



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.

3310 Latham Drive | Madison, Wisconsin USA 53713 | Phone: (608) 224-6455

Email: wde@wdexpo.com | www.worlddairyexpo.com



WORLD DAIRY EXPO®
2024 Knowledge Nook Session Application

Sponsoring company: _____ Company contact: _____

Sponsoring company address: _____

Sponsor phone: _____ Email: _____

Proposed session title: _____

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

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

Speaker's full name and title: _____

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

Requested 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): _____

Please also send a photograph of the speaker and your company logo (color, minimum 300 dpi, .jpg or .tif file format, speaker facing the camera). Attach additional pages as needed.