



## WORLD DAIRY EXPO®

### 2026 Virtual Farm Tour Application Form & Guidelines

Virtual Farm Tours offer a sponsoring company the opportunity to showcase an outstanding customer. Only four tours will be offered in 2026. Applications and supporting materials are due April 1. Farms will be selected, and sponsoring companies will be notified by April 15 after a thorough review of applications.

#### Virtual Farm Tours:

Dates: Tuesday, Wednesday, Thursday, and Friday of World Dairy Expo  
Length: 1-hour maximum per tour (30 - 40-minute farm presentation plus question & answer portion)  
Format: Sponsor introduction of Virtual Farm Tour host, visual tour via video or PowerPoint and question & answer portion

#### Sponsorship Benefits:

- Logo and listing in Expo's Official Program, published by *Dairy Herd Management*, World Dairy Expo website and mobile app
- Listing in the *Expo Daily Edition*, published by *Dairy Star*
- Listing included in WDE news release announcing tour hosts
- Company name listed on digital signage outside of the presentation room
- Company logo on signage in the presentation room
- Company representative onsite to introduce tour host
- Right to include sponsor's logo in visual production
- Virtual Farm Tours are recorded. Sponsoring company receives digital copy of the presentation after the show
- 2 season admission tickets to sponsor and 2 season admission tickets to host farm
- Recognized as a One Star Sponsor

#### Sponsorship Requirements:

- The application form and supporting materials must be submitted by **April 20** to [wde@wdexpo.com](mailto:wde@wdexpo.com)
- A specific farm must be identified on the application
- The sponsoring company may submit applications for multiple farms; the sponsoring company will be responsible for producing program materials and travel arrangements for each selected tour
- There are no geographic restrictions for the farm; not limited to the United States or North America
- The sponsoring company is responsible for travel arrangements and expenses for the producer to attend World Dairy Expo and 'host' the virtual tour. **A farm representative must be present onsite to host their tour and answer audience questions.** *Note: If the producer has a date preference for their tour, please indicate this when you submit the application form*
- Produce a 30 - 40-minute virtual tour of the farm with the producer/farm representative
  - Video footage of the operation is preferred; however, PowerPoint format (majority photos) is also acceptable. *Multiple aspects of the operation should be illustrated including: environmental management, nutrition and feeding, milking, quality controls, herd health, profitability, herd genetics, facilities, calf raising, etc.*
- Past presentations - <https://www.youtube.com/watch?v=DD3xuoPHZQo&list=PLqv4hyqkkazc-5QW7YQ17sTT9-v2IijZv>
- Upon selection, sponsorship fee of \$1,000



**WORLD DAIRY EXPO®**  
**2026 Virtual Farm Tour Application Form**

Sponsoring Company: \_\_\_\_\_ Company Contact: \_\_\_\_\_

Sponsoring Company Address: \_\_\_\_\_

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

Onsite Presentation Date Preference (optional): \_\_\_\_\_

Farm Name: \_\_\_\_\_

Farm Representative (Main Contact): \_\_\_\_\_

Farm Address: \_\_\_\_\_

Farm Representative Phone: \_\_\_\_\_ Farm Representative Email: \_\_\_\_\_

Family Members/Partners in Operation

Farm History

Number of Employees

Full Time \_\_\_\_\_ Part Time \_\_\_\_\_

Total Number of Livestock \_\_\_\_\_ Number of Cows in Milking Herd \_\_\_\_\_

Breed/s of Cattle \_\_\_\_\_

Rolling Herd Average \_\_\_\_\_ SCC \_\_\_\_\_

Fat lbs. \_\_\_\_\_ Fat % \_\_\_\_\_ Protein lbs. \_\_\_\_\_ Protein % \_\_\_\_\_

Milking System:

Type/style/size of milking facility \_\_\_\_\_

Milkings: 2x \_\_\_\_\_ 3x \_\_\_\_\_ Robot \_\_\_\_\_ Other \_\_\_\_\_

**WORLD DAIRY EXPO®**  
**2026 Virtual Farm Tour Application Form (continued)**

Description of Housing Facilities (barn sizes and types, bedding, construction timeline, unique features, etc.)

Percentage of Herd that is Registered \_\_\_\_\_ Embryo/IVF Work Done at Farm? \_\_\_\_\_

Merchandising or Exporting Done? \_\_\_\_\_ Which Countries? \_\_\_\_\_

Breeding Program Goals and Procedures

Heifer Management

Number of Acres Operated & Crops Grown

Environmental Efforts

Community Involvement

Awards/Honors/Accomplishments

**WORLD DAIRY EXPO®**  
**2026 Virtual Farm Tour Application Form (continued)**

Other Information: Why is your company nominating this dairy to host a WDE Virtual Farm Tour? What is unique about this dairy compared to others?

An optional short paragraph addressing any other operational information that further explains why this operation is a good tour candidate. Attach additional pages as needed.

Please also send a photograph of the farm owner(s)/partners and your company logo (color, minimum 300 dpi, .jpg or .tif file format) at time of application.

By signing below, the Sponsoring Company verifies that, if selected, the farm nominated in this application has agreed to host a Virtual Farm Tour in-person at World Dairy Expo 2026.

Sponsoring Company Contact Signature \_\_\_\_\_

**Application form and all supporting materials must be submitted by April 20 to [wde@wdexpo.com](mailto:wde@wdexpo.com).**