



2024 WORLD DAIRY EXPO

Cattle Show Affiliate Application

The **Cattle Show Affiliate Program**, replaces the Farm Enterprise Program, and allows for affiliated companies or businesses under the same ownership as an exhibited animal's registered owner that is housed at World Dairy Expo, to hang promotional signage in the designated stalling area noted below. An affiliate company or business is marketing products such as, but not limited to cattle panels/gates, genetics, feed vendors, dairy-related products or feed additives (see product category list below). Exhibitors must have 50% ownership in the promoted affiliate company. *The following are NOT required to complete a Cattle Show Affiliate application: Promotion of animals in the string, boarding facilities, trucking or exhibitor farms.

For signage specifications, please reference the [Dairy Cattle Show Premium Book](#). Should you have questions on the Cattle Show Affiliate Program reach out to Lexa Miller, Cattle Show and Contests Coordinator, at lmiller@wdexpo.com or Jenifer Dobbs, Sponsorship Manager, at jdobbs@wdexpo.com.

Affiliated Company/Business: _____ Contact Name: _____

Full Mailing Address: _____

Country: _____ Phone: _____ Cell: _____

Email: _____ Website: _____

Cattle String: _____ String Manager: _____

Relationship with String: _____

Please select the ONE product category that best describes your affiliate's business:

- | | | |
|---|--|--|
| <input type="checkbox"/> Agronomy and Crop Genetics | <input type="checkbox"/> Dairy Recruitment/Relocation | <input type="checkbox"/> Manure Handling Equipment |
| <input type="checkbox"/> All Terrain/Utility Vehicles | <input type="checkbox"/> Facility Expansion/Consulting | <input type="checkbox"/> Milking Equipment |
| <input type="checkbox"/> Animal Genetics/Semen Sales | <input type="checkbox"/> Farm Implements and Equipment | <input type="checkbox"/> Milk Processor |
| <input type="checkbox"/> Animal Health and Pharmaceuticals | <input type="checkbox"/> Feed and Feed Additives | <input type="checkbox"/> Miscellaneous |
| <input type="checkbox"/> Artwork/Gifts | <input type="checkbox"/> Feed and Forage Equipment | <input type="checkbox"/> Sale Service |
| <input type="checkbox"/> Building and Barn Supplies | <input type="checkbox"/> Financial/Insurance Services | <input type="checkbox"/> Sanitation Equipment & Supplies |
| <input type="checkbox"/> Calf and Heifer Housing and Supplies | <input type="checkbox"/> Food/Concessions | <input type="checkbox"/> Technology and Software |
| <input type="checkbox"/> Communications and Media | <input type="checkbox"/> Livestock Supplies and Services | |

This program does not, in any way, alter the "No Subletting" restriction. The string manager, noted above, is responsible for all **Cattle Show Affiliate** promotion in the string and must be prepared to show proof of business relationship with the affiliated company upon request. By signing below, you are indicating that all above information is correct, and you wish to have the above company/business included in your string at World Dairy Expo 2024. World Dairy Expo reserves the right to reject any application for any reason. This application becomes accepted when signed by a World Dairy Expo representative and returned to the Contracted Exhibitor.

Please return this form to lmiller@wdexpo.com This application must come from a confirmed Entered Cattle Show Exhibitor and be accompanied by the \$125 fee.

Applicant's Signature: _____

Date: _____

World Dairy Expo Signature: _____

Date: _____