

WORLD DAIRY EXPO[®]

 MADISON, WI, USA 

HELLO EXPO INTERNATIONAL GUESTS!

The leaves are starting to change here in Wisconsin which serves as another reminder that it's almost Expo time. Typically, this week is filled with last minute preparations as we all prepare for our trip to Madison for World Dairy Expo. Although we won't be meeting in-person in 2020, Expo still has some exciting things taking place!

EXPO FALL PLANS

While we won't be gathering in Madison this year, we hope you will still join us this fall as we share memories and new educational opportunities through our social media channels. Engaging content is planned all this week and kicked off yesterday with [a special message](#) to our Expo family. Like and follow us on [Facebook](#), [Instagram](#), [Twitter](#), and [YouTube](#) for fun content during Expo Week and all year long.

Do you have a special Expo memory? Share it with Katie, kschmitt@wdexpo.com, for a chance to be featured.

INNOVATION UNVEILED

COVID-19 disrupted our way of life but isn't stopping companies from launching new products and services that serve the dairy industry. Explore new offerings from our intended 2020 Trade Show exhibitors with Innovation Unveiled at www.worlddairyexpo.com.

PAVILION PROMOTIONS

World Dairy Expo is pleased to introduce Pavilion Promotions, a new online space where Dairy Cattle Show exhibitors can feature all the world-class items WDE attendees have grown accustomed to finding in the New Holland Pavilions and Cattle Tent. As the 2020 show season continues to be impacted by COVID-19, Expo developed this new service to provide breeders a free marketing tool to showcase their animal genetics, farm, and dairy show cattle services now and into the future. Pavilion Promotions is found at www.worlddairyexpo.com.

THE DAIRY SHOW – NEW PODCAST

World Dairy Expo is joining the podcast world with its new program, The Dairy Show! Each episode features a new guest who discusses a topic related to the dairy industry or World Dairy Expo. Find The Dairy Show wherever you listen to podcasts and at www.worlddairyexpo.com starting on Tuesday, September 29!

WORLD FORAGE ANALYSIS SUPERBOWL

The contest and educational components of this program are still happening in 2020! Watch the live announcement of contest winners on Wednesday, September 30 at 11 a.m. (CST) during the BREVANT Seeds Forage Superbowl Awards Luncheon or learn from top forage researchers during a new Dairy Forage Seminar, available following the awards luncheon. More information can be found at foragesuperbowl.org.

GLOBAL DAIRY TECH START-UP SPOTLIGHT

World Dairy Expo is excited to endorse the Global Dairy Tech Start-up Spotlight, hosted by AgriTech Capital. Spotighting ten start-ups in the dairy technology sector, this virtual event is free and will take place on Thursday, October 1 at 1 p.m. (CST). Tune-in to learn more about these emerging companies and hear from three industry leaders as they discuss dairy farms of the future. More information about this event and registration is available at <https://dairystartupspotlight.com/>.

2021 VISA LETTER ONLINE REQUEST FORM

Official letters of invitation for next year's World Dairy Expo, September 28 – October 2, 2021, will be available on Expo's website beginning on January 1, 2021.

We're all trying to maneuver in this "new world" but I hope you can find comfort in knowing World Dairy Expo is here to help connect the global dairy industry! We cannot wait to see you all in-person next year at World Dairy Expo, September 28 – October 2, 2021!

Have a wonderful day!

Cassi

Cassi Miller

International & Youth Specialist

WORLD DAIRY EXPO®

September 28 - October 2, 2021



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Where the Global Dairy Industry Meets!