WORLD DAIRY EXPO®

2026 Knowledge Nook Session Application Form & Guidelines

Knowledge Nook Sessions
The Knowledge Nook is designed for exhibiting or sponsoring companies to showcase an innovative product, service or research that was introduced to the market since the last World Dairy Expo (since October 3, 2025). There will be up to five 45-minute sessions per day, beginning at 11:30 a.m. in Mendota 1. Unless otherwise approved by World Dairy Expo, companies are limited to host four (4) sessions total (one (1) per day) regardless of subject matter.

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

**Applications will be evaluated, and the schedule set on a first-completed and received basis*

Pricing

1) Companies exhibiting in the World Dairy Expo Trade Show or Two-Star-Sponsor Level - $1,750 per session
2) All other companies that do not meet the above criteria - $3,000 per session

Event Support and Promotion
World Dairy Expo will provide the following:

- Knowledge Nook Sessions are recorded and will be shared with companies after WDE
- Signage indicating title of presentation and sponsoring company logo
- Presentation space with theater-style seating for 200
- Standard audio-visual equipment
- Listing in the World Dairy Expo Official Program, published by *Dairy Herd Management*, listing (**If completed application is received and approved by July 1, 2026*)
- 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
- World Dairy Expo mobile app listing with title of presentation, company name, and logo (as space permits)

Day of Session Details

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

Please send completed Knowledge Nook Session applications to World Dairy Expo, wde@wdexpo.com. Attach additional pages as needed.

3310 Latham Drive| Madison, Wisconsin USA 53713 |Phone: (608) 224-6455
Email: wde@wdexpo.com | www.worlddairyexpo.com

WORLD DAIRY EXPO®

2026 Knowledge Nook Session Application

Company: _____ **Contact:** _____

Phone: _____ **Email:** _____

Desired day and time:

	Tuesday, September 29	Wednesday, September 30	Thursday, October 1	Friday, October 2
11:30 a.m.				
12:30 p.m.				
1:30 p.m.				
2:30 p.m.				
3:30 p.m.				

Total number of sessions (four (4) sessions maximum – one (1) session per day, per company): _____

Knowledge Nook Session Information

Attach additional pages as needed

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

If applicable, Product/Service Name: _____

Speaker Full Name: _____

Speaker Company Affiliation (*Job Title & Company*): _____

Session Title (*10-words limit*): _____

Description of product, service or research (3-4 sentences summarizing the presentation)**:**

Speaker Biography (3-4 sentences)**:**

Session Category
Your session will be listed on the World Dairy Expo website, in the WDE mobile app and in the Official Program both by educational program type and by category. Please select up to four (4) categories below that best fit your session. If you do not select a category, WDE will select one on your behalf.

Select up to four (4) categories:

- ☐ Agronomy and Crop Genetics
- ☐ All Terrain/Utility Vehicles
- ☐ Animal Genetics
- ☐ Animal Health and Pharmaceuticals
- ☐ Artificial Intelligence
- ☐ Association/Education/Government
- ☐ Building and Barn Supplies
- ☐ Calf and Heifer Housing and Supplies
- ☐ Conservation/Grazing
- ☐ Dairy Recruitment/Relocation
- ☐ Facility Expansion/Consulting
- ☐ Farm Implements and Equipment
- ☐ Feed and Feed Additives
- ☐ Feed and Forage Equipment
- ☐ Financial/Insurance Services
- ☐ Labor/Management
- ☐ Livestock Supplies and Services
- ☐ Manure Handling Equipment
- ☐ Milking Equipment
- ☐ Milk Processor
- ☐ Miscellaneous
- ☐ Sanitation Equipment and Supplies
- ☐ Sustainability
- ☐ Technology and Software
- ☐ Transportation/Livestock Handling

Keyword Search
Each company can provide up to 25 keywords. World Dairy Expo reserves the right to restrict or deny any terms deemed inappropriate. Include words that your customers might use to search for products and services your company offers. Words may include brand names, product names or descriptors. Search terms may not include competitors' names or other company names.

Other Details:

- Professional headshot of speaker(s) – 300-dpi, .jpeg or .png file format (resolution for print)
- Company logo – color, minimum 300 dpi, .jpg, .png or .tif file format
- Attach additional pages as needed