



## WORLD DAIRY EXPO®

### 2024 Knowledge Nook Session Application Form & Guidelines

#### Knowledge Nook Sessions:

Located in the atrium of the Exhibition Hall, the Knowledge Nook is designed for exhibiting or sponsoring companies to showcase an innovative product, service or research that was introduced to the market since the last World Dairy Expo (since October 6, 2023). There will be seven, 45-minute sessions per day beginning at 9:30 a.m.

#### Selection Process

Applying companies must be exhibiting in the 2024 World Dairy Expo (WDE) Trade Show or be a minimum Two-Star-Sponsor of World Dairy Expo. The cost to present in the Knowledge Nook is \$1,750 per session. Companies are able to host a maximum of four (4) sessions, one (1) per day.

Completed applications will be evaluated based on the following criteria:

- Appeal to the World Dairy Expo audience
- Innovation and value to the dairy industry
- Date on the market

*\*Applications will be evaluated, and the schedule set on a first-completed and received basis.*

#### Event Support and Promotion

World Dairy Expo will provide the following:

- **NEW:** Knowledge Nook Sessions are recorded and posted on ExpoTV at the end of each day
- Signage indicating title of presentation and sponsoring company logo
- Presentation space with theater-style seating for 80
- Standard audio-visual equipment
- Listing in the World Dairy Expo Official Program, published by *Dairy Herd Management*, listing (*\*If completed application is received and approved by July 1, 2024*)
- World Dairy Expo website listing, including company logo and presentation overview
- Listing in the *Expo Daily Edition*, published by *Dairy Star*, on day of session
- World Dairy Expo mobile app listing with title of presentation, company name, and logo (as space permits)

#### Day of Session Details

- Stage time is limited to 45-minutes per session, be sure to save time for questions and answers
- Presenters are asked to provide their own laptop and connection chords to avoid any presentation display issues
- The sponsoring company may handout materials in the Knowledge Nook during the assigned session with written approval from World Dairy Expo
- Company representatives are welcome to greet people as they arrive and introduce the speaker
- **No sales pitches, please.** The intent of the Knowledge Nook Sessions is to showcase cutting edge products, services, and research. Please be mindful that education is a strategic pillar of World Dairy Expo, and each session should have our attendees, commercial exhibitors, and sponsors best interests always at top of mind

Please send completed Knowledge Nook Session applications to Cassi Miller, [cmiller@wdexpo.com](mailto:cmiller@wdexpo.com).



**WORLD DAIRY EXPO®**  
**2024 Knowledge Nook Session Application**

Sponsoring company: \_\_\_\_\_ Company contact: \_\_\_\_\_

Sponsor phone: \_\_\_\_\_ Email: \_\_\_\_\_

When was the product, service or research introduced to the market? \_\_\_\_\_

Session title (*10-word limit*): \_\_\_\_\_

Short description of product, service or research that will be introduced (3-4 sentences summarizing the presentation):

Speaker's full name, title & company: \_\_\_\_\_

Short biography of the speaker (3-4 sentences):

Session day and time:

	Tuesday, October 1	Wednesday, October 2	Thursday, October 3	Friday, October 4
9:30 a.m.				
10:30 a.m.				
11:30 a.m.				
12:30 p.m.				
1:30 p.m.				
2:30 p.m.				
3:30 p.m.				

**Total number of sessions** (four (4) sessions maximum – one (1) session per day, per company): \_\_\_\_\_

### Session Category

Your session will be listed on the World Dairy Expo website, in the WDE mobile app and in the Official Program both by educational program type and by category. Please select up to four (4) categories below that best fit your session. If you do not select a category, WDE staff will select one on your behalf.

### Select up to four (4) categories:

Agronomy and Crop Genetics	Feed and Forage Equipment
All Terrain/Utility Vehicles	Financial/Insurance Services
Animal Genetics	Labor/Management
Animal Health and Pharmaceuticals	Livestock Supplies and Services
Artificial Intelligence	Manure Handling Equipment
Association/Education/Government	Milking Equipment
Building and Barn Supplies	Milk Processor
Calf and Heifer Housing and Supplies	Miscellaneous
Conservation/Grazing	Sanitation Equipment and Supplies
Dairy Recruitment/Relocation	Sustainability
Facility Expansion/Consulting	Technology and Software
Farm Implements and Equipment	Transportation/Livestock Handling
Feed and Feed Additives	

### Keyword Search

Each company can provide up to 25 keywords. World Dairy Expo reserves the right to restrict or deny any terms deemed inappropriate. Include words that your customers might use to search for products and services your company offers. Words may include brand names, product names or descriptors. Search terms may not include competitors' names or other company names.

### Other Details:

- Professional headshot of speaker(s) – 300-dpi, .jpeg or .png file format (resolution for print)
- Company logo – color, minimum 300 dpi, .jpg, .png or .tif file format
- Attach additional pages as needed