



Pavilion Promotions Set-up Guide

World Dairy Expo is excited to introduce Pavilion Promotions, a new online space where Dairy Cattle Show exhibitors can feature all of the world-class items WDE attendees have grown accustomed to finding in the New Holland Pavilions and Cattle Tent. As the 2020 show season continues to be impacted by COVID-19, Expo developed this new service to provide breeders a marketing tool to showcase their animal genetics, farm and services now and into the future.

While exhibitors are promoting their genetics and services, World Dairy Expo will be advertising Pavilion Promotions through its digital and traditional marketing platforms, bringing global buyers to WDE exhibitors even if we aren't gathering in Madison in 2020.

Add and manage your Pavilion Promotion following these simple steps:

1. Go to: WorldDairyExpo.com – Dairy Cattle Exhibitors – Login to DCS
2. Enter your Expo Dashboard username and password
3. In the Dairy Cattle Show – Exhibitor Dashboard item 1 – Account and Owner Registration.

DAIRY CATTLE SHOW - EXHIBITOR DASHBOARD

User Account:

1 - Account and Owner Registration

Id	Account/Owner Name	City	State	
<input type="checkbox"/> <input type="checkbox"/>	10930	World Dairy Expo	Madison	WI

[+ Add Account/Owner](#)

4. Ensure your Account/Owner Name is listed or Add Account/Owner.

5. Go to 8 – Pavilion Promotions, Click “+ Add Pavilion Promotion”

[+ Add Pavilion Promotion](#)

6. All Pavilion Promotion fields are required.
7. Select the Exhibitor from the drop down list
8. Enter your Promotion Title
9. Select your Promotion Category:

Select Category v

Select Category

Animal/Genetics Promotion

Farm Feature

Dairy Show Cattle Service - Boarding/Housing

Dairy Show Cattle Service - Fitting

Dairy Show Cattle Service - Sales

Dairy Show Cattle Service - Trucking

DAIRY CATTLE SHOW - PAVILION PROMOTION ADD/EDIT

Exhibitor:

Promotion Title:

Category:

Description:

Website or Facebook Link:

Upload Image File:

10. Enter your website or Facebook link

11. Upload your image File.

File type information: .jpeg/.jpg, .png, .gif

File size information: 200px wide thumbnail expands to 660px wide for pop-out; no image height limit.

12. Save or Save & Add Another (promotion). Cancel will not save any entry and return to the Dashboard.

13. Exhibitor may have a maximum of three Pavilion Promotions at no charge.

14. Exhibitor may delete and add Pavilion Promotions at any time. All new promotions will be reviewed by Expo staff prior to publication to the [Expo website Pavilion Promotions page](#).