



WORLD DAIRY EXPO®

Where the global dairy industry meets.

2019 Knowledge Nook Application

The Knowledge Nook

Located in the atrium of the Exhibition Hall, the Knowledge Nook is a new space designed for exhibiting or sponsoring companies to showcase an innovative product, service or research that was introduced to the market in the past year. There will be five, 45-minute sessions per day, beginning at 9:30 a.m.

Selection Process

Applying companies must be exhibiting in the 2019 World Dairy Expo Trade Show or be a minimum Two Star Sponsor. The cost to present in the Knowledge Nook is \$1,500 per session.

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 (Must not have been introduced before October 1, 2018).

Representatives of the World Dairy Expo Commercial Exhibitor and Education Committees, as well as staff, will review applications. 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:

- 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* (*If completed application is received and approved by July 1, 2019).
- 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.

Day of Session Details

- Be sure to save time at the end of your presentation for questions and answers, as stage time is limited to 45 minutes per session.
- Presenters are asked to provide their own laptop to avoid any presentation display issues.
- The sponsoring company may, with written approval from World Dairy Expo, hand out materials in the Knowledge Nook, during the assigned session.
- Company representatives are welcome to greet people as they arrive and introduce the speaker.
- **No sales pitches, please.** The intent of the Knowledge Nook 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 very best interests always top of mind.

Please send completed Knowledge Nook applications to Laura Herschleb, lherschleb@wdexpo.com.

3310 Latham Drive, Madison, Wisconsin USA 53713

Phone: 608.224.6455 | Fax: 608.224.0300 | wde@wdexpo.com | www.worlddairyexpo.com



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2019 Knowledge Nook Session Application

Sponsoring company: _____ Company contact: _____

Sponsoring company address: _____

Sponsor phone: _____ Fax: _____ Email: _____

Proposed session title: _____

Short description of product, service or research that will be introduced:

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

Speaker's full name and title: _____

Short biography of the speaker:

Requested day and time of session:

	Tuesday, October 1	Wednesday, October 2	Thursday, October 3	Friday, October 4	Saturday, October 5
9:30 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10:30 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11:30 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Desired number of sessions (Maximum is five, one per day) _____

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