



World Dairy Expo September 2019 International Newsletter

World Dairy Expo 2019 – *Tools for Dairy's Progress!*

World Dairy Expo is here! If you have questions or need assistance, please [email me](#).

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WDE Mobile Event App – **NEW**

World Dairy Expo just launched its new mobile event app, available for Android and iOS users, featuring custom itinerary building, meeting scheduling and interactive maps. This is the tool you have been waiting for to make the most of your time at World Dairy Expo! Download the app by searching “World Dairy Expo” in the App Store or Google Play.

Opening morning of World Dairy Expo 2019 just got more exciting! – **NEW**

On Tuesday, October 1 at 8 a.m., WDE will host U.S. Secretary of Agriculture Sonny Perdue, for a town hall meeting in the Mendota 2 meeting room in the Exhibition Hall. This event is free and open to all, so bring your questions. We hope you will be able to join us for this momentous addition to the 53rd World Dairy Expo.

Tom Vilsack presents, “The Future of Dairy Exports: Responding to Challenges and Creating Opportunities” – **NEW**

On Friday, October 4 at 9:00 a.m., all attendees are invited to dive into dairy exports with Tom Vilsack, President and CEO of U.S. Dairy Export Council and former U.S. Secretary of Agriculture. Join Former Secretary Vilsack in the Exhibition Hall, Mendota Room 4, for the discussion.

The Tanbark, presented by Compeer Financial

Expo's exclusive bar and grill, The Tanbark, presented by Compeer Financial, features full bar service from 11:00 a.m. to close and a lunch menu from 11:00 a.m. until 3:00 p.m. each day. This bar and grill will once again be located on the east end of the Sale Pavilion and will serve as a meeting place for attendees and exhibitors to conduct business, socialize and enjoy ExpoTV. Be sure to stop by for Happy Hour from 4:00 p.m. to 6:00 p.m., daily, sponsored by Phibro Animal Health and Compeer Financial.

Expo Admission Fees

Daily admission to enter World Dairy Expo is \$12.00 USD and season passes, good for all five days, are \$35.00 USD. Passes can be purchased at the entrance gates. Only cash (U.S. dollars) is accepted, so please plan accordingly. Credit cards are not accepted.

WDE International Reception

Join us Friday, October 4 from 5:00 p.m. to 7:00 p.m. in the Exhibition Hall for the International Reception. The reception will feature free food and drinks along with live music by Marcy and the Highlights. Join in the show by taking the stage for some LIVE BAND karaoke! The Highlights play a large variety and will even learn YOUR song! Just email Marcy at marcy@marcyheim.com with your song choice (and key if you know it) and get ready to wow your international friends! Dance, sing and meet dairy enthusiasts from around the globe. The party is free to all with the World Dairy Expo official pin and country ribbon that you receive at International Registration. I hope to see you there!

Onsite Services

- **Bag Check Service:** Free bag check service is available in the east lobby of the Coliseum where luggage can be stored for the day. Available Thursday and Friday, 8:00 a.m. to 5:00 p.m., and Saturday 8:00 a.m. to 4:00 p.m.
- **International Lounge:** An exclusive segment of the Trade Show – for companies and organizations that serve the international dairy market – can be found here along with refreshments and a relaxing atmosphere. A WDE pin and country ribbon are required to enter this space
- **Interpreters:** Expo interpreters are available to assist with directions, show information, tour registration and business transactions at the International Registration Desk in the east lobby of the Coliseum
- **Kiosks:** A touch-screen computer kiosk is available in the International Lounge to complete business dealings
- **International Café:** Located on the west end of the International Lounge, this café is a place to relax, network and conduct business. The café features comfortable seating and extended dining and beverage options. Café food service hours are Thursday to Saturday 11:00 a.m. to 2:00 p.m.

Educational Opportunities – *Expo Seminars, Virtual Farm Tours, Knowledge Nook Sessions and Dairy Forage Seminars*

- **Expo Seminars:** Presented daily by industry leaders in the Mendota 2 meeting room of the Exhibition Hall, these seminars address topics centered around finances, climate, management practices and dairy markets. Click [here](#) for the list of 2019 Expo Seminars.
- **Virtual Farm Tours:** Virtual Farm Tours are presented daily during World Dairy Expo in Mendota Room 1 of the Exhibition Hall and are led by the farm's owner or manager. The eight dairies excel in a variety of farm aspects including genetics, technology, community engagement,

environmental stewardship, cow comfort and multi-generations, while also representing a wide array of sizes, locations and breeds. Follow the [link](#) for the 2019 Virtual Farm Tours.

- **Knowledge Nook Sessions:** World Dairy Expo's participating companies will showcase their newest research, products and services to help dairy producers improve their operations. These educational sessions will benefit both attendees and companies alike, as they provide a new opportunity for company experts to share detailed information with Expo attendees. The sessions will be presented daily in the Knowledge Nook, located in the atrium of the Exhibition Hall. Knowledge Nook Sessions can be found [here](#).
- **Dairy Forage Seminars:** Forage experts from the U.S. Dairy Forage Research Center, University of Wisconsin and other research centers are also on-hand to present cutting-edge information and to answer individual forage research questions during Dairy Forage Seminars. Click [here](#) for the list of 2019 Forage Seminars.

Need Hotel Rooms?

Welcome to Madison's hotel. [The Madison Concourse Hotel and Governor's Club](#) offers its guests a special Madison experience through our distinctive customer focus and perfect location in the heart of our beautiful downtown. Offering 373 guest rooms, including the 100-room Governor's Club executive level, each room features Dayton Street Comfort Collection™ bedding and complimentary wireless Internet access. Governor's Club guests receive access to our 12th-floor capitol-view lounge featuring complimentary breakfast in the mornings, and cocktails and hors d'oeuvres in the evenings. Amenities include an indoor pool and fitness center, contemporary American dining, underground parking and over 27,000 square feet of Meetings & Events space. Reserve your room today!

Wisconsin Customs, Tipping and Laws

Tipping: It is customary to tip 20 percent to anyone providing a service in the United States. This includes, but is not limited to taxi drivers, waiters and waitresses, bartenders, concierges and others. The customary greeting in the U.S. is usually a firm handshake with your right hand.

Laws: Please note that Wisconsin has strict smoking laws. You are only allowed to smoke in designated, outside areas. There is no smoking allowed in any buildings or tents at Expo. The legal age to consume alcohol is 21 years of age. The legal age to purchase tobacco or nicotine products is 18 years of age.

Show Weather

Wisconsin weather can be unpredictable. When packing and preparing, please keep the following in mind:

- Comfortable walking shoes are a must! Expo has miles of aisles in the Pavilions and Trade Show.
- Dressing in layers. Mornings can be quite cold and afternoons warm. Be sure to have a water-resistant jacket as well.
- Hats, gloves and umbrellas are also important to pack.

Travel Plans – Madison and Wisconsin Attractions

When not at World Dairy Expo, be sure to indulge in the great food, fun and festivities scheduled around the Madison area and Wisconsin. To plan your visit, check out [visitmadison.com](#) and [travelwisconsin.com](#). You can also contact Destination Madison for assistance, info@visitmadison.com.

Experience Expo Year-Round

To stay connected throughout the year, visit the WDE [website](#), like and follow Expo on [Facebook](#), [Instagram](#) and [Twitter](#) and subscribe to our [YouTube](#) Channel.

We look forward to having you at the 2019 World Dairy Expo!

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