

PREFERRED CUSTOMER TICKET PROGRAM

World Dairy Expo 2023

With a transition to digital tickets in 2022, you can now collect information about current or future customers who utilize a complimentary daily admission ticket from your company. And the best part? The ticket price you pay starts below the regular admission rate, decreases further with the more tickets redeemed, and you are only charged for the number of tickets redeemed at the gate!

HOW IT WORKS IN 5 EASY STEPS:

1. Confirm your participation in the program before August 15 by contacting tradeshow@wdexpo.com.

2. Submit 2-3 questions you would like to ask your customers and a banner ad (2,000 px wide x 300 px tall, png or jpeg file type) that will be placed on a custom ordering webpage for your company.

*Expo will be asking all ticket customers: Name, Role in the Industry, Reason for Attending WDE
Example of potential company question(s): Where will you be making your next farm investment?*

3. Choose Option 1 or Option 2 for receiving discount codes. These codes are a safety mechanism to ensure your company is only charged for the number of tickets that you intend to disperse.

OPTION 1: UNIQUE DISCOUNT CODES

Send Expo an email list that can be converted into unique redemption codes. This option ensures that only the customers you want to receive free admission passes will be able to. Each ticket code can be redeemed for two daily admission tickets. Expo will not use your email list for anything beyond code creation.

OPTION 2: GROUP DISCOUNT CODES

Each code can be redeemed 50 times (or less if you specify). This option is great if you are prospecting clients or your sales team wants tickets to disperse.

Group discount code examples:

*You could receive codes associated with specific sales reps - Ripp01, DeBoer01, Schmitt01- or products - Cows1, Calves1, Forage1.
Each code can be redeemed the same number of times.*

4. Share the discount code and URL associated with your custom ordering page. We recommend one of these options:

OPTION 1: EMAIL

Send an e-blast to the same list you shared with Expo.

OPTION 2: PRINT

Create a printed item with a QR code linked to your custom URL.

Either option must include, "This is not an admission ticket. Please visit [custom URL] to claim your complimentary World Dairy Expo daily admission ticket. Your redemption code is [the email address you received this message at or 'code']."

A "best practice" for either the digital or printed option is to promote your involvement in Expo. A few ideas: entice customers to stop by your booth with details of deals or giveaways; invite them to the educational or networking event you are sponsoring; or encourage them to tag you on social media in a picture of them enjoying Expo.

5. You will be invoiced in October after WDE 2023 for the number of tickets redeemed at the gate based on the price scale to the right. You will also receive the responses to the questions you asked and results of the questions Expo asked.

Number Redeemed	Price per Ticket
50 or less	\$14.00
51-100	\$13.50
101-500	\$13.00
501- 1,500	\$12.50
1,501-3,000	\$10.50
3,001 and up	\$10.00

Questions? Contact tradeshow@wdexpo.com or 608-224-6455.