

EXHIBIT AND SPONSORSHIP GUIDE

WORLD DAIRY EXPO 2026

Where the Global Dairy Industry Meets!

Madison, Wisconsin, USA

Tuesday, September 29 - Friday, October 2

Youth Contests: Saturday, September 26

Dairy Cattle Show: Sunday, September 27 - Friday, October 2



Imagine your meeting in the wide-open spaces of our Exhibition Hall and its adjacent Lakeside Commons — with immersive, engaging presentations experienced in-person or remotely. Yes, times have changed. But they've only fortified our attention to every last detail.

So go ahead, keep dreaming big.

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WELCOME TO WORLD DAIRY EXPO!

Since 1967, World Dairy Expo has been gathering the global dairy industry in Madison, Wisconsin. Plans are already underway to welcome everyone back this fall for World Dairy Expo 2026. On behalf of the entire staff, Board of Directors and volunteers who make this event happen – Welcome to our 59th event!

WDE 2026 will continue to feature many things we have grown to enjoy in past years:

- The Tanbark is a fantastic venue to treat your customers to a meal, a cold beverage and live music. This central gathering hub is also an outstanding location for meetings.
- Expo's educational initiatives return with Expo en Español, Virtual Farm Tours, Knowledge Nook Sessions and Dairy Forage Seminars.
- Expo's custom mobile event app will again feature tools specifically for scheduling the must-see events for attendees. You won't want to experience WDE without this tool!

This booklet outlines a plethora of options to be involved with World Dairy Expo 2026. Whether you want to exhibit in the Trade Show, place your branded signage on buildings, host a networking event or invest in education and youth programs, the details about all of that and more are included here.

There has never been a better year to be at World Dairy Expo, and we want your Expo experience to be the best that it can be. Please reach out to us with any questions you may have.

All the best,

World Dairy Expo

sponsorship@wdexpo.com
(608) 224-6455
www.worlddairyexpo.com

WORLD DAIRY EXPO AT A GLANCE



World Dairy Expo began in 1967 as a place for the global dairy industry to meet. The unique combination of the world's largest dairy-focused Trade Show, North America's premier Dairy Cattle Show, educational programming, international youth contests, and networking opportunities draw a global audience to Madison, Wisconsin each fall. When members of the international dairy community are unable to travel to America's dairyland, they join virtually through ExpoTV and on social media.

GLOBAL REACH

Expo's audience, whether in the form of attendees, Dairy Cattle Show exhibitors or companies participating in the Trade Show, truly represent a global perspective. Over the past five events, the Trade Show has averaged representation from 25 countries and the Dairy Cattle Show has averaged 3 countries.



BY THE NUMBERS

2,625

DAIRY CATTLE
HOUSED

461

PARTICIPATING
COMPANIES

2,451

INTERNATIONAL
ATTENDEES

45

EDUCATIONAL
OPPORTUNITIES

1,581

YOUTH
CONTESTANTS

246

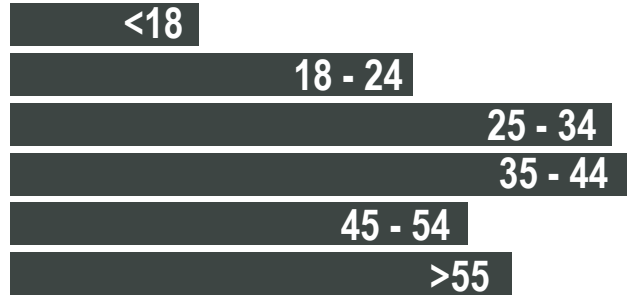
SPONSORS



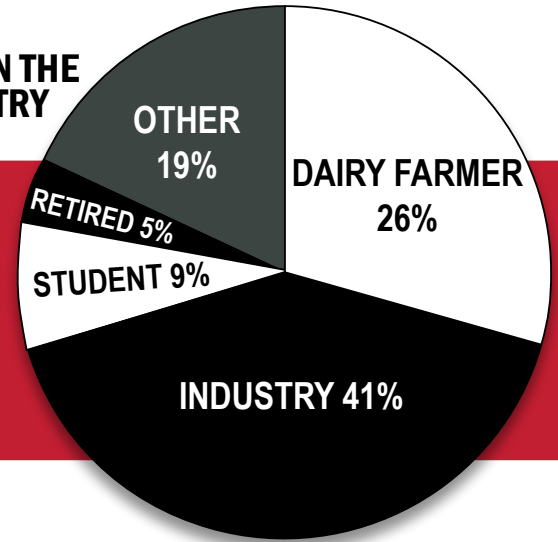
**“THIS IS THE ONLY PLACE
YOU CAN COME IN THE
WORLD AND CONNECT
WITH PEOPLE FROM ALL
OVER.”**

- MARK COMFORT, UDDER COMFORT

**AGE OF
ATTENDEES**



**ROLE IN THE
INDUSTRY**



51,525

ESTIMATED ATTENDANCE



TRADE SHOW

World Dairy Expo is home to the largest dairy-focused trade show in the world, also making it one of the 30 largest trade shows in the United States. This annual event attracts attendees from around the globe who come to experience all the dairy industry has to offer from top-tier genetics to cutting-edge technology. In addition to outstanding cattle, the 164-acre campus featured 461 exhibiting companies in 2025.

EXHIBIT SPACES

World Dairy Expo features commercial exhibit space in four locations across the campus. To be considered for exhibit space at World Dairy Expo 2026, companies must complete the online application [found here](#).

EXHIBITION HALL

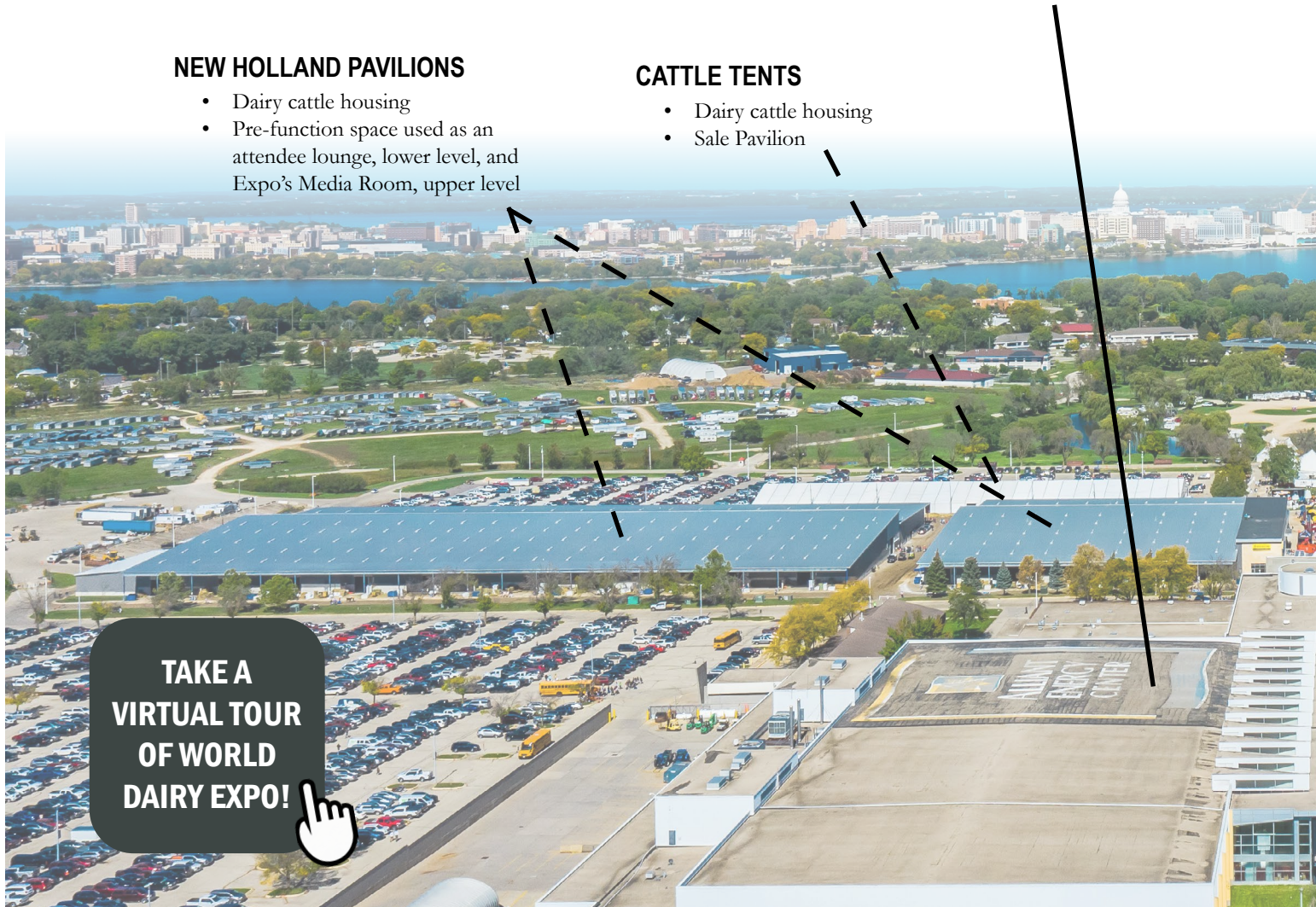
- \$22.50 per sq. ft.*
- 130,000 ft² of exhibit space
- Where Knowledge Nook Sessions, Virtual Farm Tours, Expo en Español, the International Lounge, banquets and meetings are held

NEW HOLLAND PAVILIONS

- Dairy cattle housing
- Pre-function space used as an attendee lounge, lower level, and Expo's Media Room, upper level

CATTLE TENTS

- Dairy cattle housing
- Sale Pavilion



TAKE A
VIRTUAL TOUR
OF WORLD
DAIRY EXPO!



OUTDOOR TRADE MALL

- \$2.50 per sq. ft.
- Spaces located between the Exhibition Hall and the Trade Center, in front of the New Holland Pavilions and outside of the Tanbark

“WORLD DAIRY EXPO IS A GREAT PLACE TO FEATURE NEW PRODUCTS BECAUSE YOU’RE GETTING IN FRONT OF (DAIRY) PRODUCERS.”

- TAYLOR NICHOLS, DAIRY TECH

COLISEUM

- 8 x 10: \$2,050
- Non-profit Tabletop: \$300
- Home to the Dairy Cattle Show’s Showring

THE TANBARK

- Venue for sponsored nightly happy hours and other events
- Food and Bar service
- Central hub for impromptu customer meetings

TRADE CENTER

- \$20.50 per sq. ft.*
- Renovated in 2021 and includes temporary flooring and glass walls
- Houses the World Forage Analysis Superbowl and Dairy Forage Seminars

** A corner charge of \$200 per corner will be put in place for 2026 in the Exhibition Hall and Trade Center.*



HOSPITALITY



INTERNATIONAL LOUNGE

Located in the Exhibition Hall, this space provides the comforts of home to Expo's international guests. Sponsorship includes signage in the lounge, access to the space and tickets to the International Reception.



COMMERCIAL EXHIBITOR LOUNGES

Help create a space where commercial exhibitors can relax, catch up on emails and network during Expo. Lounges are in the Exhibition Hall and Coliseum and sponsorship of the space gives you the ability to distribute materials and more.

DAIRY CATTLE EXHIBITOR ICE CREAM SOCIAL

Help welcome Expo's dairy cattle exhibitors to Madison with this sponsorship. Hosted in The Tanbark on Saturday, September 26, exhibitors will be able to relax and network with others with ice cream before a busy week of work ahead!

INTERNATIONAL

INTERNATIONAL RECEPTION

Celebrate all who have traveled near and far to WDE with this sponsorship! This reception is open to Expo's 1,800 registered international guests and all commercial exhibitors. Sponsorship includes naming rights to the International Reception, freedom to place materials on tables and serve as hosts at the event. Tickets to the reception are also included.



INTERNATIONAL VISITOR REGISTRATION BAGS

Be the brand that welcomes international attendees to the place where the global dairy industry meets as they register. Better yet, you'll serve as a reminder of the memories made during this year's event as the international attendees use the bags in future endeavors.

INTERNATIONAL REGISTRATION

Be the first company to engage with international attendees with this opportunity. Sponsorship includes logo on Expo website, listing in international attendee newsletter, signage at registration, insert in welcome bag, and access to the international lounge. Add coupons to the welcome bags for meals in The Tanbark for an additional \$10 per coupon.



INTERNATIONAL VISITOR WELCOME BAG INSERTS

Place your marketing materials in the welcome bag each international attendee receives at registration.



INTERNATIONAL LOUNGE HOSPITALITY

Your sponsorship provides heavy appetizers, coffee and water in the International Lounge for these important visitors.

EDUCATION



01. KNOWLEDGE NOOK SESSION

Amplify your message about a new product, service or research by giving your expert or research partner stage time in the Knowledge Nook.

[Application required](#) - First come, first served.



02. TANBARK SESSIONS

Got an event fit for a larger audience and in an elevated space? The Tanbark could be the perfect fit for you! Sessions can be scheduled in the morning or the early afternoon, depending on your needs.

[Contact us](#) for availability.

03. VIRTUAL FARM TOUR

Hosted by your customer, Virtual Farm Tours are an Expo favorite for dairy producers on-grounds and viewing year-round online. [Application available here - Due 4/1](#). Four time slots are available.



04. FFA SEMINARS

FFA members attending Expo on Tuesday morning are encouraged to participate in two seminars designed for their success in the industry.

PRINT ADVERTISING

Reach your audience through Expo's three on-site publications! These publications each cater to a unique audience and are perfect for companies interested in reaching Expo's attendees where they are.

CATTLE LOGS

Cattle Logs are the official guide for Expo's Dairy Cattle Show. Utilized by dairy cattle exhibitors and cattle enthusiasts around the globe, Cattle Logs are distributed ringside and posted on the Expo website to be viewed year-round. In 2025, 10,500 Cattle Logs were printed and **were viewed 20,000 times online**. An easy choice if you're looking to target cattle exhibitors!



OFFICIAL PROGRAM

The Official Program, published by *Dairy Herd Management*, is the premier publication of World Dairy Expo. Not only is this publication a must-have for on-site attendees, it is also mailed to *Dairy Herd Management's* subscribers pre-show to encourage attendance. The Official Program is a great opportunity for promotion by exhibitors before, during and after Expo!

EXPO DAILY EDITION

The *Expo Daily Edition*, published by *Dairy Star*, is Expo's on-grounds daily newspaper. It is available at the gates, distributed throughout the grounds each morning and published online. Look to the *Expo Daily Edition* to expand your advertising dollars by reaching producers on grounds every day of the show.



DIGITAL ADVERTISING

While World Dairy Expo's primary focus is hosting a well-attended in-person event, Expo's digital presence is equally as impressive and is omnipresent. Take a different approach and be seen by attendees as they plan their trip on our website, app or in the attendee newsletters!

23,275

ATTENDEE SUBSCRIBERS

NEWSLETTER BANNER

\$1,000

Reach WDE attendees before the event by placing a banner ad in Expo's attendee newsletter. This engaged user base averages an open rate of 48% and a CTR of 5.3%

202,000

ANNUAL WEB USERS

WEB BANNER

\$1,500

Put your brand in front of Expo's website users with a banner ad. Ads are placed in three month increments during peak page view times.

9,900

REGISTERED USERS

MOBILE EVENT APP

\$1,500

Includes a clickable banner ad in Expo's mobile event app. App ads in were viewed on average 53,900 times by over 3,500 engaged users.



ADVERTISING: AT EXPO

With countless options and opportunities, there is a place for everyone to place their brand on the World Dairy Expo grounds. Find where your audience will be during Expo and place signage there to attract them to your booth. Reach out to sponsorship@wdxpo.com to find the perfect place for you!



ADVERTISING: AT EXPO

EXPOTV BROADCAST



Engage with both virtual and in-person attendees as an ExpoTV Broadcast sponsor - Expo's live-streaming service. This sponsorship includes commercials throughout the live broadcast of Expo's Showring action along with logo recognition on-screen and on-site at WDE. 30-second, 60-second and multiple version commercial options are available; contact sponsorship@wdexpo.com for more details. ExpoTV footage alongside your logo is available for viewing year-round on Expo's website, expanding the reach of your brand to the global dairy industry beyond the week of Expo.

WATCH EXPOTV

AUDIO BILLBOARDS

There is so much to look at during World Dairy Expo - how about taking a different approach and reaching your audience through a different sense? Audio billboards are located at each entrance of Expo's Trade Show and used to share key messages to its attendees.



**30 SECOND
ADVERTISEMENT**



**60 SECOND
ADVERTISEMENT**



**PRODUCTION
COSTS**

YOUTH



CAREER CONNECTIONS

Engage with students and young professionals, digitally and in-person, seeking new employment opportunities in dairy.



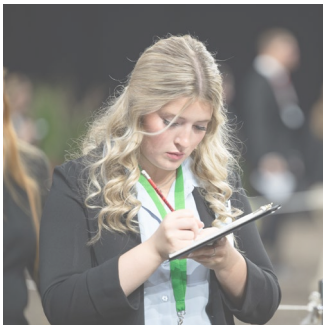
WDE SCHOOL TOURS

Help Expo host more than 1,000 fourth grade students and chaperones as they learn about the dairy industry from the experts.



JUDGING CONTESTS

From specific awards to general sponsorship, these opportunities support hundreds of youth competing in national contests.



JUDGING CONTEST LANYARDS

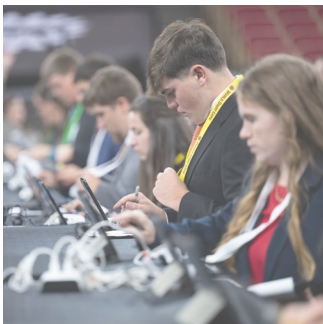
Worn by contestants throughout the day of competition, this is an easy way to support the next generation of leaders.

Not seeing the option you're looking for or wanting to offer stronger support of youth programs? Contact [us](#) to discuss opportunities that fit your goals!



SHOWMANSHIP CONTEST

Support keepsake awards or cash prizes sought after by nearly 400 youth participants.



TABLET SPONSOR

Support the tablets used by every participant in the National and International Youth Dairy Cattle Judging Contests hosted at Expo.



JUNIOR SHOW SUPPORT

Show your support for the seven Junior Dairy Cattle Shows held during WDE. All funds go directly to programming for these youth.



JUNIOR HOLSTEIN PREMIUMS

Every cent goes directly to the exhibitors in the International Junior Holstein Show, the only stand-alone junior show at WDE.

DAIRY CATTLE SHOW BREED SPONSORSHIP

Our Dairy Cattle Show breed sponsorship program gives you recognition during the breed show of your choice - or all eight of them! Just determine which breed show you'd like to support, choose your sponsorship level (see diagram below for details on each level) and let us know what you're interested in by reaching out to sponsorship@wdexpo.com to secure your sponsorship.

	Breed Bronze Sponsor	Breed Silver Sponsor	Breed Gold Sponsor	ALL Breed Platinum Sponsor
Contribution Amount	<\$500	\$500 - \$999	\$1,000 - \$4,999	\$5,000+
Announcer Recognition during sponsored Breed show	★	★	★	★
Recognition on digital signage carousel in Pavilions	Name Recognition	Logo Recognition	Logo Recognition	Logo Recognition
Recognition in Cattle Log and premium book	Name Recognition	Name Recognition	Logo Recognition	Logo Recognition
Logo recognition on ExpoTV			★	★
Ten (10) Complimentary Expo Daily Passes (\$200 value)				★
Complimentary Show Box Drop (\$1,500 value)				★





DAIRY CATTLE SHOW SUPPORT



CASH AWARDS



PREMIER BANNERS



CHAMPION AWARDS

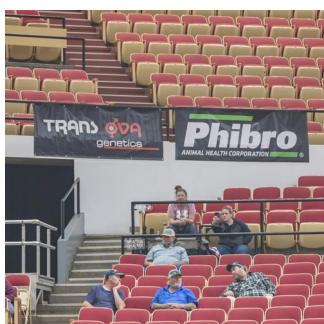


MEDALLIONS AND RIBBONS

Show your support of the dairy cattle exhibitors and their elite cattle by supporting a variety of available award options. Contact [us](#) today to find the best option for your company and be recognized in print materials and showing announcements.



TITLE BLANKETS AND SASHES



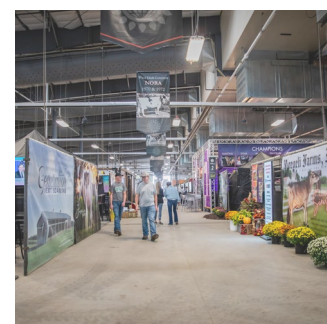
SHOWRING BANNERS

Be at the center of all the excitement in the Showing with five of your 3-foot x 8-foot banners around the Coliseum. Not only is this a highly visible signage opportunity during Expo, these banners are often in the background of Showing photos. Sponsorship includes your logo and a listing as a Showing sponsor in all Cattle Logs.



COLISEUM UPPER SEATING EXIT SIGNAGE

Provide a visual touch point for attendees and exhibitors as they enjoy the action happening on the colored shavings and as they exit the Coliseum bowl.




















DAIRY CATTLE SHOW BOX DROP

Deliver samples or product information to cattle exhibitors one time through the New Holland Pavilions and Cattle Tents during Expo week! This is a perfect opportunity to visit face-to-face with the best dairy cattle exhibitors in the world about your products.

STAR SPONSOR BENEFITS

World Dairy Expo has become a world-renowned event thanks to the generous and consistent support of our sponsors. Listed below are five levels of sponsorship recognition available at World Dairy Expo. Sponsors earn a Star Sponsor level based on their total sponsor dollars invested each year. For example, five unique sponsorships that total \$5,000 earn you a spot on the Three Star Sponsor list; or sponsorship of ExpoTV at \$10,000 will make you a Four Star Sponsor. Contact us at 608-224-6455 or sponsorship@wdexpo.com to discuss the possibilities and find out more about how World Dairy Expo sponsorship can benefit your company and how you can make a positive impact.

	ONE STAR	TWO STAR	THREE STAR	FOUR STAR	FIVE STAR
Commitment Level	\$1,000 - \$2,499	\$2,500 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 & Up
Banner for display in booth or office/farm					
Listing in the <i>Expo Daily Edition</i> newspaper, published by <i>Dairy Star</i> (18k papers printed)					
Name mentioned on WDE's on-grounds audio billboards					
Daily live announcer recognition in the Showring					
Recognition on ExpoTV, live global broadcast				Name Recognition	Logo Recognition
Logo on homepage of WDE website (176k page views in 2025)					
Sponsor Spotlight feature in the <i>Expo Daily Edition</i> , published by <i>Dairy Star</i>					
Recognition in the Official Program, published by <i>Dairy Herd Management</i> (40k copies mailed. 13k distributed at WDE)	Name Recognition	Name Recognition	Name Recognition	Logo Recognition	Logo Recognition

WORLD FORAGE ANALYSIS SUPERBOWL

Located in the Trade Center during World Dairy Expo, the World Forage Analysis Superbowl invites forage producers to enter their highest quality forages in eight different divisions. More than \$29,000 in cash prizes is awarded to top samples that are then displayed at WDE. Forage experts from the U.S. Dairy Forage Research Center, University of Wisconsin and other research centers are also on-hand to present cutting edge information and to answer individual forage questions during Dairy Forage Seminars. The World Forage Analysis Superbowl is organized in partnership between Dairyland Laboratories, Inc., Hay & Forage Grower, US Dairy Forage Research Center, University of Wisconsin and World Dairy Expo.

DIVISION SPONSOR

GENERAL SPONSOR

DAIRY FORAGE SEMINAR BROADCAST SPONSOR



Support the educational component of the World Forage Analysis Superbowl by sponsoring the livestream of the Dairy Forage Seminars on ExpoTV.

This sponsorship includes:

- Recognition alongside videos posted after the event on the WDE website
- Recognition in stream included in the live and on-demand videos
- Recognition in press release announcing the Dairy Forage Seminar topics schedule
- Recognition in the Official Program, published by *Dairy Forage Herd Management* alongside the seminar schedule
- Logo on sponsor signage at the World Forage Analysis Superbowl display at WDE
- Logo recognition on World Forage Analysis Superbowl Letterhead used to communicate with contestants