

# Booth Renewal/Acceptance Process

*This process is used when a company is renewing their booth space or a new company that we have reserved a space for and they are accepting the booth proposed.*

Log into exhibitor hub: <https://worlddairyexpo.smallworldlabs.com/exhibitorhub>

Under Booth Space, click on Confirm Reserved Booth

## BOOTH SPACE

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Use the buttons below to navigate to the form to confirm a reserved booth or apply for booth space as a new exhibitor.



Confirm Reserved Booth

Click Here to Access the Affiliate Application

Print a copy of your account statement, see when the next payment is due or make a payment through the website.

This will bring up your company page.

### Company Info

Verify the information under Company Info. Click Edit to edit company address if applicable. Note: you are not able to change the company name – if there is an error with the company name, contact Kay Faherty at [tradeshow@wdexpo.com](mailto:tradeshow@wdexpo.com).

### Booth Contacts

This should default to the primary exhibit contact on file. There can only be one primary exhibit contact and one secondary exhibit contact per company. You are able to add additional company contacts in this area.

### Booth Choice

Select booth from the First Booth Choice drop down. Your booth(s) should show in the drop down option.

#### NOTES:

1. Booth numbers in the Exhibition Hall and Trade Center have changed. Some booth numbers/letters in the Outdoor Trade Mall have changed as well.
2. If you have multiple booths, you will need to complete this step for each booth

**Booth Choice**

Select the booth you would like to confirm.

First Booth Choice

4037 ( 100.00 sq f )
▼

Select one

4037 ( 100.00 sq f )

**Booth Promotion Opportunities**

These are additional opportunities to market your company and products/services above what is included with your booth. Your booth includes the Basic Listing with an online profile up to 500 characters, up to three product categories, booth number, company name/address, website, social media links.

NOTE: If you upgrade your listing at the time of your booth renewal, a 20% discount is applied.

LISTING OPTIONS	Basic Included	Bronze \$495	Silver \$695	Gold \$995
<b>Featured Placement</b> <small>Your exhibitor listing will be placed at the top of the exhibitor list and search results.</small>	✗	✗	✗	✓
<b>Uploaded Videos</b> <small>Tell your story to potential buyers through promotional videos.</small>	✗	✗	1	2
<b>Online Products</b> <small>Wow prospective buyers with modern graphic displays.</small>	✗	3	5	Unlimited
<b>Press Releases</b> <small>Get more coverage by sharing the latest news about your company.</small>	✗	3	5	Unlimited
<b>Show Specials</b> <small>Spotlight special deals like discounts, giveaways, and sweepstakes.</small>	✗	3	5	Unlimited
<b>Profile Logo</b> <small>Increase your brand recognition with your organization's logo on your profile and list of organizations.</small>	✗	✓	✓	✓
<b>Cover Photo</b> <small>Display a banner image on your profile.</small>	✗	✗	✓	✓
<b>Online Profile Characters</b> <small>Provide detailed information to make your business easy to find and browse.</small>	500	1000	1500	2000
<b>Product Categories</b> <small>Help buyers find you by selecting the categories that best describe your products.</small>	3	5	10	Unlimited
<b>Sponsored Tags</b> <small>Add a tag and tagline to be featured throughout the Event Portal promoting your organization.</small>	✓	✓	✓	✓
<b>Booth Number, Address, Website URL, Social Media Links</b> <small>Drive traffic to your website.</small>	✓	✓	✓	✓

There are also opportunities to add floorplan banner ads, floorplan booth logo (20x20 booths and larger only), floorplan sponsorship, etc. which are listed under the Booth Promotion Opportunities area.

## Order Details

This is where you will see a recap of all items selected. Note that if you have a corner, end cap, or peninsula booth in the Exhibition Hall or Trade Center, a \$200 per corner charge is added to your booth price and will reflect in the order details as a separate line item. The minimum payment due will reflect a 50% deposit amount of your booth cost (including any corner charges) and full payment of any add-ons. This minimum payment is due no later than March 1, 2026 to secure the booth. Full payment is due no later than June 1, 2026. Failure to pay the deposit or full amount due by dates indicated may result in loss of booth space.

Order Details  
Review your order details.

Order Details	Price	Qty	Total Amount	Amount Due
Booth Space - Exhibition Hall	\$22.50	100.00	\$2,250.00	\$1,125.00
Corner	\$200.00	1.00	\$200.00	\$100.00
Floorplan Logo	\$395.00	1.00	\$395.00	\$395.00
<b>Total cost: \$2,845.00</b>				
<b>Minimum Payment Due: \$1,620.00</b>				

## Payment Info

The amount charged will default to the minimum payment due amount – you may pay more than the minimum payment due by changing the amount charged. Note: you cannot pay less than the minimum payment due in this spot.

Payment method options are credit/debit card, ACH payment, Pay Later. Use the Pay Later option if you are not paying your minimum amount due at time of renewal or if you will be paying by check or wire transfer. Please contact [tradeshow@wdexpo.com](mailto:tradeshow@wdexpo.com) if you need wire transfer instructions. NOTE: If you select the Pay Later option, the minimum payment due must be paid by March 1 or booth may be released.

Order Details  
Review your order details.

Order Details	Price	Qty	Total Amount	Amount Due
Booth Space - Exhibition Hall	\$22.50	100.00	\$2,250.00	\$1,125.00
Corner	\$200.00	1.00	\$200.00	\$100.00
Floorplan Logo	\$395.00	1.00	\$395.00	\$395.00
<b>Total cost: \$2,845.00</b>				
<b>Minimum Payment Due: \$1,620.00</b>				

## Contract Info

This must be completed by the person responsible for and authorized to sign the application/contract.

Contract Info

The person responsible for and authorized to sign this application is:

First Name*	<input type="text" value="First Name"/>
Last Name*	<input type="text" value="Last Name"/>
Job Title*	<input type="text" value="Title"/>

World Dairy Expo Commercial Exhibit Rules and Regulations follow the signature portion and below the Rules and Regulations, there is a check box to agree with the terms and conditions that must be checked. Once that check box is checked, the Submit button below it will be active to submit your contract renewal.

I agree with terms and conditions.

Once submitted, a confirmation page will appear on your screen.

**EXHIBIT SPACE CONTRACT**  
**World Dairy Expo**  
**September 29 - October 2, 2026**

COMPANY INFORMATION				
<b>Company Name:</b> World Dairy Expo				
<b>Street Address:</b> 3310 Latham Dr				
<b>City:</b> Madison	<b>State:</b> WI	<b>Zip:</b> 53713	<b>Country:</b> United States	
BOOTH INFORMATION				
<b>Booth Number:</b> 920		<b>Booth Size:</b> 50 x 70		
FINANCIAL SUMMARY				
ORDER DETAILS				
Order Details	Price	Qty	Total Amount	Amount Due
Booth Space - Outdoor Trade Mall	\$2.50	3500.00	\$8,750.00	\$4,375.00
<b>Total cost:</b> \$8,750.00				
<b>Minimum Payment Due:</b> \$4,375.00				
<b>To View Your Account Balance and/or remit online payment:</b>				
<ul style="list-style-type: none"><li>Log into <a href="#">My Account</a> using your event portal email and password.</li></ul>				
To submit payment by check, please make payable to World Dairy Expo and mail to:				
World Dairy Expo 3310 Latham Drive Madison, WI 53713				

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## EXHIBITOR ACCEPTANCE

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We understand this document became a binding contract when the exhibit space was accepted, along with the acceptance of the World Dairy Exhibit Rules and Regulations outlined below.

Contract Submitted and Authorized by:

**Digital Signature:** Kay Faherty

**Date Signed:** 1/29/2026 2:50:15 PM

**From IP Address:** 107.208.180.18

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## WORLD DAIRY EXPO COMMERCIAL EXHIBIT RULES AND REGULATIONS

The following terms are made a part of the Contract by and between Exhibitor and World Dairy Expo regarding the license granted to Exhibitor to use the Display Space.

**Limited License.** Expo hereby grants Exhibitor a limited license to use the Display Space under the terms and conditions of this Contract. This Contract is not a lease and no leasehold or tenancy is created hereby. Exhibitor shall not assign, sublicense or otherwise transfer this Contract or any rights to use or occupy the Display Space, or any other rights under this Contract, without the prior written consent of Expo. Subject to the foregoing, this Contract is binding upon all successors and assigns of Exhibitor. Exhibitor may only use the Display Space to sell, display, promote or distribute Exhibitor's own goods, products, services and literature, and is expressly prohibited from selling, displaying, promoting or distributing the goods, products, services or literature of any other party without the prior written consent of Expo.

**Use Restrictions.** Exhibitor agrees to use the Display Space and otherwise operate under this Agreement without infringing upon the rights of any other party. Exhibitor's Display Space must be staffed during all published exhibit hours as determined by Expo in its sole discretion. Prior to the Exposition event, Expo shall provide Exhibitor with the **World Dairy Expo Exhibitor Manual** ("Exhibitor Manual") which shall contain complete show guidelines and information. Exhibitor agrees to abide by the terms, conditions and provisions of the Exhibitor Manual. Exhibitor agrees to leave the Exposition Site and the Display Space covered by this Contract in the same condition as when Exhibitor took possession. Exhibitor is responsible for snow removal from its exhibit and Display Space during the Exposition. Exhibitor may not conduct activity of any kind that leads to congestion of aisle traffic or otherwise interferes with or disturbs neighboring exhibitors or any other person. No loud speaker, amplifier, radio, strobe lights or other undignified, distracting or intrusive methods of attracting attention are permitted, except with prior written permission from Expo. No fans, misters, noisy pumps or motors or other similar devices are allowed to operate in any indoor location without prior written permission from Expo. Live animals are not allowed in the Display Space. No activity shall be conducted outside of the Display Space. Literature distribution, solicitations, surveys, presentations or mascot use is strictly prohibited in any area of the Expo Site from 8:00 a.m. on the Thursday prior to the start of the Exposition until 8 a.m. on the Monday after the Exposition. Aisles are to remain completely free of obstructions and shall not be put to commercial use in any way by Exhibitor. All exhibits and displays must be contained within the Display Space. Booth and display materials may not be higher than 8 feet in any in-line, non-perimeter booth. In general, no booth element may be higher than 48 inches within three feet of the aisle so as to not block the view of neighboring exhibits. See the **World Dairy Expo Display Rules & Regulations** ("Display Rules") for complete rules regarding booth construction and restricted activities. The terms, conditions and provisions of the Display Rules are hereby incorporated into this Contract, and Exhibitor agrees to abide by the terms, conditions and provisions of the Display Rules. Prior written