

Exhibitor Liability Insurance Program

As a standard requirement for all our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. Insurance Coverage is not optional.

This insurance must be in force during the lease dates of the event, September 28-October 5, 2025, naming the World Dairy Expo (3310 Latham Drive Madison, WI 53713) as the certificate holder. The following must be named as additional insured: World Dairy Expo and Alliant Energy Center.

Rainprotection Insurance Program

If you do not have insurance, or you would rather not use your own insurance, (similar to when you rent a car – so that claims would not be filed against your policy), we have set up a program with Rainprotection Insurance through which, you can purchase compliant insurance instantly online.

Benefits of using this program:

- No Deductible – unlike your corporate policy, Rainprotection's policy has no deductible. Should there be a claim, you will have no out of pocket costs and your future rates will not go up since you would not need to submit a claim on your policy.
- No Hassles – you will not need to go back and forth with your broker adding additional insureds and making your insurance compliant with show requirements.
- Coverage for exhibitors who do not have an existing policy.
- Coverage for international exhibitors whose insurance will not cover them in the U.S.A.
- Easy and Inexpensive to purchase instantly online.
- Already pre-filled with all the proper show information.
- Submitted to show management for you - Once purchased, they automatically receive a copy.

Make This Process Simple - Purchase Your Insurance Now and Forget About It

Click the link below to purchase your Liability Insurance for \$99
(Plus any applicable taxes)

While completing the online application, DO NOT check any boxes unless it specifically relates to what you will be doing at your booth at the event.

[https://www.totaleventinsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=U2CSVakxRKk\\$](https://www.totaleventinsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=U2CSVakxRKk$)

After reading the above information, if you still decide to use your own insurance, please make it compliant and then submit a copy to:

tradeshow@wdexpo.com