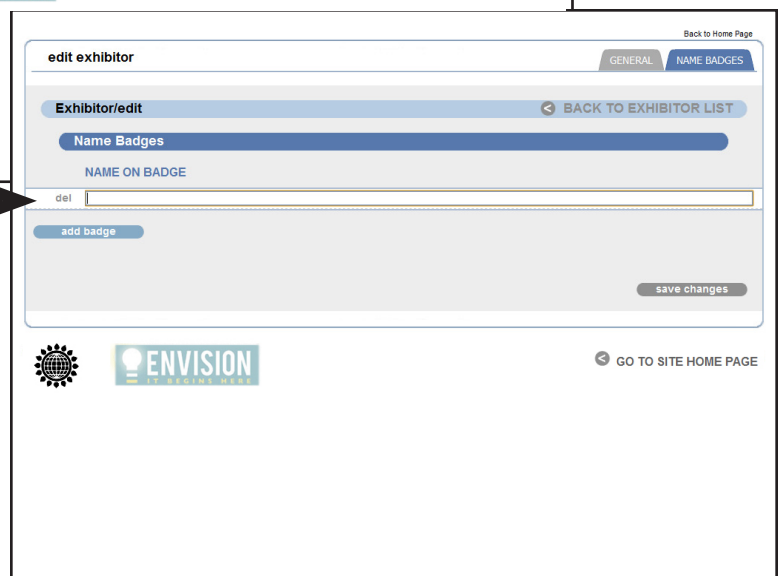
Click "add badge".



The screenshot shows the 'edit exhibitor' page with the 'NAME BADGES' tab selected. The 'Name Badges' section is visible, showing a 'NAME ON BADGE' field and an 'add badge' button. A 'save changes' button is also present.

Step 8

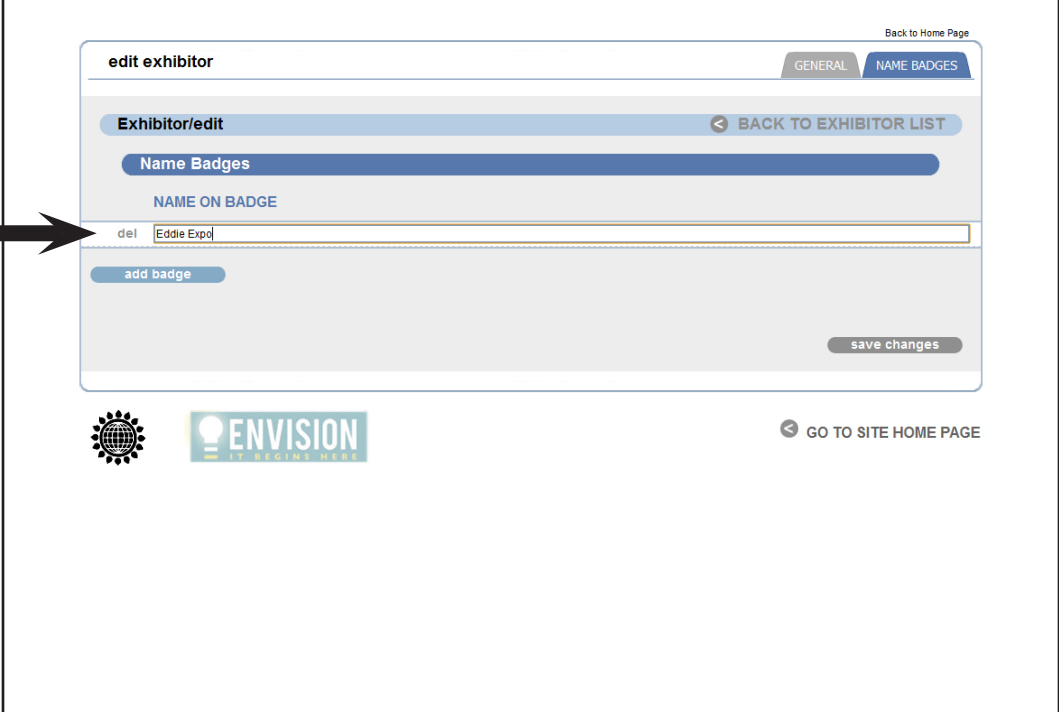
Type in a person's name exactly how it should be listed on the name badge (ex. John Smith). Your company name will be added to each name badge when they are printed. Titles are not included on name badges.



The screenshot shows the 'edit exhibitor' page with the 'NAME BADGES' tab selected. The 'Name Badges' section is visible, showing a 'NAME ON BADGE' field with the text 'del' entered. An 'add badge' button and a 'save changes' button are also present.

Step 9

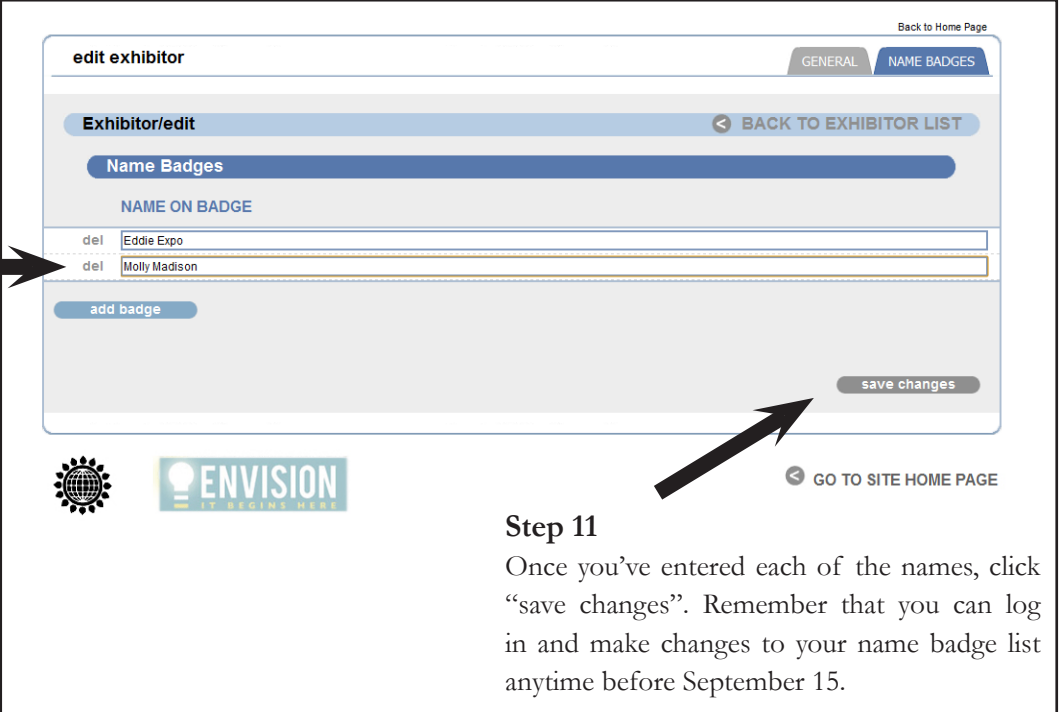
After entering the first person's name, click "add badge" and type in each additional person's name.



The screenshot shows the 'edit exhibitor' interface with the 'NAME BADGES' tab selected. Under the 'NAME ON BADGE' section, there is a text input field containing 'Eddie Expo'. Below the input field is a blue 'add badge' button. At the bottom right of the form is a 'save changes' button. The page footer includes the Envision logo and a 'GO TO SITE HOME PAGE' link.

Step 10

Continue to enter each name. Be sure to only enter one name per line.



The screenshot shows the 'edit exhibitor' interface with two names entered in the 'NAME ON BADGE' section: 'Eddie Expo' and 'Molly Madison'. The 'add badge' button is still visible. The 'save changes' button is now highlighted with an arrow. The page footer includes the Envision logo and a 'GO TO SITE HOME PAGE' link.

Step 11

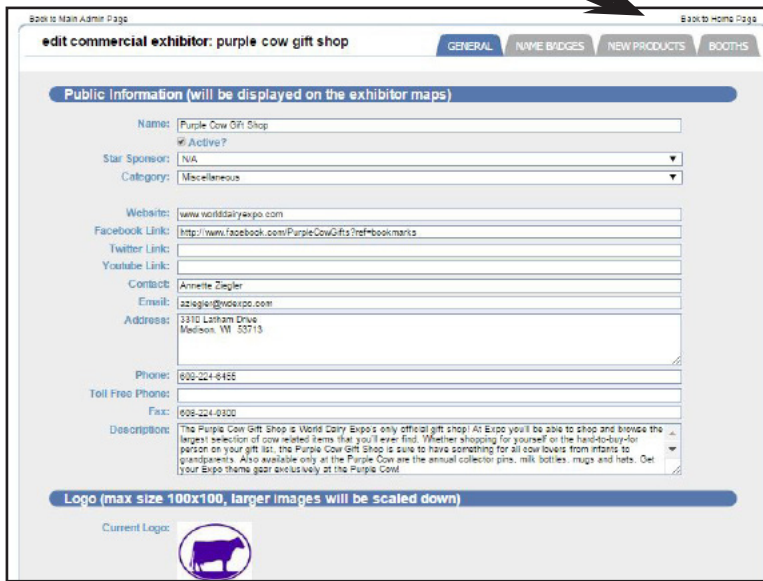
Once you've entered each of the names, click "save changes". Remember that you can log in and make changes to your name badge list anytime before September 15.

Add New Products

World Dairy Expo's Innovation Unveiled page allows exhibitors to promote new products that will be featured at the show. While there is no deadline to submit products, the Innovation Unveiled page will be promoted as the show approaches and is a great, free way to expose the media and attendees to your new product launch. Commercial exhibitors may submit their new products free of charge by following the instructions below. Please note that Expo staff must approve each product submitted, so it won't show up on the page instantly after submitting.

Step 11

Click on the New Products tab in the right-hand corner.



The screenshot shows the 'edit commercial exhibitor: purple cow gift shop' page. The 'NEW PRODUCTS' tab is selected in the top right corner. The page contains a 'Public Information' section with fields for Name, Star Sponsor, Category, Website, Facebook Link, Twitter Link, Youtube Link, Contact, Email, Address, Phone, Toll Free Phone, Fax, and Description. A 'Logo' section is at the bottom with a 'Current Logo' field containing a purple cow icon.

Step 12

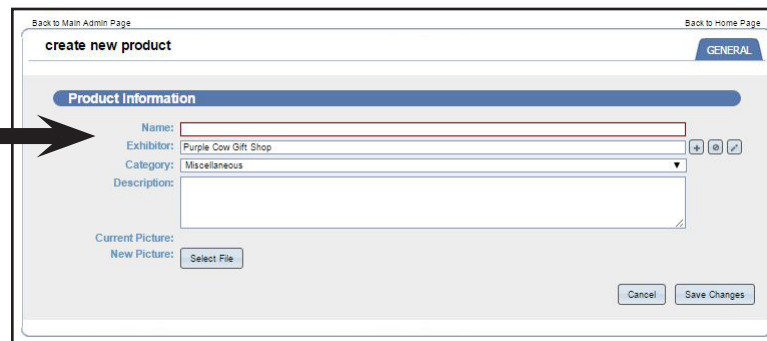
Click "Add New Product".



The screenshot shows the 'New Products' section of the exhibitor page. It features a 'PRODUCT NAME' label and an 'Add New Product' button. 'Cancel' and 'Save Changes' buttons are also visible at the bottom right.

Step 13

Complete the form to describe your product. Don't forget to submit a photo! Click "Select File" to choose your photo to upload.



The screenshot shows the 'create new product' form. It includes fields for Name, Exhibitor, Category, and Description. There is a 'Current Picture' field and a 'New Picture' field with a 'Select File' button. 'Cancel' and 'Save Changes' buttons are at the bottom right.

Step 14

Once the photo upload has completed and you've entered all of your text, click "Save Changes".



The screenshot shows the 'New Products' section of the exhibitor page. The 'Add New Product' button is now disabled. The 'Save Changes' button is highlighted with an arrow.

Step 15

Click "Save Changes" on your exhibitor page also.

Want to Change Your Password?

Here's how:

Click "Back to Home Page" in the right-hand corner.



Back to Main Admin Page Back to Home Page

commercial exhibitor list

Search: 🔍 🗑️

Show Inactive?

NAME	ACTIVE?
Purple Cow Gift Shop	Yes

Displaying 1 to 1 of 1

[+ Create New](#)

[GO TO SITE HOME PAGE](#)

Then go to the "Commercial Exhibitors" tab.



WORLD DAIRY EXPO
October 1-5, 2019

ATTENDEE INFORMATION INTERNATIONAL ATTENDEES **COMMERCIAL EXHIBITORS** DAIRY CATTLE SHOW CONTESTS SEMINARS

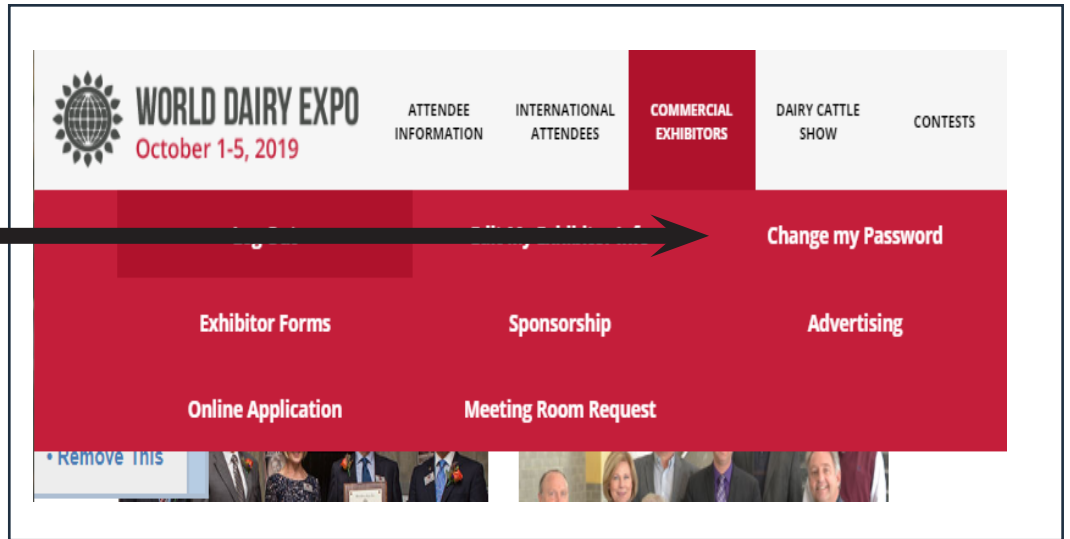
[Log In](#) [Innovation Unveiled](#) [Exhibitor Manual](#)

[Advertising](#) [Free Promo Material](#) [Maps](#)

World Dairy Expo Recognizes Influential Dairy Leaders

Hageman Elected as Board President of World Dairy Expo

Click "Change My Password" in the left navigation.

A screenshot of the "CHANGE PASSWORD" form. The title "CHANGE PASSWORD" is in large, bold letters. Below it are two input fields: "New Password" and "Confirm Password". A "Save" button is located below the second field. A black arrow points from the right towards the "Confirm Password" field.

Then enter your chosen password twice and click "Save".

You can go to your personal information page by clicking "Edit My Exhibitor Info" in the top navigation.

