



2023 WORLD DAIRY EXPO

Farm Enterprise Application

World Dairy Expo's Farm Enterprise Program (FEP) provides an expanded promotional opportunity to Dairy Cattle Exhibitors who have businesses beyond the standard items that are currently promotable in the cattle housing areas at World Dairy Expo. Participating Farm Enterprises will receive:

1. Listing on the Participating Companies page of the World Dairy Expo website under the Farm Enterprise category
2. Listing on the online Interactive Maps
 - a. Generic location in the cattle housing areas until stalling is assigned
 - b. After animals are stalled the specific building would then be identified on the website maps
 - c. Farm Enterprises will have the ability to enter contact information, website and social media pages to their Farm Enterprise account on the WDE website, which will make the information publicly viewable.

Companies participating must follow the parameters listed below:

1. Farm Enterprises promoting a dairy industry-related product are required to participate in FEP. Farm Enterprises promoting a dairy show cattle service (services are defined as: fitting, boarding, trucking, and/or sale services) are eligible, but not required to participate.
2. Farm Enterprises must be under the same ownership as an exhibited animal's registered owner that is housed in a designated stalling location at World Dairy Expo. Ownership of the animals will be as printed on the certificate of registration. All cattle exhibitors must be prepared to show proof of business ownership of the Farm Enterprise upon request.
3. Farm Enterprise promotion must occur in the animal's stalling location and will not be permitted in any other location on grounds. The Farm Enterprise must register with a specific exhibitor/owner and must identify the string manager on the application. No more than two Farm Enterprises are allowed per string.
4. No additional space beyond assigned cattle housing will be provided for the additional Farm Enterprise promotion.
5. The maximum height of any promotional item is 12' from the floor. Displays in front of cattle are limited to 30" from top to bottom. Full sheets of material (paneling, banners, etc.) in front of the animals will not be allowed to ensure adequate air flow and ventilation. Displays on center aisle panels are limited to 10' wide x 7' tall x 24" deep. Displays on north and south wall stalling panels are limited to 10' wide x 7' tall and must not protrude from the panel into the walkway. Alteration of any portion of any stalling panels is strictly prohibited.
6. Farm Enterprises will complete an application and pay a \$250 fee to participate in the program. Farm Enterprise applications will be available July 1, with the opening of Dairy Cattle Show entries. Applications will be accepted until September 15.
7. FEP Committee members will review the dairy cattle housing areas to determine compliance. If a Dairy Cattle Exhibitor is found to be promoting a Farm Enterprise at World Dairy Expo without participating in the program, they will be asked to complete the application and pay the \$250 fee on-site. Should the Dairy Cattle Exhibitor not want to participate, they will be asked to remove the signage/promotional materials. Any displays that qualify as Commercial Exhibits will be assessed the Trade Show standard booth fee (\$2,200). Those companies will be eligible to apply for a Trade Show booth at future shows but will be banned from FEP. Any Farm Enterprises being promoted without ownership of cattle on grounds will be asked to remove all promotional materials and will forfeit any fees paid.
8. All World Dairy Expo Premium Book rules apply to Farm Enterprises in addition to the following rules:
9. Solicitation Permission is never given to solicit attendees or exhibitors at Expo outside of assigned stalling space. Any attempt to solicit outside of assigned stalling space is a violation of county ordinance and will be prosecuted. This includes aisles, bathrooms, parking lots, cattle housing and all other common areas on show grounds.
10. Sales/Handouts No T-shirts or sweatshirts or apparel can be sold without prior written permission from Expo. Prior written permission must also be obtained to sell any item featuring the words "World Dairy Expo" or its logo or any service mark.
11. Compliance with Laws Exhibitor agrees to comply with all applicable federal, state and local laws, regulations, ordinances and safety codes regarding the use and activities conducted at the Expo Site and the Display Space, including the assembly of the exhibits therein. With regard to any and all sales made by Exhibitor at the Display Space or the Expo Site, Exhibitor specifically agrees to comply with all applicable provisions of the Wisconsin Consumer Act, Chapter 423 of the Wisconsin Statutes, and all applicable notice requirements regarding a consumer's rights to cancel.
12. Liability It is recommended the Exhibitor have in effect and shall maintain for the period of the Exposition, for the mutual benefit of both parties, a policy of general public liability insurance against claims for personal injury or death or damage to property occurring upon, in or about the Display Space or the Expo Site, with a coverage limit of not less than \$1,000,000 per occurrence. By no later than August 1, 2023, Exhibitor should provide Expo with a certificate of insurance evidencing such insurance coverage and showing Expo as an additional insured. All certificates of insurance shall include the name of the Exhibitor as it appears on this Contract. Liability insurance coverage is available through World Dairy Expo, call for details.



2023 WORLD DAIRY EXPO Farm Enterprise Application

Farm Enterprise: _____

Business Contact Name: _____ Phone: _____

Email: _____ Website: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Business Phone: _____ Fax: _____

Description of Products or Services: _____

Animal/Farm Enterprise Owner: _____ Phone: _____

String Manager: _____ Phone: _____

By signing below, you are indicating that you agree and will comply with all parameters of the World Dairy Expo Farm Enterprise Program; all above information is correct and you wish to have the above Farm Enterprise included at World Dairy Expo 2023. World Dairy Expo reserves the right to reject any application for any reason. This application becomes accepted when signed by a World Dairy Expo representative and returned to the Dairy Cattle Exhibitor.

This application must come from a current Dairy Cattle Exhibitor and must be accompanied by the \$250 fee.

Applicant's Signature: _____ Date: _____

World Dairy Expo Signature: _____ Date: _____

Applications due September 15, 2023

Send to: World Dairy Expo
3310 Latham Drive
Madison, WI 53713
lbreuch@wdexpo.com

RECORD OF PAYMENTS (For WDE Office Use Only)		
_____ 2023	Check No _____	\$ _____
_____ 2023	Check No _____	\$ _____
_____ 2023	Check No _____	\$ _____