



2018 WORLD DAIRY EXPO Preferred Customer Ticket Program

World Dairy Expo's Preferred Customer Ticket Program allows exhibitors to design, print and distribute their own customized Expo admission tickets. Exhibitors may distribute as many tickets as you wish, and will only be charged for those tickets redeemed at the admission gates. Your ticket price starts under the regular admission rate, and the more tickets you have redeemed, the rate drops as more tickets are redeemed.

Creative Ideas

- Create a postcard that will serve as the ticket. We'll give you the redeemed tickets back after the show, so you'll know exactly who redeemed the tickets.
- Take it a step farther and make a postcard a perforated mailer – half is an admission ticket (with mailing label) and half is a coupon to take to your booth for a premium item.
- Encourage your suppliers, vendors or dealers to distribute the tickets by running an in-house contest to see who can get the most customers to stop by the booth. Tickets can be individualized to indicate exactly who redeemed them.
- Include your Expo specials, promotions or special events on the ticket. WDE artwork is available at www.worlddairyexpo.com/pages/Media-Files.php.
- You can also have your suppliers or vendors pay for the program for you and put their logos on the tickets.

Pay only for the tickets redeemed:

Number Redeemed	Price per Ticket
50 or less	\$11.00
51-101	\$10.50
101-500	\$10.00
501-1,500	\$9.50
1,501-3,000	\$7.50
3,001 and up	\$7.00

Deadlines & Requirements

August 1: Ticket artwork must be submitted to Crystal at cripp@wdexpo.com for approval

August 15: Ten ticket samples must be mailed to World Dairy Expo, 3310 Latham Drive, Madison, WI 53713

Layout and format are flexible, but the actual ticket size should be under 3" x 4". Participating company is responsible for printing and distribution of tickets.

Tickets Must include:

- World Dairy Expo 2018
- October 2-6
- Admit One
- \$12 Value
- Your Company Name

Contact Crystal at cripp@wdexpo.com or 608-224-6455 with any questions.

