



Welcome Exhibitors

We can't wait to Celebrate with you at this year's World Dairy Expo, October 4 - 8, at the Alliant Energy Center, Madison, WI. Inside are friendly reminders for this year's show. For complete show rules, please reference the 2016 WDE Premium Book. As always, please feel free to call with any questions.

Welcome!

We are so glad you have made the trip for this year's World Dairy Expo. Whether you are travelling 40 hours or 40 minutes, we understand the amount of planning each exhibitor does for the show. Read on for items to remember before leaving for World Dairy Expo and what to keep in mind when you are at the greatest dairy cattle show in the World.

Early Arrival

Exhibitors from Canada and approved states wishing to arrive Thursday, September 29 may do so with written permission from the Dairy Cattle Show Manager and must have a completed Early Arrival Request Form on file with World Dairy Expo. **All early arrival requests must be received by September 11.** Exhibitors will receive written notice of acceptance or denial.

Stalling

Call our Stalling Hotline (1-800-781-3097) to **confirm the number of animals in your string.** This 800 number will be activated September 12 - September 29 for confirming or changing the number of animals being housed in your string (if different from what was noted on your Stalling Request form). No pavilion locations or stalling information will be given over the phone; stalls will be assigned only when you arrive on grounds. **Please include your estimated time of arrival when you call.** Stall space will be assigned for animals on grounds, not animals entered. You may also call the on-grounds Superintendent's Office in the Arena Building (Thursday afternoon - Sunday), at 608-267-3924. Pavilions will open on **Thursday, September 29 at 2 p.m.** for preapproved early arrivals. When you arrive on grounds, stop at the Superintendent's Office in the Arena Building to receive your stalling location and for cattle health check-in to begin. All animals must be on grounds with health papers by **Sunday, October 2 at Noon.** Thank you in advance for your cooperation. Early arrival forms can be found online at <http://www.worlddairyexpo.com/pages/Enter-Online.php>

Health Requirements

World Dairy Expo adheres to the health and import requirements set by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). Information is available from DATCP at https://datcp.wi.gov/Pages/Programs_Services/WorldDairyExpo.aspx or 608-224-4874. Please share with your veterinarian the Vet Instruction Sheet that was inserted into all premium books and is found on the World Dairy Expo website when the Certificate of Veterinary Inspection is being completed. Remember to check the World Dairy Expo website for the latest health information.

Health Check-In

Health papers will be checked as animals come off the trailer. It is absolutely critical for health papers to be with the animals. If they are not, animals will be quarantined until health papers arrive. All cattle must be accompanied by a Certificate of Veterinary Inspection documenting animal identification and all tests or certifications required based on your state of origin. Check-in of individual dairy entry to breed shows will be done separately.

Health papers are required to list the full 15-digit animal-attached AIN identification.

1. A 124 Canadian Cattle Identification Agency (CCIA) RFID tag
2. A USDA 840 Animal Identification Number (AIN) RFID tag
3. A manufacturer coded tamper evident RFID tag (15 digit number starting with 900, 982, 985) ***NOTE: Manufacturer coded RFID tags were discontinued as official ID by USDA starting in 2015. However, tags applied before March 11, 2015 will be recognized for the life of the animal.**

Safety, Storage and Cleanliness

It is the goal of World Dairy Expo staff to make your time at the show a pleasurable one. Within and around the Pavilions and Cattle Tent, an emphasis will be placed on appropriate feed and tack storage, cleanliness, and safety. It is also crucial for safety of all exhibitors, your cattle and tack to be kept top of mind. We ask that you treat and maintain your stalling space as you would your home farm.

Here are the top things you need to remember:

1. Pop-up tents must have an operable fire extinguisher attached to the outside of the tent.
2. Maximum size for pop-up tents is 10' x 10'.
3. Appliances must be plugged into a GFCI power strip.
4. Absolutely **NO** smoking or cooking with an open flame in the pavilions/tent. Grills must be at least 20' from any structure or hay/straw storage.
5. No external feed storage will be available (excluding a 5' halo around the Cattle Tent).
6. Hay/straw bales may be stacked to a maximum height of 8'.
7. No unauthorized skidloaders are permitted on grounds at anytime. (Reference the Feed & Bedding section of this handout for available skidloader delivery service.)

We thank you in advance for your hard work to improve overall grounds cleanliness, while effectively utilizing stalling and tack space and maintaining safety grounds-wide.

Veterinary Service

Dr. Rick Halvorson will again be Expo's on-grounds veterinarian. **Daytime vet calls:** Please fill out the notebook located in his vehicle, parked on the east end of Pavilion 2, near the milking parlor. Sign your name and location of your animals. **Nighttime emergency calls:** Call Dr. Halvorson's cell phone 414-581-7405 or Dr. Miesen's cell phone 608-732-4707.

Animal Availability for Judging Contests

As a result of having your entries accepted for World Dairy Expo, your animal(s) is on public exhibit and/or available for use in the National Dairy Judging Contests. Please remember, all animals must be clipped and washed if selected for use in a judging contest. In case of refusal to comply, any or all premiums may be forfeited, the exhibitor may be barred from the showing of cattle and sale cattle may not be eligible for sale. Thank you in advance for your cooperation!

Feed & Bedding

Feed Vendor

World Dairy Expo is again pleased to be working with Prairie View Feeds and their staff as our official feed vendor for 2016. They are committed to serving all of your feed and bedding needs. For pricing information on hay, straw, beet pulp, shavings, other feedstuffs and ice, please visit the Dairy Cattle Show page of the World Dairy Expo website after September 6. Please keep the following information in mind:

1. Place orders once you arrive on-grounds and know your stalling locations. Pre-arrival orders/deliveries will not be accepted/made.
2. Pavilion deliveries will be available.
3. All accounts must be settled prior to the close of the show. Payment shall be made solely to Prairie View Enterprises LLC.
4. A representative will be on-site beginning September 30 at 2 p.m.
5. A skidloader will be available to help place your feed and bedding brought on-site. Applicable fees will apply.

Feed & Bedding Storage

As a result of no external Pavilion storage, a one-day feed & bedding supply storage area will be incorporated into exhibitor's stalling locations. Additional feed & bedding should be stored in trailers in Quann Park or off-site.

Feed & Bedding Delivery Times

Vehicle delivery times for all feed and bedding purchased from and delivered by the feed vendor Monday through Saturday will be 24 hours a day. Vehicle delivery times for exhibitors must be completed between 6 p.m. – 8 a.m. Should the daily shows complete prior to 6 p.m., a barn call announcement will be made authorizing early feed supply movement.

Feed & Bedding Delivery Courtesy Carts

World Dairy Expo will provide high capacity non-motorized platform carts for Exhibitor use to aid with delivery of feed supply **within** the Pavilions and Tent. All carts shall be returned to their designated storage locations when not in use.

Milkhouse Schedule

The milkhouse opens at 6 p.m. on Thursday, September 29 and will be open through Sunday morning, October 9.

Daily Milkhouse Hours: 5 a.m. - 3 p.m. & 4 p.m. - 11 p.m.

Special Milkhouse Hours: Thurs (9/29): 6 p.m. - 10 p.m., Fri (9/30): 5 a.m. - 10 a.m. & 2 p.m. - 11 p.m.

Milk Permits

It is necessary for each exhibitor using the milking parlor to complete a "milk permit" before their first milking. Permits are available at the milkhouse. The penalties for selling antibiotic-adulterated milk are printed in the Premium Book, page 12. All proceeds from milk sales will benefit World Dairy Expo Youth Programs.

Milk Disposal

There is **NO** dumping of milk allowed on grounds, including any Pavilion drains. Disposing of milk on grounds is a direct violation of the Madison Metropolitan Sewage District ordinance 84-001, Article V. **Violation of the ordinance may result in financial penalties.** Buckets for milk produced outside the milking parlor are available for exhibitor use and may be picked up at the milkhouse, Pavilion 2, beginning Thursday, September 29. These buckets must be emptied into milk receiving stations, placed around the north and south sides of the Pavilions and Cattle Tent. Student workers will routinely empty the milk receiving stations throughout the week of the show. Milk buckets are generously donated by Nasco, Fort Atkinson, WI. Milk receiving stations are generously donated by PolyDome, Litchfield, MN.

Sharps Containers

All sharps **MUST** be disposed of in provided sharps containers. Disposal of sharps in garbage cans, recycle bins, and manure bins is strictly prohibited. Sharps containers can be picked up outside the Milk House Friday, September 30 and Saturday, October 1. Sharps containers are generously donated by Elanco Animal Health, Greenfield, IN.

Exhibitor Welcome BBQ

Make plans to join us for the Bovikalc Exhibitor BBQ, sponsored by Boehringer Ingelheim Vetmedica, Inc., St. Joseph, MO on Sunday, October 2 at 6:30 p.m. in the Estrumate® Sale Pavilion. Enjoy an Oktoberfest-themed event, complete with a German-style menu, live entertainment, and Oktoberfest beer. This is your opportunity to pick-up pre-purchased season passes, Bovikalc-branded gifts, junior show shirts, complimentary exhibitor hats and welcome bags, as well as meet and have dinner with fellow exhibitors, Expo staff and show volunteers.

Exhibitor Passes

Season passes that were pre-ordered will be available for pick-up in the Dairy Cattle Show Office or at the Bovikalc Exhibitor BBQ in the Estrumate® Sale Pavilion. They must be picked up prior to Tuesday, October 4. No tickets will be mailed out and no refunds will be given for purchased gate passes when tickets are picked up after gates open Tuesday. Additional season passes are \$30 and can be purchased at the entrance gates once the show opens. Daily passes are \$10.

Exhibitor Meetings

For backtags, Showring rules and other information, plan to attend your breed meeting. All meetings will be held in the Estrumate® Sale Pavilion. An all breeds meeting will be held Monday at 1 p.m. This meeting will cover changes in Expo rules, ethics and important show information.

All Breeds: Monday, 1 p.m.

Ayrshire: Wednesday, 4 p.m.

Brown Swiss: Tuesday, 4 p.m.

Guernsey: Monday, 4 p.m.

Holstein: Thursday, Noon

Jersey: Monday, 4 p.m.

Junior Holstein: Monday, 4 p.m.

Milking Shorthorn: Monday, 4 p.m.

Red & White: Wednesday, 4 p.m.

Premier Breeder/Exhibitor & State Herd Entries

Please pre-enter your animals to be considered for Premier Breeder and Exhibitor at the Dairy Cattle Show Office. **Guernsey** entries, for both the heifer and cow show, must be made by 5 p.m., Monday, October 3. For all other breeds, Premier Breeder and Exhibitor entries for the Heifer Show must be made by 10 a.m. the day of breed show, overall entries must be made by 5 p.m. the day prior to breed Cow Show. **Overall Premier entries that include heifers must be received by 10 a.m. day of Heifer Show.** Forms will be available at check-in and at the Dairy Cattle Show Office, upper level of the Coliseum.

The State Herd Form, including the list of animals in the state herd, must be delivered to the superintendent prior to selection of Senior Champion of each respective breed.

Herdsmanship

Winners will be recognized by zone within the Pavilions and Cattle Tent. A winner will be selected from Zones 1 - 3 in Pavilion 1, Zones 1 - 6 in Pavilion 2 and from the Cattle Tent. Daily winners will be selected. Award jackets are courtesy of Select Sires, Inc., Plain City, OH.

Alcohol Policy

For all food and beverage receptions please contact Centerplate at 608-661-0525. World Dairy Expo encourages moderation of alcohol use and is asking your help to eliminate consumption by minors. Wisconsin's legal age is 21.

Youth Exhibitor Pizza & Ice Cream

Youth Showmanship exhibitors are invited to enjoy pizza and ice cream beginning at 6 p.m., served in the tent across from the north cattle show entrance of the Coliseum.

Junior Holstein Show Early Release

Only animals that have designated "early release" on their entry forms will be allowed to leave Expo grounds prior to Saturday. All Junior Holstein exhibitors who have requested to leave early **must** remove animals and tack between the hours of 6 p.m. Tuesday, October 4 and no later than 7 a.m. Wednesday, October 5.

Procedures for Saturday Animal Release

Animal release for all exhibitors begins on Saturday, October 8 at 6 p.m. All trailers will be held in Quann Park until 6 p.m. Any trailers arriving on-grounds throughout the week will be directed to trailer parking. At 6 p.m. trailers may enter the grounds via Coliseum Rd and travel east, up the north and south sides of the Pavilions. To access the south sides of the Pavilions, a single line of trucks and trailers will be allowed along the north side of Fairgrounds Drive, allowing for simultaneous commercial exhibitor moveout. Trailers loading out from the south side of the Pavilions will exit via Fairgrounds Drive; those loading out from the north side of the Pavilions will exit toward John Nolan Drive, via Expo Mall and West Expo Drive. No cattle or vehicle traffic will be allowed between the Arena Building and Pavilion 1.

Celebrate 50! Special Events

50th Anniversary Open House

Join us Wednesday evening, October 5, for the 50th Anniversary Open House, hosted by World Dairy Expo. This free event will kick off at 5 p.m. in the Exhibition Hall and feature food, drinks, music and entertainment as a thank you to all past and present attendees, exhibitors, volunteers and sponsors.

Expo in the Evening

One of the early Expo traditions included a square dancing competition on the Coliseum floor. While it might not be a competitive contest, we are looking forward to hosting a dance once again this year during Expo in the Evening on Friday at 8:00 p.m. in the Estrumate Sale Pavilion. Everyone is welcome to join us at this free event, which will feature live music and refreshments from 8 to 11 p.m.

Dairy Happy Hour

Join other attendees and dairy friends daily at 10 a.m. and 3 p.m. in the CLARIFIDE Plus Attendee Lounge of Pavilion 1 for treats and milk. This event is FREE to all Expo attendees, sponsored by Trioliet, Oldenzaal, Netherlands.

50th Anniversary Clothing & Collectables

For the first time in Expo history, the Purple Cow Gift Shop™ is excited to offer the exclusive opportunity to purchase clothing and select 50th Anniversary collectables in advance of the show. Be the first to sport a 50th Anniversary sweatshirt or a highly sought-after mug. To view the full list of available items and place your order, visit the 50th Anniversary page on WorldDairyExpo.com and click on "Purple Cow Gift Shop Exclusive." Be sure to submit your order by September 15th!

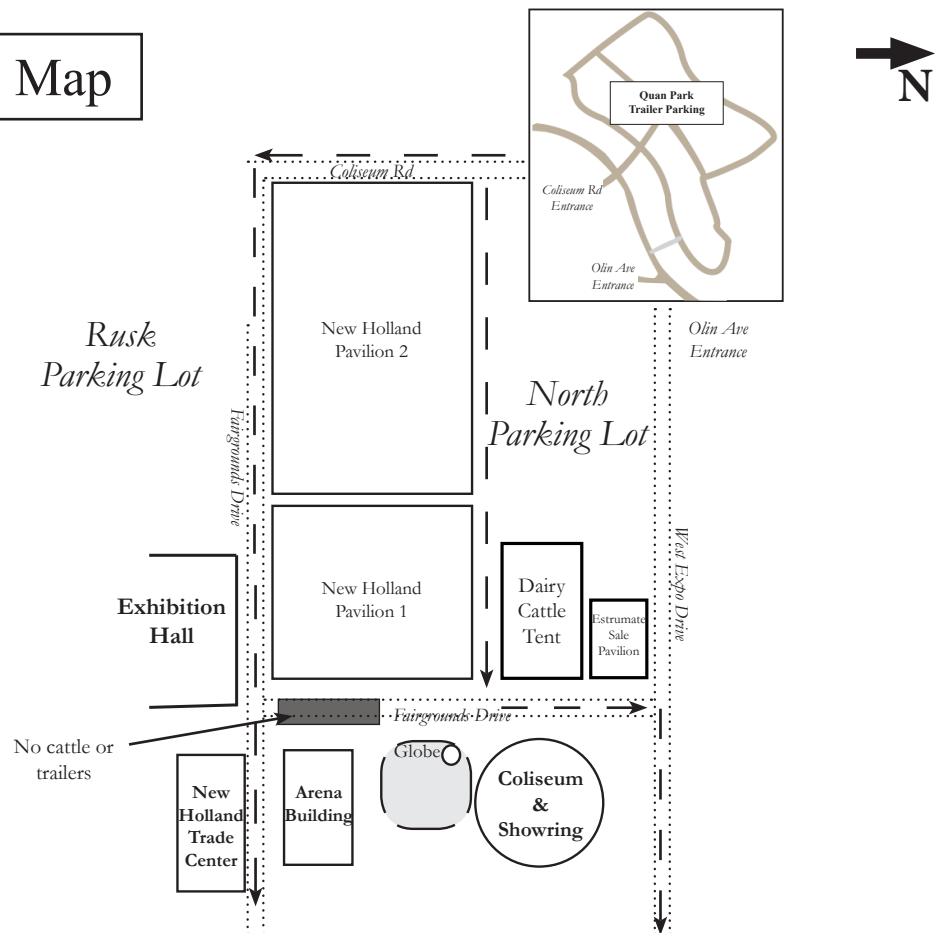
Thank You

To All Cattle Exhibitors. . .

For your cooperation in helping make World Dairy Expo what it is today. World Dairy Expo continues to grow and has become THE International Marketplace for all aspects of the dairy industry. On behalf of the Dairy Cattle Exhibitor Committee, Board of Directors and Staff, thank you for participating in this year's World Dairy Expo. We welcome your comments, ideas and suggestions.

Best of luck as you grace the colored shavings!

2016 WDE Release Map



Mark your calendars! Next year's World Dairy Expo will be October 3 - 7, 2017!

World Dairy Expo

Show Grounds Address
1919 Alliant Energy Center Way
Madison, WI 53713

Business Office Address
3310 Latham Drive
Madison, WI 53713

Phone: 608-224-6455
Fax: 608-224-0300
Web Site: worlddairyexpo.com
email: wde@wdexpo.com