



WORLD DAIRY EXPO®

Where the Dairy Industry Meets



World Dairy Expo - What's it all about?

"Expo is one of the 'must do' trade shows, especially for a launch or special promotion."

- Erinn Oliphant, DRMS
Raleigh, North Carolina,
USA

"The biggest thing about being at World Dairy Expo is that we can have direct, face-to-face contact with dairy owners and our dealers."

- Joe Bleau, afimilk USA

"Very high quality leads and inquiries from consultants, engineering firms, distributors and dairymen"

- Kerry Doyle,
Manure Systems, Inc.
Abbotsford, British
Columbia, Canada

The world's dairy industry comes together once a year to exchange ideas, make new contacts and see the latest technology the dairy industry has to offer. Your company can be a part of this global forum by exhibiting at World Dairy Expo.

If you are in the dairy business, you need to be in Madison, Wisconsin, USA October 3-7, 2017 Expo is the world's only event focused strictly on the dairy industry, offering the most elite combination of commercial exhibits and dairy cattle in the world. You'll find the most modern dairy equipment and the latest dairy technology and innovations from nearly 850 top companies from more than 28 countries. You'll see North America's top dairy cattle compete in seven breed shows for the coveted title of World Dairy Expo's Supreme Champion. Coupled with Expo Seminars, Virtual Farm Tours and youth education, these elements combine to create an event that has led the industry for more than 50 years, making it the international meeting place for the dairy industry.

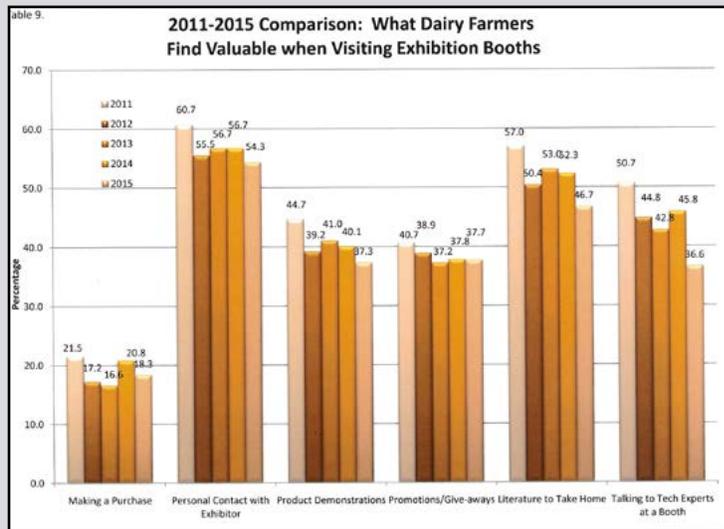
Whether you are a regional company looking to expand or a worldwide corporation, World Dairy Expo is an unparalleled opportunity to market your products to dairy producers from around the globe.

Who attends World Dairy Expo?

Over 74,000 dairy professionals came to World Dairy Expo 2016, including over 3,000 international visitors from over 100 countries. If your company is looking to expand to the global market, this is your best opportunity to network with potential clients.

Attendee Demographics

Expo's attendees are as varied as the places they call home. To the right are some demographics of dairy producers who attended World Dairy Expo in 2015. Below is a snapshot of what producers are interested in seeing at booths.



Based on 2015 show data:

- 58% of producers spend two or more days at World Dairy Expo.
- 23% of attendees are between the ages of 18 and 24.
- 44% of dairy producers have attended Expo every year for at least the past 5 years.
 - 11% attended 4 times
 - 15% attended 3 times
 - 16% attended twice
 - 14% attended Expo for the first time in 2014
- 79% of attendees plan to see the trade show at World Dairy Expo.
- 3,248 registered international visitors from 94 countries registered at Expo.

How do I become an exhibitor?

World Dairy Expo typically sells out very early in the year. Prospective exhibitors are encouraged to apply early for full consideration, although some companies are admitted later as space allows. Applicants are reviewed and contracts offered based on uniqueness of product, relevance to the industry and other factors. Companies not directly related to the dairy industry need not apply.

Returning exhibitors are contracted in early January. Contracts for new exhibiting companies are offered as space is available. All wait-listed prospective exhibitors will be notified of their status by June 1.



2017 Important Dates for Exhibitors

"The World Dairy Expo is the only show we exhibit at in the US. It is the target market we want to reach from US to international customers. The Expo staff have always been very helpful and easy to work with, from getting us set up as a new exhibitor to getting us out the door on the last day of the show."

- Jeff Ponkauskas,
Waikato Milking Systems
USA, Ltd

Due to the large number of companies, World Dairy Expo adheres to a strict schedule as listed below.

January 15	Waiting list is sent applications and information
February 1	Returning exhibitor contracts and deposits due
June 1	Waiting list applicants notified of status Full payment due
July 1	Ad closing date for the Official Program, published by <i>Dairy Herd Magament</i>
July 15	Exhibitor manual and service order forms updated
September 15	Service orders due
September 30	Exhibitor move-in
October 3-7	World Dairy Expo



Exhibit Space Available

There are six main commercial exhibit areas on the grounds - the Exhibition Hall, Arena Building, Coliseum, New Holland Trade Center, Outdoor Trade Mall and International Lounge. Together, these areas cover nearly one-half million square feet of exhibit space. First year exhibitors are placed in the best available location according to their needs.

Standard booths in the Coliseum are 8' x 10'; Exhibition Hall, Arena Building and New Holland Trade Center booths are 10' x 10' and the Outdoor Trade Mall can be as small as 20' x 20' or as large as a 100' x 60'. The purchase of a booth includes two season passes. Electricity, chairs, tables, etc. are available for rent from the facility for an additional fee.

Official trade show hours for 2017 are 9 a.m. to 5 p.m. from Tuesday, October 3 through Saturday, October 7. All booth displays must be in place by 5 p.m. Monday, October 2 and must remain in place until released at 5 p.m. on Saturday.

World Dairy Expo
3310 Latham Drive
Madison, WI 53713
P: 608-224-6455
F: 608-224-0300
wde@wdexpo.com
worlddairyexpo.com

What other opportunities are available to me?

World Dairy Expo helps you go beyond marketing your product in your booth to bring you to a whole new level of success. Expo sponsorships can be a unique way to show your support of the show while gaining invaluable exposure before, during and after the event.

Position your company as a key player in the dairy industry through a sponsorship on the grounds. Opportunities exist in a wide array of areas, including benches, directional signage, support of youth contests and cattle classes. A listing of sponsorable events and items is available. Whether you are looking for strategic placement of your logo or product placement, Expo's staff can help you find a way to meet your goals!

The World Dairy Expo Official Program is another excellent opportunity to get your company noticed. Published by *Dairy Herd Management*, our program reaches over 90,000 producers nationwide before the show and on the grounds. Many companies take advantage of this advertising opportunity to showcase new products, introduce special giveaways and promotions, or remind producers of their booth location at the show. World Dairy Expo also publishes a daily newspaper, *The Expo Daily Edition*, which is distributed at the gates and to all exhibitors and attendees. It's a great way to announce a press conference or drive traffic to your booth.

Another great on-site advertising medium is the Cattle Log, Expo's Showring guide to the cattle show. The dairy cattle show always draws a large crowd to the Coliseum and almost everyone watching the show is holding a Cattle Log. Target your audience by placing an ad in these Cattle Logs. Over 12,000 are distributed ringside and they are available digitally on the World Dairy Expo website year-round. Since there is no cost to the attendee, they are sure to pick one up.

Companies that market beyond US borders need to be in *The International Visitor*, featuring the International Buyer's Guide and Export Directory. This publication is distributed to over 2,500 non-US Expo attendees at International Registration. Companies exhibiting in the International Lounge receive a complimentary listing.

Limited meeting space is also available for exhibitors to rent for private meetings, employee training, educational programs or other special events for six to 600 people. For information on rooms, rates, catering information and more, contact Liz Matzke in the Expo office at lmatzke@wdexpo.com.

Would you like to do something unique at Expo? Our experienced staff specializes in helping exhibitors maximize their marketing efforts at World Dairy Expo, and would be happy to work with you to customize a sponsorship plan to help you make a splash at this year's show.

Thank you for your interest in World Dairy Expo. For more information, contact Crystal Ripp, Trade Show Manager at 608-224-6455 or cripp@wdexpo.com.



"I love World Dairy Expo and hope to come back and be part of it for many years to come! I have not been to a show where I have met so many nice people who made me feel welcome."

- Valerie Miller, Steel Cow Gallery & Studios
Waukon, Iowa, USA

"World Dairy Expo is a great International Exhibition and is the most important show in the USA and in North America that we do."

- Elfi Nielsen,
Arntjen Germany/
North America
Innerkip, Ontario, Canada

"It's the progressive and visionary type of dairy folks who are always coming to World Dairy Expo. They're looking for new ideas and new opportunities."

- Mark Russell,
Missouri Dairy Growth
Council

2017 WORLD DAIRY EXPO
Exhibit Space Application

Company Name: _____

Specific Product(s): _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

Company Web Address: _____

Anything special about your display, product, or company we should consider? _____

Commercial exhibit space may be available in several areas this year. Contracts for new exhibitors will be offered based on availability, beginning in January 2017. Prices listed below are for 2016. Where are you interested in having exhibit space?

- Arena Building indoor booth space (10' x 10') - \$1,660
 - Coliseum indoor booth space (8' x 10') - \$1,660
 - Outdoor Trade Mall space - \$1,660 for up to 20'x30' (larger spaces available at \$2.05/sq ft)
 - New Holland Trade Center space (10' x 10') - \$1,310 (10'x10')
 - International Lounge* table top exhibit space (8' x 3') - \$820
- *International Lounge is only accessible to registered international visitors

Sponsorships - Many organizations reach World Dairy Expo's buying audience through a show sponsorship. Sponsorships come in many forms and start as low as \$75. Visit www.worlddairyexpo.com or contact the Expo office for a complete list of available sponsorship opportunities.

Fax or mail this completed form to:

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Madison, WI 53713
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