

# MARKETING TIPS

## WORLD DAIRY EXPO 2023

*Where the Global Dairy Industry Meets!*

Madison, Wisconsin, USA

Sunday, October 1 - Friday, October 6

*Trade Show: October 3 - October 6*







MONONA  TERRACE

Madison, WI

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## LOOKING YOUR BEST HAS NEVER BEEN EASIER!



**INNOVATIVE DAIRY FARMING**



SCAN OR CALL  
1.800.833.8227  
FOR A QUOTE

Your 2023  
World Dairy Expo  
print and display  
**PARTNER!**

**ECONOPRINT®**

# WELCOME TO WORLD DAIRY EXPO!

This booklet is designed to showcase opportunities for you to leverage Expo's ability to gather the global dairy industry.

There is no other event on earth that attracts the quantity and quality within the dairy industry each year. It's no secret that many attendees make the trip to Madison, Wisconsin to watch the best dairy cattle in North America compete on the colored shavings and many more come to find new products and companies in the Trade Show. However, in between these two pillars of the event are countless opportunities for you to engage with your current and future customers.

This booklet outlines options to fit every budget, but a few examples include:

- The Dairy Show - Sponsorship of Expo's podcast includes mentions on social media and ads at the beginning and end of the episode. This is a great tool for getting your brand in front of Expo's digital audience of 100,000 followers.
- WDE School Tours - Provide materials for fourth grade students or help with the busing required for 1,500 students to learn about dairy from the best in the business at Expo.
- Signage - Find the place at the Alliant Energy Center your customers are most likely to be and place your brand there.
- International Reception - Open to all international attendees and commercial exhibitors, this event is a great way to expose your brand internationally.
- Happy Hour - Host a Happy Hour in The Tanbark and create a networking opportunity your customers won't soon forget.

As a 501(c)3 organization, sponsorships and advertisement opportunities with WDE are eligible for tax benefits in the United States.

All the best,

Laura Herschleb  
WDE General Manager



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# WORLD DAIRY EXPO AT A GLANCE

World Dairy Expo began in 1967 as a place for the global dairy industry to meet. The unique combination of the world's largest dairy-focused Trade Show, North America's premier Dairy Cattle Show, educational programming, national and international youth contests and networking opportunities draw a global audience to Madison, Wisconsin each fall. When members of the international dairy community are unable to travel to America's dairyland, they join virtually through ExpoTV and on social media.

**“WORLD DAIRY EXPO IS THE PLACE TO COME IF YOU ARE LOOKING FOR THE LATEST AND GREATEST IN THE DAIRY INDUSTRY BECAUSE DAIRYMEN FROM ALL OVER THE WORLD COME HERE.”** - JENNIFER FERNANDES HANF, MILC GROUP

## GLOBAL REACH

Expo's audience, whether in the form of attendees, Dairy Cattle Show exhibitors or companies participating in the Trade Show, truly represent a global perspective. Over the past five events, the Trade Show has averaged representation from 25 countries, the Dairy Cattle Show has averaged 3 countries, and attendees represented on average 84 countries.

## BY THE NUMBERS



4 \*5-year average for 5-day event  
\*\*collected from app users

# WORLD DAIRY EXPO TOOLS

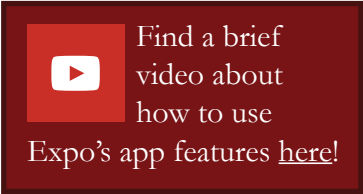


## WORLD DAIRY EXPO MOBILE EVENT APP

Save time by collecting attendee demographics with World Dairy Expo's mobile event app! This free and easy to use tool is designed with Trade Show exhibitors in mind and includes meeting scheduling capabilities, lead retrieval features and a complete WDE schedule. Learn how your booth team can take advantage of this resource by watching the video to the right or with this [written manual](#).

### UTILIZE FEATURES DESIGNED FOR ATTENDEES, TOO!

- Custom itinerary building
- Personalized interactive maps
- Stalling search for cattle
- Easy contact sharing & meeting scheduling



## FOLLOW & TAG EXPO ON SOCIAL MEDIA

@WORLDDAIRYEXPO

@WORLDDAIRYEXPO

@WDEXPO

THE DAIRY SHOW

@WORLDDAIRYEXPO

@WDEXPO

## → WWW.WORLDDAIRYEXPO.COM



### STAFF TIPS:

- Promote new products for FREE with Innovation Unveiled.
- Keep public exhibitor information up-to-date on Expo's website.
- Create meeting opportunities in the mobile event app.

### YOUR ONE-STOP SHOP FOR ALL EXHIBITOR INFORMATION

- Exhibitor Manual
- Display Rules & Regulations
- Edit your public company listing
- Step-by-step guide for WDE web portal
- Name badge request
- [Sponsorship opportunities](#)
- Forms and applications



HOSPITALITY



DAIRY CATTLE EXHIBITOR PICNIC

Help welcome Expo’s Dairy Cattle Show exhibitors to Madison with this sponsorship. The picnic is hosted in The Tanbark on Saturday, October 1 and includes a meal and live music for these dairy producers from across North America.

\$8,500



VOLUNTEER LOUNGE

Show your support of the people who make World Dairy Expo possible. This sponsorship includes naming rights and branding of Expo’s two volunteer lounges.

\$500

MEDIA ROOM **SOLD**

Thank media partners you work with throughout the year and engage with them in a space designed for interviews and meetings. This sponsorship also includes the ability to serve as host of the media appreciation party.

\$7,500



HAPPY HOUR IN THE TANBARK

Be the life of the party by hosting a Happy Hour in The Tanbark! Happy Hours take place Monday - Thursday. Sponsorship includes the right to custom signage in The Tanbark, having staff on-hand to serve as hosts, one half-barrel of beer with snacks and live entertainment.

\$7,500

COMMERCIAL EXHIBITOR LOUNGES

Help create a space where commercial exhibitors can relax, catch up on emails and network during Expo. Lounges are in the Exhibition Hall and Coliseum and sponsorship of the space gives you the ability to distribute materials and more.

\$5,000

INTERNATIONAL LOUNGE

Relocated to the Exhibition Hall, this space provides the comforts of home to Expo’s international guests. Sponsorship includes signage in the lounge, access to the space and tickets to the International Reception.

\$1,000





EDUCATION



01. KNOWLEDGE NOOK SESSION

Amplify your message about a new product, service or research by giving your expert or research partner stage time in the Knowledge Nook. [Application required](#) - First come, first served.

\$1,500



02. EXPO SEMINAR

Attach your brand to an Expo staple and an industry expert. Topics and speakers selected by Expo's Education Advisory Committee. Four available. [Contact us](#) for a list of topics.

\$1,800



03. FFA SEMINARS

FFA members attending Expo on Tuesday morning are encouraged to participate in two seminars designed for their success in the industry.

\$2,500



04. EXPO EN ESPAÑOL

Offered Tuesday - Friday, Expo en Español is designed for on-farm Spanish speakers. Four available.

\$1,500

INTERNATIONAL

INTERNATIONAL RECEPTION  
\$5,000

Celebrate all who have traveled near and far to WDE with this sponsorship! This reception is open to Expo's 1,800 registered international guests and all commercial exhibitors. Sponsorship includes naming rights to the International Reception, freedom to place materials on tables and serve as hosts at the event. Tickets to the reception are also included.



INTERNATIONAL VISITOR REGISTRATION BAGS  
\$3,600

Be the brand that welcomes international attendees to the place where the global dairy industry meets as they register. Better yet, you'll serve as a reminder of the memories made during this year's event as the international attendees use the bags in future endeavors.

DIGITAL DEALS: \$750 - \$1,000

THE DAIRY SHOW - EXPO'S PODCAST

Beginning in September 2020, The Dairy Show is a twice-monthly podcast that serves as the digital meeting place of the global dairy industry. Episodes cover topics ranging from cows to cutting edge technology to the colored shavings.

- 60,400 all-time downloads on 62 episodes = 970 streams per episode
- Streaming in 124 countries, all 50 US states & 12 Canadian provinces and territories
- A recently sponsored episode had a Facebook reach of 157k and 99k on its two respective posts. Additional reach was achieved on Instagram, LinkedIn and Twitter.

SPONSORSHIP DETAILS - \$1,000 PER EPISODE

- Exclusive sponsorship of episode
- Recognition in the episode description on streaming platforms
- :15-:30 scripted commercial at the beginning of the podcast
- :10 liner at the conclusion of episode
- Tags in all WDE social media promotions of the podcast episode
- \$200 of your sponsorship will be used in social media advertising of the episode



Click to listen, learn and explore

197,500  
ANNUAL WEB USERS

WEB BANNER  
\$750

Put your brand in front of Expo's website users with a banner ad. Ads are placed in three month increments during peak page view times.

EXPO'S DIGITAL AUDIENCES

f 56,547 LIKES

ig 18,932 FOLLOWERS

tw 12,573 FOLLOWERS

yt 10,068 SUBSCRIBERS

in 6,374 FOLLOWERS

sp 813 SUBSCRIBERS

5,600  
REGISTERED USERS

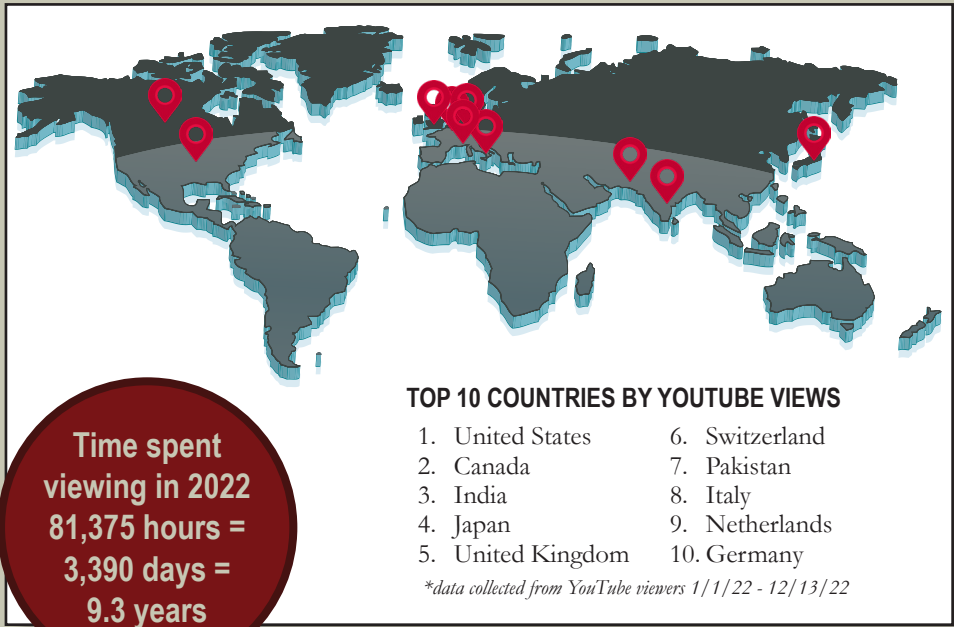
MOBILE EVENT APP  
\$1,000

Includes a clickable banner ad in Expo's mobile event app. App ads in 2021 were viewed on average 12,000 times by nearly 3,500 engaged users.



ADVERTISING: DIGITAL/YEAR-ROUND

EXPOTV BROADCAST



\$10,000

Engage with both virtual and in-person attendees as an ExpoTV Broadcast sponsor - Expo’s live-streaming service. This sponsorship includes 30-second commercials throughout the live broadcast of Expo’s Showring action and educational events along with logo recognition on-screen and on-site at WDE. ExpoTV footage alongside your logo is available for viewing year-round on Expo’s website, expanding the reach of your brand to the global dairy industry beyond the week of Expo.

CATTLE LOGS

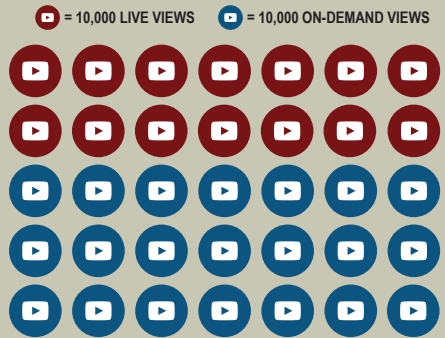
CATTLE LOG ADS: \$1,000, \$500, \$350 for full, 1/2, 1/4 page  
\$1,500 for inside front cover

Help provide the perfect compliment to viewers of the Dairy Cattle Show around the world and in the seats of the Coliseum with a Cattle Log ad. Ads are available in various sizes to fit your marketing budget.

REGISTERED EXPOTV VIEWERS

- 8,897 registered viewers representing all 50 US states and 62 countries
- 57% registered viewers are dairy farmers
- 12% of viewers report watching both the Dairy Cattle Show and the seminars and farm tours

\*ExpoTV is free to view. Since 2021, viewers through worlddairyexpo.com were required to register to view. YouTube access remains open.



- 13,000 printed Cattle Logs available ringside
- 23,000 online views of Cattle Logs

ADVERTISING: AT EXPO



MOBILE RESTROOM - \$6,000

Wrap your brand around a place attendees are looking for. This mobile restroom is located in the Outdoor Trade Mall by the food court.



PILLAR SIGNAGE - \$10,000

Make a statement and grab the attention of attendees as they walk into the Exhibition Hall with this large, coveted canvas.

		OUTDOOR	PAVILION	COLISEUM	EXHIBITION HALL	TRADE CENTER
West Doorway Headers (8)	\$7,500					
Aisle Banners	\$8,000					
North Window Signage	\$7,500					
East Entrance Signage (8)	\$7,500					
Window Clings	\$6,500					
WDE Landmark Tour	\$6,000					
Cattle Tent Banner	\$5,000					
Lobby Banners (2 - 4'x11')	\$5,000					
Stairs (East or West)	\$6,500					
Stairs	\$5,000					
Upper Seating Exit Signage	\$5,000					
Floor Graphics	\$5,000					
Mezzanine Banner	\$3,000					
Center Aisle Entrance Windows	\$3,000					
Lobby Banner (5'x20')	\$3,000					
West Entrance Windows	\$2,000					
Cattle Arrival Signage	\$1,500					
Lobby Banner (5'x15')	\$1,500					
Vomitory Floor Graphics	\$1,000					
Restroom Mirrors	\$1,000					
Park Bench	\$500					



## 2023 World Dairy Expo official program

Dairy Herd Management is the official publisher of the World Dairy Expo Official Program. Published in September 2023, the World Dairy Expo Official Program will be mailed to more than 47,000 dairy industry professionals. In addition, your advertisement will be in the 15,000 copies of the Official Program handed out on the Expo grounds.

**Put your marketing message inside more than 62,000 copies of the World Dairy Expo Official Program.**

**Closing date:**  
July 7, 2023

**Materials due:**  
July 21, 2023

**Mail date:**  
August 22, 2023



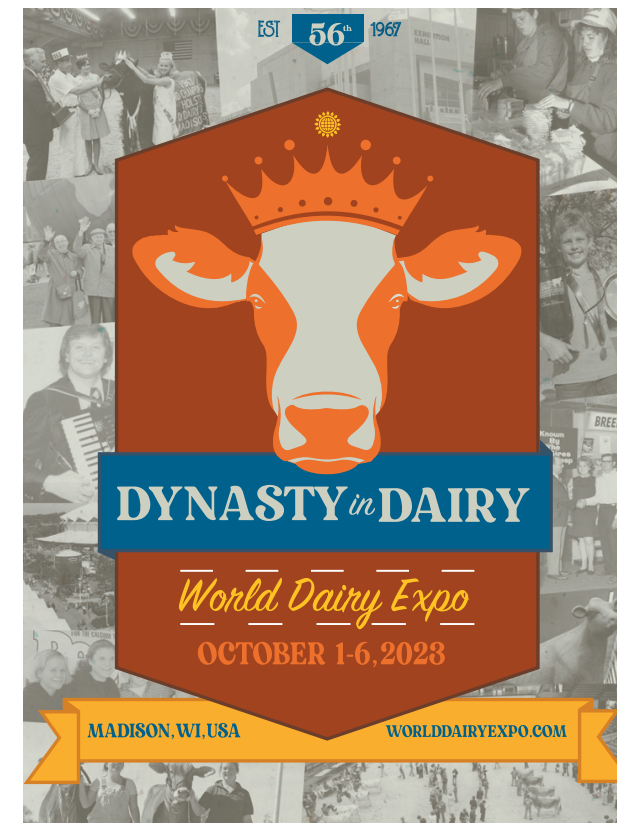
### World Dairy Expo Print Rates

Four Color	1x
2-page spread	\$26,789
Tab page	\$15,403
1-page	\$13,395
2/3 page	\$10,448
1/2-page spread	\$18,755
Junior page	\$9,378
1/2 page	\$8,839
1/3 page	\$6,697
1/4 page	\$5,893
1/6 page	\$5,088
1/8 page	\$4,689
1/12 page	\$4,152
2nd cover	\$13,796
3rd cover	\$13,796
4th cover	\$14,065

### Marketplace Rates

Four Color	1x
1/2 page	\$3,884
1/3 page	\$3,080
1/4 page	\$2,275
1/6 page	\$2,009
1/8 page	\$1,609
1/12 page	\$1,375

Marketplace ads are in the back of the magazine with multiple ads per page.



## Expo Daily Edition

### WHY ADVERTISE IN THE EXPO DAILY EDITION?

- More than 54,000 attended in 2022. Grab their attention as they come through the gate.
- 73% of attendees are farmers or business professionals.
- More than 18,000 came solely for the trade show. A chance to draw current and prospective customers in; they want to visit with you!
- Premium positioning available.
- Discounted multi-day advertising available.
- Almost 700 businesses exhibited at the 2022 Expo; they are your competition!
- A World Dairy Expo tradition in an industry-wide loved publication.

**NEW!**

*A link to the online version of the Expo Daily Edition will be emailed out to over 8,000 recipients each day of the Expo!*

**If you want an edge with a new product introduction, promotional speakers/programs and increased booth traffic, consider advertising in the Expo Daily Edition. This is a great tool to help your business thrive!**

**PRINTED  
OCTOBER 2  
THROUGH  
OCTOBER 6!**

**AD  
DEADLINE  
SEPTEMBER 1**

Ad Sizes (Black and White)	Single Day	Mon.-Fri.
Center Spread 21.5"w X 16.25"h	\$1,715. <sup>17</sup>	\$7,565. <sup>25</sup>
Full Page 10.25"w X 16.25"h	\$992. <sup>14</sup>	\$4,376. <sup>30</sup>
1/2 page 10.25"w X 7.875"h	\$624. <sup>85</sup>	\$2,756. <sup>98</sup>
1/3 page 5"w X 10.675"h	\$465. <sup>46</sup>	\$2,098. <sup>63</sup>
1/4 page 5"w X 7.875"h	\$392. <sup>70</sup>	\$1,768. <sup>30</sup>
1/6 page 5"w X 5"h	\$270. <sup>27</sup>	\$1,239. <sup>31</sup>
1/8 page 5"w X 3.75"h	\$202. <sup>12</sup>	\$929. <sup>75</sup>
2x2 3.25"w X 2"h	\$97. <sup>02</sup>	\$450. <sup>45</sup>

**COLOR: Add \$150 per day per ad (no discounts).**



**Laura Seljan**  
507-250-2217  
laura.s@dairystar.com

**CONTACT US TODAY TO LEARN MORE**

**Kati Kindschuh**  
920-979-5284  
Kati.k@dairystar.com





YOUTH



**\$1,000**

**CAREER CONNECTIONS**

Engage with students and young professionals, digitally and in-person, seeking new employment opportunities in dairy.

**\$250 - \$3,000**

**WDE SCHOOL TOURS**

Help Expo host more than 1,500 fourth grade students and chaperones as they learn about the dairy industry from the experts.

**\$60 - \$1,200**

**DAIRY CATTLE JUDGING CONTESTS**

From specific awards to general sponsorship, these opportunities support hundreds of youth competing in national contests.

**\$500 - \$5,000**

**JUNIOR SHOW SPONSORSHIP**

Show your support for the seven Junior Dairy Cattle Shows held during WDE. All funds go directly to programming for these youth.

**\$125 - \$1,500**

**YOUTH SHOWMANSHIP CONTEST**

Support keepsake awards or cash prizes sought after by nearly 400 youth participants.

**\$500**

**FFA T-SHIRTS**

Co-brand commemorative t-shirts given to FFA members attending Expo on Tuesday for Central National FFA contests and events.

DAIRY CATTLE SHOW AWARDS

Sponsorship includes Premium Book and Cattle Log listings, as well as a Showring announcement and the opportunity to present your sponsored award.

PARADE OF CHAMPIONS - JUNIOR CHAMPION SASHES - \$750

NECKRIBBONS & MEDALLIONS

- International Brown Swiss Show - \$2,000
- International Guernsey Show - \$1,000
- International Milking Shorthorn Show - \$1,000

CHAMPION AWARDS - JUNIOR = \$75 OPEN = \$100

- Ayrshire: Reserve Senior Champion
- Brown Swiss: Reserve Junior Champion (Junior Show)
- Guernsey: Reserve Intermediate Champion (Junior Show), Senior Champion
- Milking Shorthorn: Reserve Grand Champion

ASK ABOUT SPECIAL OPPORTUNITIES TO SUPPORT THE JUNIOR SHOW!

DAIRY CATTLE SHOW SUPPORT



**\$2,500**

**CATTLE EXHIBITOR HATS** **SOLD**

Place your logo on Expo hats given to all dairy cattle exhibitors.

**\$1,000**

**DAIRY CATTLE SHOW BOX DROP**

Deliver samples or product information to cattle exhibitors one time through the New Holland Pavilions and Cattle Tent during Expo week! This is a perfect opportunity to visit face-to-face with the best dairy cattle exhibitors in the world about your products..

**DAIRY CATTLE CHECK-IN APPAREL**

Place your logo on the windbreaker jackets worn by dairy cattle check-in volunteers and be seen by dairy cattle exhibitors as they arrive on grounds!

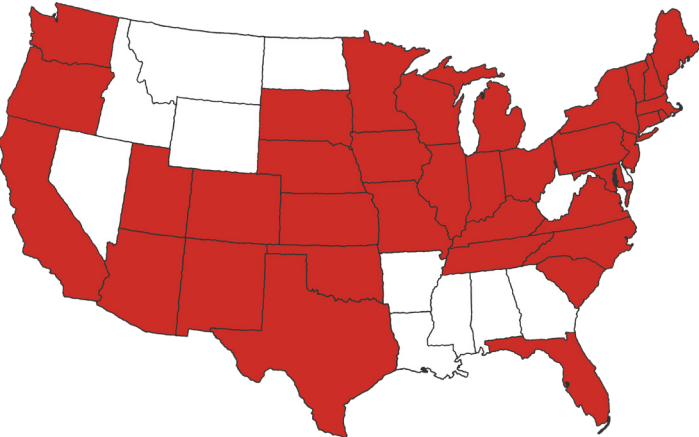
**\$500**

**DAIRY CATTLE EXHIBITOR WELCOME BAG INSERT**

Get your product information directly in the hands of World Dairy Expo's Dairy Cattle Exhibitors! With this sponsorship, you have the ability to place a pre-approved insert into custom bags for distribution to all cattle exhibitors.

2022 DAIRY CATTLE EXHIBITORS: 1,871

36 U.S. States  
5 Canadian Provinces



\$5,000 OPPORTUNITIES

**SHOWRING MUSIC**

One of Expo's trademarks is the sound of the Showring. As a sponsor, you will receive a listing in the Premium Book, Cattle Logs, and several announcements made during all breed shows.

**SHOWRING BANNERS**

Be at the center of all the excitement in the Showring with five of your 3-foot x 8-foot banners around the Coliseum. Not only is this a highly visible signage opportunity during Expo, these banners are often in the background of Showring photos. Sponsorship includes your logo and a listing as a Showring sponsor in all Cattle Logs.

**COLISEUM UPPER SEATING EXIT SIGNAGE**

Provide a final visual touch point for attendees and exhibitors as they exit the Coliseum bowl or enjoy the action on the colored shavings.



PEOPLE WHO HELP MAKE EXPO POSSIBLE

WORLD DAIRY EXPO IS MADE POSSIBLE BY DEDICATED VOLUNTEERS, PARTNERS AND STUDENTS.

460

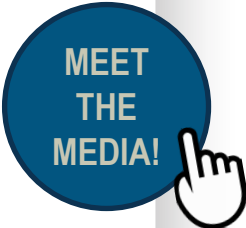
VOLUNTEERS

200

REGISTERED MEDIA

100

UW-MADISON STUDENTS



SOLD

FRIENDS OF EXPO SHIRTS - \$1,500

Have your company logo worn around Expo and at dairy events throughout the year by World Dairy Expo's most valuable players, its volunteers.

SOLD

VOLUNTEER LANYARDS - \$1,000

Put your company name by their name with this sponsorship. Lanyards are utilized by volunteers in all areas of the event from the Showring to the Purple Cow Gift Shop.

SOLD

MEDIA LANYARDS - \$750

Worn by media partners during World Dairy Expo, this sponsorship is a great opportunity to have your brand seen by key leaders and influencers in the dairy industry.

MEDIA THERMOS - \$1,000

Let your brand help power dairy media professionals from around the globe. A sought after item, these complimentary thermoses are used by media partners at World Dairy Expo and throughout the year

MEDIA TECH GIFT - \$2,300

Expo is routinely told we have the best media room and that is in part because of the gifts provided to media partners. This is your chance to also thank these dairy media partners.

CATTLE SHOW SUPERINTENDENT APPAREL - \$2,000

Brand the most visible individuals in the Dairy Cattle Show by providing apparel with your logo on it to the superintendents.

BADGER DAIRY CLUB CHAIR APPAREL - \$1,000

Show your support of the students who make World Dairy Expo function. These students are responsible for the upkeep of the Showring, providing services in the New Holland Pavilions, exchanging signs and managing the UW-Madison Cheese Stand.

RECOGNITION AWARDS - \$300 - \$500

Help World Dairy Expo recognize trailblazers in the dairy industry by supporting the WDE Recognition Award Program. Awards are presented to a Dairy Producer of the Year, Industry Person of the Year, and International Person of the Year.

MEET THE 2023 AWARD WINNERS HERE!

WORLD FORAGE ANALYSIS SUPERBOWL

Located in the Trade Center during World Dairy Expo, the World Forage Analysis Superbowl invites forage producers to enter their highest quality forages in eight different divisions. More than \$26,000 in cash prizes is awarded to top samples that are then displayed at WDE. 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 questions during Dairy Forage Seminars. The World Forage Analysis Superbowl is organized in partnership between Dairyland Laboratories, Inc., Hay & Forage Grower, US Dairy Forage Research Center, University of Wisconsin and World Dairy Expo

DIVISION SPONSOR

\$2,500

GENERAL SPONSOR

\$1,500

DAIRY FORAGE SEMINAR BROADCAST SPONSOR

\$7,500
























Support the educational component of the World Forage Analysis Superbowl by sponsoring the livestream of the Dairy Forage Seminars on ExpoTV.

- This sponsorship includes:
- Recognition alongside videos posted after the event on the WDE website
  - Recognition in stream included in the live and on-demand videos
  - Recognition in press release announcing the Dairy Forage Seminar topic schedule
  - Recognition in the Official Program, published by Dairy Herd Management alongside the seminar schedule
  - Logo on sponsor signage at the World Forage Analysis Superbowl display at WDE
  - Two tickets to the Brevant seeds Forage Superbowl Luncheon
  - Logo and listing in the luncheon program
  - Logo recognition on World Forage Analysis Superbowl Letterhead used to communicate with contestants



# STAR SPONSOR BENEFITS

World Dairy Expo has become a world-renowned event thanks to the generous and consistent support of our sponsors. Listed below are five levels of sponsorship recognition available at World Dairy Expo. Sponsors earn a Star Sponsor level based on their total sponsor dollars invested each year. For example, five unique sponsorships that total \$5,000 earn you a spot on the Three Star Sponsor list; or sponsorship of ExpoTV at \$10,000 will make you a Four Star Sponsor. Contact us at 608-224-6455 or [sponsorship@wdexpo.com](mailto:sponsorship@wdexpo.com) to discuss the possibilities and find out more about how World Dairy Expo sponsorship can benefit your company and how you can make a positive impact.

	ONE STAR	TWO STAR	THREE STAR	FOUR STAR	FIVE STAR
Commitment Level	\$1,000 - \$2,499	\$2,500 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 & Up
Banner for display in booth or office/farm					
Listing in the <i>Expo Daily Edition</i> newspaper, published by <i>Dairy Star</i> (20k papers printed)					
Product description listing on Expo’s website					
Logo on Expo’s online interactive maps					
Name mentioned on WDE’s on-grounds audio billboards					
Daily live announcer recognition in the Showring					
Recognition on ExpoTV, live global broadcast (340k views in 2021)				Name Recognition	Logo Recognition
Logo on homepage of WDE website (130k site entrances on homepage in 2021)					
Sponsor Spotlight feature in the <i>Expo Daily Edition</i> , published by <i>Dairy Star</i>					
Recognition in the Official Program, published by <i>Dairy Herd Management</i> (58k copies mailed. 15k distributed at WDE)	Name Recognition	Name Recognition	Name Recognition	Logo Recognition	Logo Recognition
Recognition on the Star Sponsor page of WDE website	Name Recognition	Name Recognition	Name Recognition	Logo Recognition	Logo Recognition

# ADDITIONAL RESOURCES

## EXHIBITOR MANUAL

Please take time to carefully review these materials, as they can save you time and money and help you make your World Dairy Expo experience more profitable and enjoyable.

## WDEXHIBITOR WEBSITE GUIDE

As a 2023 participating company, your company name, booth location, website, product category and keywords are listed, along with any information that you’ve provided in past years. Expo’s WDExhibitor website allows you to be in control of what information is listed for your company, including contact information. This step-by-step guide will help you update your information and make the most of this resource.

## DISPLAY RULES & REGULATIONS

Updated for WDE 2023, refer to this document when designing your booth at World Dairy Expo. The Display Rules & Regulations are strictly enforced to ensure all exhibitors have the ability to be seen by Expo attendees. Please be sure that your booth falls within these parameters to avoid issues at the event.

## FIRST-TIME EXHIBITOR GUIDE

The booklet is a compilation of information you should know before your first trip to Madison. It has everything from frequently asked questions to a glossary of Expo-specific terms to a list of “off the beaten path” restaurants. This resource includes helpful hints that are valuable to first-time and long-time exhibitors alike.

## WDE MOBILE EVENT APP

Expo’s mobile event app is your one-stop-shop for planning your time at World Dairy Expo 2023. Features built just for exhibitors include attendee connect (allowing you to scan QR codes to collect an attendee’s contact information and demographics), meeting scheduling with attendees, custom schedule building and more. Learn how to utilize these [features here](#).





# EXPLORE MADISON

In partnership with Destination Madison, World Dairy Expo shares these lists of local restaurants, breweries, wineries and distilleries to aid you in planning after-hour events for your customers while visiting Madison. More information is available at [visitmadison.com](https://www.visitmadison.com).

### RESTAURANTS:

#### MADISON:

- [Bonfyre American Grille](#)
- [Brasserie V](#)
- [Cento](#)
- [The Coopers Tavern](#)
- [Dotty Dumpling's Dowry](#)
- [Delaney's Charcoal Steaks](#)
- [Eldorado Grill](#)
- [Estrellon](#)
- [Johnny Delmonico's Steakhouse](#)
- [Kavanaugh's Esquire Club](#)
- [Liberty Station](#)
- [The Madison Club](#)
- [Otto's Restaurant & Bar](#)
- [Porta Bella Restaurant](#)
- [Rare Steakhouse](#)
- [Sardine](#)
- [Topsy Cow](#)
- [Tornado Steakhouse](#)

#### NEARBY:

- [1847 At the Stamm House](#) - Middleton
- [Biaggi's Ristorante Italiano](#) - Middleton
- [Craftsman Table & Tap](#) - Middleton
- [Liliana's Restaurant](#) - Fitchburg
- [The Old Feed Mill Restaurant](#) - Mazomanie
- [Quivey's Grove](#) - Fitchburg
- [Ruth's Chris Steak House](#) - Middleton

### LOCAL LIBATIONS:

#### MADISON:

- [Ale Asylum](#)
- [Alt Brew](#)
- [Bos Meadery](#)
- [Delta Beer Lab](#)
- [Giant Jones Brewing Company](#)
- [Great Dane Pub & Brewing Co.](#)
- [Old Sugar Distillery](#)
- [State Line Distillery](#)
- [Vintage Brewing Co.](#)

#### NEARBY:

- [Bailey's Run Vineyard & Winery](#) - New Glarus
- [Botham Vineyards and Winery](#) - Barneveld
- [Cambridge Winery](#) - Cambridge
- [Capital Brewery](#) - Middleton
- [Dancing Goat Distillery](#) - Cambridge
- [Drumlin Ridge Winery](#) - Waunakee
- [Full Mile Beer Co. & Kitchen](#) - Sun Prairie
- [Hop Haus Brewing](#) - Verona & Fitchburg
- [J. Henry & Sons Wisconsin Straight Bourbon](#) - Dane
- [The Lone Girl Brewing Company](#) - Waunakee
- [New Glarus Brewing Company](#) - New Glarus
- [Wisconsin Brewing Company](#) - Verona
- [Wollersheim Winery & Distillery](#) - Prairie Du Sac
- [Yahara Bay Distillers, Inc.](#) - Fitchburg

# DATES TO REMEMBER

- June 1 ..... Final booth/sponsor payments due
- July 7..... Ad closing date for Official Program, published by *Dairy Herd Management*  
Affiliated company applications due (for listing in the Official Program)
- July 21..... Official Program ad materials due
- August 1..... Certificate of liability insurance due to [wde@wdexpo.com](mailto:wde@wdexpo.com)  
Ad close date for Cattle Logs  
Preferred Customer Ticket Program art due
- September 1 ..... Alliant Energy Center Service Orders due for discount pricing
- September 1 ..... Ad close date for *Expo Daily Edition*, published by *Dairy Star*
- September 15 ..... Name badge order due
- September 16 ..... Alliant Energy Center Service Orders: online orders close
- September 28 ..... Setup by permission only
- Sept. 29 - Oct. 2 ..... Setup for all areas 7 a.m.-5 p.m.  
\*name badge and lanyard required  
Registration desks open 8 a.m.-5 p.m.
- October 1 ..... World Dairy Expo 2023 begins
- October 2 ..... Exhibits MUST be set up by 5 p.m.  
Pick-up registration packet & name badges by 5 p.m. Buildings close at 6 p.m.
- Oct. 3 - Oct. 6..... Trade Show Open: 9 a.m. to 5 p.m. daily (9 a.m. to 4 p.m. on Friday). Exhibitors may access the show floor at 7:30 a.m. with their name badge.
- October 3 ..... Commercial Exhibitor Party, sponsored by *Hoard's Dairyman* and World Dairy Expo, 5:15 p.m.-7:30 p.m., Exhibition Hall Atrium
- October 6 ..... Trade Show closes at 4 p.m.
- October 7 ..... Exhibits must be removed by 5 p.m.

### - MARKETING TIP -

Drive existing and potential customers to your booth by promoting your involvement in World Dairy Expo. Share your Expo booth location in advertisements, offer a giveaway in your booth, or tell your connections about the WDE event you are sponsoring. Expo has great free resources to help you promote your involvement from [customizable digital ads](#) to [media files](#) with 2022 WDE theme assets.

# YOUR EXPO CHECKLIST

## PRE-SHOW

- ☐ Review list of World Dairy Expo deadlines
- ☐ Review the Rules & Regulations, Display Rules & Regulations and Exhibitor Manual for in-depth information that is guaranteed to help in planning your booth.
- ☐ Make full booth payment by June 1 to secure your booth space.
- ☐ Make travel reservations, including hotel, rental cars and flights.
- ☐ Consider Expo sponsorship and advertising opportunities to increase your exposure at the show.
- ☐ Set measurable goals for the show with steps to reach them.
- ☐ Invite your customers to meet with you at WDE 2023.
- ☐ Submit certificate of liability insurance by August 1.
- ☐ Order any booth services and furnishings, including electricity.
- ☐ Submit names for official WDE name badges.
- ☐ Download the World Dairy Expo mobile event app and set up the permissions for your employees to scan attendee information, schedule meetings and more!
- ☐ Train your booth staff on all messages you'd like them to convey to attendees, including any show specials. Remember to share Expo's Rules & Regulations and have them download the Expo app.

## AT THE SHOW

- ☐ Set up your booth to welcome customers. Attendees will move with ease into your booth by keeping tables, magazine racks and product from blocking their entrance.
- ☐ Greet visitors with a welcoming smile and passion for your business.
- ☐ Easily gather information from visitors by scanning their attendee QR code in the WDE mobile event app. Get more contacts by offering a drawing or prize.
- ☐ Remember to ask questions and listen to customers' needs instead of just giving a sales pitch.
- ☐ Take notes on a prospective customer to help you remember them and your conversation. This can be done digitally in the WDE mobile event app!
- ☐ Keep your booth neat and clean with extra materials hidden.
- ☐ Take pictures of your booth to help with next year's booth design
- ☐ Staff your booth at all times and do not close early.

## POST-SHOW

- ☐ Follow up! Be sure to contact your prospective customers in a timely manner with a personalized message.
- ☐ Make notes from the show to help in planning next year's booth. Note any sponsorships that may be a good fit for your company in the future.
- ☐ Complete the World Dairy Expo Commercial Exhibitor survey to help Expo staff make next year's show even better.

