

WORLD DAIRY EXPO[®]

Where the Global Dairy Industry Meets!



EXHIBITOR MANUAL - TRADE SHOW -

SEPTEMBER 28 - OCTOBER 2, 2021

ALLIANT ENERGY CENTER | MADISON, WI USA

Welcome to World Dairy Expo, the largest dairy-focused trade show on Earth! We are excited to have you playing an instrumental role in our 54th show this fall. 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.

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WDE CONTACT INFORMATION

Trade Show & Sponsorship Manager
Crystal Ripp
 crripp@wdexpo.com

Trade Show Coordinator
Mikayla Berge
 mberge@wdexpo.com

World Dairy Expo
 3310 Latham Drive
 Madison, WI 53713
 P: (608) 224-6455
 F: (608) 224-0300
 wde@wdexpo.com
 WorldDairyExpo.com

Show Grounds Address
 Alliant Energy Center
 1919 Alliant Energy Way
 Madison, WI 53713
 alliantenergycenter.com

February 10	Returning Exhibitor Contracts and Deposits Due
May 1	Booth and Sponsorship balance due statements mailed
June 1	Full Booth and Sponsorship Payments Due Cancellation Deadline for Full Refund Wait List Applicants Notified of Status
July 1	<u>Affiliated Company Applications</u> and payment due (to be included in Official Program)
July 11	Ad Closing Date for <u>Official Program</u> , published by <u>Dairy Herd Management</u>
July 17	<u>Official Program</u> Ad Materials Due
August 1	Certificate of Liability Insurance due to mberge@wdexpo.com Close Date for <u>Cattle Log</u> Advertising <u>Preferred Customer Ticket Program</u> Artwork Due
September 11	Ad Closing Date for the <u>Expo Daily Edition</u> , published by <u>Dairy Star</u>
September 15	<u>Name Badge</u> Requests Due
September 21	<u>Service Orders</u> Due to Alliant Energy Center
September 23	Set-up by permission only. Contact <u>Crystal</u> with your request.
September 24- 27	Set-up for all areas 7 a.m. – 5 p.m. Registration Desks Open 8 a.m. - 5 p.m.
September 27	Exhibits MUST be completely <u>set up</u> by 5 p.m. Pick up Registration Packet by 5 p.m. (admission passes and name badges) Buildings close at 6 p.m.
Sept. 28 - Oct. 2	Show Hours: 9 a.m. to 5 p.m. daily. Exhibitors only may access the show floor at 7:30 a.m. with their name badge.
September 28	Commercial Exhibitor Party, Sponsored by <u>Hoard's Dairyman</u> and World Dairy Expo, 5:15 p.m. to 7:30 p.m., Exhibition Hall Atrium
October 2	Show closes at 4 p.m.
October 3	Exhibits must be removed by 5 p.m.
January 11	Contracts emailed to 2021 exhibitors for 202 space

WDE MOBILE EVENT APP

Expo's mobile event app, available by scanning this QR code or by searching "World Dairy Expo" in the App Store or Google Play, was built with you in mind. Designed with free features that include easy lead retrieval, attendee demographic information, meeting scheduling with attendees, and a customizable WDE schedule, this app is your newest tool for a successful World Dairy Expo.

Find more information on how your team can utilize Expo's app in your SEUS Guide or here on Expo's website.



ALL COMMERCIAL EXHIBITORS RECEIVE:

- Two season passes per paid booth. Each pass admits one person and includes parking. Additional admission passes can be purchased at the gates. If you need to have your season passes mailed to you prior to the show, contact World Dairy Expo by September 1 and they will be sent via regular mail. Passes will only be mailed to the contract address. WDE is not responsible for tickets that are lost in the mail or arrive late. Admission passes, pre-ordered name badges and other vital information are included in your World Dairy Expo Registration Packet. Packets must be picked up before 5 p.m. on Monday. It will cost you \$12 to get in Tuesday without your Admission Pass.
- Listing in the Official Program, published by Dairy Herd Management, and on World Dairy Expo's website, including the Interactive Trade Show maps.
- Control of exhibitor's listing on Expo's website, including:
 - Contact information
 - Social media links
 - Link to exhibitor website
 - Keywords for the site's interactive, searchable database and the maps (to edit these keywords, email Crystal)
- Use of the commercial exhibitor lounges, sponsored by the Greater Madison Convention & Visitors Bureau
 - Exhibition Hall – Second floor balcony
 - Coliseum – West side, third floor
- Use of Exhibition Hall Exhibitor Lounge email terminals, provided by Meeting Tomorrow

EXHIBITION HALL EXHIBITORS:

- Each booth is approximately 10' x 10' with a polished concrete floor
- Gray/maroon alternating drapery
- 8' high backdrop curtain (ceiling 30'; see height restrictions in the Display Rules & Regulations)
- 3' high side curtains to separate your space from adjoining booths*

Booths 6001-6500 inside the Exhibition Hall have a carpeted floor. Booths in this area are 8' deep by 10' wide and feature red and white alternating drapery.

TRADE CENTER EXHIBITORS:

- Each booth is approximately 10' x 10' on an asphalt surface
- Black/blue alternating drapery
- 8' high backdrop curtain (see height restrictions in the Display Rules & Regulations)
- 3' high side curtains to separate your space from adjoining booths*
- This building is a temporary structure and is not temperature controlled. Heaters are available for rent from Event Essentials

MAIN CONCOURSE AND ARENA LEVEL EXHIBITORS:

- Booths are approximately 8' deep x 10' wide with a polished concrete floor
- Blue/white alternating drapery
- 8' high backdrop curtain (ceiling 8'-10', depending on location)
- 3' high side curtains to separate your space from adjoining booths*

INTERNATIONAL LOUNGE:

Located on the top floor of the Coliseum, World Dairy Expo carpets the International Lounge. Note that the total booth area is 10' wide by 3' deep; see the tabletop info sheet with your contract for exact details.

- Red, white and black alternating drapery
- Red carpet
- Electricity (100 watts)
- 8' x 3' table with black skirt
- Access to interpreters
- Two complimentary International Lounge access passes

A limited number of exhibitor and employee International Lounge passes are available if requested before September 1. After September 1, exhibitor/employee passes are \$50.

**Note: Pipe and drape are included only as a courtesy to designate the space between exhibitors and is not included in island booths. Exhibitors who have island, peninsula or corner booths wishing to use pipe and drape to divide their space or create borders need to order it from the Alliant Energy Center.*

BLOOMING PLANTS/FLOWERS/GREENERY:

America's Best Greenhouse is Expo's official greenhouse and grower of the beautiful mums that you see in the Showring each year. America's Best Greenhouse also makes their world-famous greenery available to Expo exhibitors. [Click here for their order form](#), find them on the web at americasbestflowers.com, or call 608-222-2269 for more information.

BOOTH SUPPORT STAFF:

The University of Wisconsin-Madison student chapter of the National Agri-Marketing Association (NAMA) offers professional support staff to World Dairy Expo commercial exhibitors. NAMA members have marketing experience and will dress professionally. They are available to assist exhibitors (four hour minimum) if reserved in advance. The fee is \$30 per hour before September 15; availability is limited and there is a 20 percent late charge for any requests after September 15. To request booth staffing assistance, [please use this form](#). Contact NAMA Advisor, Sarah Botham at sarah.f.botham@gmail.com with questions.

COMPUTER AND A/V RENTAL:

[Meeting Tomorrow](#) has partnered as Expo's preferred computer and audio visual rental provider. Meeting Tomorrow will have top-notch technical support staff on-site all week to be sure that your rental equipment works perfectly. To view a rental form and price list, [click here](#).

EXHIBIT DISPLAY/BOOTH RENTAL:

World Dairy Expo does not select a preferred vendor for display rental or sales. Rather, we offer the following information for companies that have proven to be outstanding performers for our exhibitors:

- **Econoprint:** From booth graphics to pop-up displays to custom table coverings, Econoprint has you covered. Econoprint is the source for all of the banners and graphics you see around the grounds at Expo. They also offer printing/copying for any other marketing materials, like business cards, brochures and flyers. Best of all is that they are local and offer free delivery directly to your booth at Expo.
- **Valley Expo:** Valley Expo has been providing exhibit solutions for World Dairy Expo exhibitors for more than 15 years. Valley makes it easy and cost effective to rent exhibits for World Dairy Expo or any nationwide event! Valley can also provide you with digital graphics and custom furniture rentals. Don't ship it – rent it. Valley is a family owned and operated business that was founded in 1972. Visit <http://designsearch.valleyexpodisplays.com/> to see their exhibit and custom furniture pricing or contact [Zach Johnson](#).

EXHIBITOR NAME BADGES:

Order name badges using [Expo's Secure Exhibitor Update Site \(SEUS\)](#) by September 15. Any names that were entered last year are still in your file for your convenience. Admission passes are required by each person through the gates each day – **your name badge is not an admission pass**. Badges should be ordered in advance to avoid delays in having them printed when you pick up your registration packet on-site. Name badges cannot be mailed in advance and will only be made in the name of the contracted exhibitor or registered affiliated company as listed on the booth contract.

FAX SERVICES:

Throughout set-up and the show, you can send faxes to the World Dairy Expo office on the top floor of the Coliseum at 608-224-0300, or to the Information Desk in the lobby of the Exhibition Hall at 608-267-1548. You will need to check those areas if you are expecting a fax, as deliveries are not always possible. The cost is \$1 per page.

HOTEL ACCOMMODATIONS:

Our online hotel search tool makes it easy to find accommodations for Expo. Hotel reservations should be made immediately if you haven't already done so. [Click here for a listing of hotel rates and availability](#). Many hotels have a separate staff member to assist you if you are booking more than five rooms, and that information can also be found [here](#). World Dairy Expo DOES NOT work with a hotel booking agency. Please make reservations directly with your hotel. For additional travel and Madison-area information, go to visitmadison.com.

PRESSURE WASHING:

Harney & Miller Services, Inc.'s SHOWTIME Mobile Washing & Detailing is Expo's official pressure washing service and will be on-site September 29 and 30 to assist exhibitors with equipment that requires cleaning. The form to schedule cleaning can be found [here](#). For more information on this service, or to schedule cleaning, call Andy Miller at 402-618-7389 or email amiller@huntel.net.

SERVICE ORDERS:

Electricity, phones and hard wired internet must be ordered through Alliant Energy Center at alliantenergycenter.com. Many other booth supplies and services are available for rent from the Alliant Energy Center. [Order forms](#) are also available on the website. Please read the instructions carefully and order before September 21 to avoid late fees. Be sure to have copies of your service order on-site in case of potential discrepancies.

TENTS:

Outdoor tents must be ordered through [Event Essentials](#), Expo's exclusive tent supplier. Both frame and pole tent styles in a variety of sizes are available. Rental includes installation and removal. If you use your own tents or awnings, you need to contact Bryce Dilger in Exhibitor Services at the Alliant Energy Center at 608-267-3950 or dilger.bryce@alliantenergycenter.com to reserve your tent weights, free of charge, before September 21. Stakes are not allowed in any concrete or asphalt area. All canopies and tenting must be secured within the perimeter of each exhibitor's space. Any tent or weight that exceeds perimeters of exhibitor's contracted marked space will be removed immediately at exhibitor's expense. [Click here](#) for tent pricing and the order form, or call Event Essentials at 608-846-5004.

SHIPPING ITEMS TO SHOW

SHIPPING:

World Dairy Expo does not have an official or exclusive domestic carrier. Please note that booth materials and products for display should be shipped to the Alliant Energy Center. To ship materials to arrive before or during the show, you must use the freight service offered by the Alliant Energy Center. Use the AEC [Freight Receiving Form](#) or complete the [online form](#) before September 21 to get the best rate. All freight shipments must be prepaid. If you have any questions about shipping items to or from World Dairy Expo, contact Bryce Dilger at the Alliant Energy Center at 608-267-3950 or dilger.bryce@alliantenergycenter.com.

Unlike most facilities, the charge for freight arriving at the AEC before move-in is lower than the charge for delivery once move-in has begun. You can save money on freight handling charges by planning ahead and making sure that your freight arrives by September 26.

Freight may begin arriving at the AEC up to 30 days prior to move-in and is accepted 8 a.m. to 4:30 p.m., Monday through Friday. Delivery drivers may call 608-267-3950 upon arrival for direction.

Please remember that the AEC will accept all deliveries to this address and charges will apply for freight receiving to your booth.

It is very important that all items being shipped to the show identify your company name the same way it is listed on your World Dairy Expo contract to prevent misplaced items or delayed delivery to your booth.

Exhibitors should mark shipments as follows:

Ship to: (Company Name)
(Booth #) World Dairy Expo
1919 Alliant Energy Center Way
Madison, WI 53713
Phone: 608-267-3950

Alliant Energy Center Freight Services includes:

- Receipt of shipment and up to 30 days storage in advance of set-up date.
- Delivery to your booth.
- Removal of crates and containers from booth and storage during the show.
- Return of crates and containers at the close of show (after 4 p.m. Saturday) to individual booths.
- Assistance with tracking shipments, preparation of bills of lading and routing of outgoing shipments.
- Removal of shipments from your booth and loading them on outgoing carriers.

If you have any doubt as to whether your oversized equipment can be unloaded for reasons of gross weight, extreme size, or balance problems, contact Bryce Dilger at the Alliant Energy Center at 608-267-3950 or dilger.bryce@alliantenergycenter.com. This will help prevent unpleasant surprises when you arrive in Madison.

INTERNATIONAL SHIPPING:

Please be aware that the AEC and World Dairy Expo cannot assist in getting your shipments cleared through U.S. Customs if you are shipping products from outside of the U.S. We encourage you to use a professional freight forwarder with experience in shipping trade show materials from your country to the U.S. We recommend using [Agility-Fairs & Events](#) to ensure that your shipment arrives.

World Dairy Expo is a selling show. Exhibitors are encouraged to make sales and take orders during the show. Please note that any booth display items sold during the week must remain in place until the official closing of the show or replaced by another product in order for the booth not to appear dismantled.

All items displayed or sold must be listed on your World Dairy Expo contract. Booth space cannot be “shared” unless an Affiliated Company Form has been filed and accepted by World Dairy Expo.

APPAREL:

No t-shirts, sweatshirts or clothing can be sold without written permission from World Dairy Expo. This must be stated under the product line of your commercial exhibitor contract.

FOOD:

All food sales and distribution must be approved by World Dairy Expo, Alliant Energy Center and AEC’s official caterer, Centerplate. Contact Crystal with inquiries.

AUCTION:

No items may be sold by auction without written consent from World Dairy Expo.

WORLD DAIRY EXPO NAME OR LOGO:

Written permission is needed for a license to sell items featuring the World Dairy Expo name or logo. This must be stated under the product line of your commercial exhibitor contract. Giveaway items with the Expo name or logo require approval, but not a separate license.

ATTENTION:

While the public is invited to attend World Dairy Expo, any attendee or exhibitor observed soliciting business in any area other than in paid exhibit booth space will be immediately asked to leave the grounds. Additional penalties may be applied under Dane County Ordinances or Wisconsin State law. To protect our exhibitors, please immediately report any violations or suspicious activity you may observe to the show office at 608-224-6455.

SET-UP

Exhibition Hall, Outdoor Trade Mall, Trade Center, Coliseum and International Lounge exhibitors are encouraged to arrive early and begin set-up as early as possible. Set-up **by permission only** is available on Thursday, September 23. Contact [Crystal](#) to place your request. General set-up hours begin Friday, September 24 (7 a.m.-5 p.m.).

Installation of all exhibits must be started by 3 p.m. and completely finished by 5 p.m. Monday, September 27. Booths vacant after 5 p.m. are considered abandoned and are subject to being filled by companies on a last-minute waiting list. Please be sure that your booth set-up crew knows these deadlines. In case of emergency, call the Expo office at 608-224-6455 or email [Crystal](#) for instructions. If your crew is late in arriving and this number is not called before 5 p.m., your booth will likely be resold.

If you plan to use anyone other than your own company labor to install and dismantle your booth, you need to file an [Exhibitor Appointed Contractor](#) form and certificate of insurance by September 1. This form does not need to be completed if you hire the Alliant Energy Center Staff to install your booth.

World Dairy Expo recommends that you use [AEC labor](#) if you need help with installation and dismantling of your display. Their staff is highly competent, is very familiar with all display regulations, has 24-hour access to the building and materials, is reasonably priced and does not charge overtime for weekend work. Contact Bryce Dilger at the Alliant Energy Center at 608-267-3950 or dilger.bryce@alliantenergycenter.com for details.

REGISTRATION PACKETS

ITEMS INCLUDED IN YOUR REGISTRATION PACKET:

- Free season admission passes (two per paid booth space)
- Pre-ordered name badges
- Helpful show information
- Free drink tickets for Tuesday's Commercial Exhibitor Party, compliments of *Hoard's Dairyman* and World Dairy Expo
- World Dairy Expo 2021 commemorative pins
- Star Sponsors ribbons, if applicable

It is your responsibility to pick up your registration packet before 5 p.m., Monday and distribute passes to your staff. Admission passes will be needed for entrance onto the grounds Tuesday through Saturday. Gate refunds are never given. Name badges can also be printed at the information booths, but there may be a wait. [Order your badges now for your staff and avoid waiting on-site.](#) Name badges are offered as a service but not required on the show floor.

Name badges are required to enter Commercial Exhibitor Lounges and the exhibit area before 9 a.m. each day for security purposes. Only exhibitors with name badges are permitted to enter the Trade Show prior to 9 a. m. each day. No guests will be allowed. Name badges do not serve as admission passes to get you onto the grounds.

COLISEUM AND TRADE MALL

(Exhibitors in booths 1-599 or A-Z)

Exhibitors setting up Friday and Saturday can find their check-in packet at the registration desk in the center of the Exhibition Hall lobby from 8 a.m. to 5 p.m. For exhibitors setting up Sunday or Monday, your packet will be at the registration desk in the West Lobby of the Coliseum and can be picked up 8 a.m. to 5 p.m.

EXHIBITION HALL, TRADE CENTER AND TRADE MALL

(Exhibitors in booths 400-6400)

Your packet will be at the registration desk in the center of the Exhibition Hall lobby and can be picked up 8 a.m. to 5 p.m. on Friday, Saturday, Sunday or Monday.

All exhibitors should enter the grounds through the main gate on Rimrock Road (Exit 262 from the Beltline, Hwy 12 & 18) for move in. Watch for World Dairy Expo volunteers or AEC staff to help assist you in locating your booth.

EXHIBITION HALL EXHIBITORS:

Drive to the North entrance of the loading dock in the back of the Exhibition Hall. Watch for signs on the grounds that will direct you to the Exhibition Hall loading/receiving dock. Parking is not available in the lot in front of the building. Loading through the lobby is not permitted.

COLISEUM EXHIBITORS:

Proceed to any Coliseum door close to your booth. If you need to push carts of material to your booth, enter the North ground level service entrance if you are on the Arena Level, or use one of the two ramps for exhibits on the Main Concourse level. Please watch carefully for “No Parking” signs as these areas are enforced at all times.

TRADE CENTER EXHIBITORS:

Proceed down Fairgrounds Drive towards the Trade Center. AEC staff will assist you in getting to the nearest door.

OUTDOOR TRADE MALL EXHIBITORS:

Proceed directly to the outdoor area, east of the Exhibition Hall. Watch for paint lines on the pavement to indicate your booth space.

LARGE EQUIPMENT UNLOADING:

AEC has a standard loading dock for semi trailers, an adjustable height ramp for lowboy trailers and a fixed dock for large equipment. Equipment may be staged at AEC as early as the week preceding the show and as late as the week following the show at no charge. Any equipment pre- or post-staged at the AEC should be dropped in the west end of the South Parking Lot. If assistance such as a forklift or tractor is needed for the pre-staging of equipment, please make arrangements in advance. AEC and WDE assume no responsibility for equipment pre- or post-staged on-site.

Forklift service is available through AEC’s Service Desk to unload your equipment on arrival. The basic forklifts have a 6,000 pound capacity. If your load weighs more than 6,000 pounds, or is too bulky for a single forklift to pick-up safely, you need to make special arrangements for unloading. Forklift and hydraulic service can be ordered in advance or on-site at the Service Desk. Cranes can be arranged for a reasonable fee with advance notice. If you have any doubt as to whether your oversized equipment can be unloaded for reasons of gross weight, extreme size, or balance problems, contact Bryce Dilger at the Alliant Energy Center at 608-267-3950 or dilger.bryce@alliantenergycenter.com.

FORKLIFT SERVICE:

Avoid the need to wait for a forklift – reserve it in advance by contacting Bryce Dilger at the Alliant Energy Center at 608-267-3950 or dilger.bryce@alliantenergycenter.com. You may also order forklift service on-site, but you should expect wait times of up to three hours for services ordered on-site. It pays to plan ahead!

SCHEDULED MOVE-IN TIMES:

A limited number of exhibitors in the Exhibition Hall and Arena Building may be required to move in during certain hours. Those companies involved will be notified in advance to make arrangements. If you have specific needs due to the size or structure of your exhibit, you must contact Crystal to make arrangements for your move-in. If you have not made arrangements, you may not be able to install part or all of your display after other exhibitors have moved in.

TRUCK/TRAILER PARKING:

Trucks or trailers that are left on the grounds during the show must be parked in designated truck/trailer areas south of the Exhibition Hall’s Loading Dock. We ask for your help to keep as much of the parking lot open for attendees as possible. Any trailers or trucks left overnight in the regular lots or staff lots will be towed to the storage lot at the owner’s expense.

CRATE STORAGE:

This service is for vendors who bring their own freight/items into the building and require their packing materials to be stored during the event. The rate is for each crate or pallet stored. Items stacked on a pallet must be shrink wrapped or secured to the pallet to avoid loss and ease in movement.

BOOTH REMOVAL

Tear down of exhibits may begin at 4 p.m. on Saturday, October 5. Exhibitors who dismantle their booth or remove any booth elements prior to release will, at a minimum, lose priority for exhibit space at World Dairy Expo 2019. Please be sure to inform all staff who will work your booth on Saturday that exhibitors who dismantle prior to dismissal are subject to loss of exhibit space in future years. While this procedure may seem inconvenient, it is necessary for the safety of all exhibitors and attendees. Once booths are dismissed, you will be allowed to continue tearing down as late as you wish on Saturday night.

EXHIBITION HALL:

Release time in the Exhibition Hall is 4 p.m. Forklifts will start bringing crates into the building as soon as it is clear of attendees and safe to do so. Please do not begin to dismantle your booth until the official announcement is made over the P.A. system at 4 p.m.

COLISEUM (AL, MC, IL):

Since the cattle show is still happening in the Coliseum beyond 4 p.m., please be considerate of attendees when tearing down your booth. Nothing may be carried or carted out of the North, ground floor entrance until the cattle show has concluded and all cattle have left the area. Vehicle traffic is not allowed to approach any area of the building prior to 5:30 p.m. allowing attendees to leave without being impeded by vehicular traffic.

Trade Center:

Exhibitors in the Trade Center may begin tear down at 4 p.m. Exhibitors are welcome to carry out any items through the regular entrances after they have been released.

OUTDOOR TRADE MALL

(Booths 600 – 900 East of the Exhibition Hall):

Exhibits in this area may dismantle at 4 p.m.

(Booths TM A – Z locations):

Vehicles will be allowed to enter to pull out equipment starting at 4 p.m. Booths in the mall area will be allowed access with the pass provided in your registration packet. There is no parking on Fairgrounds Drive until after 5:30 p.m., or as directed by WDE staff or security.

Vehicles are not allowed to approach the Coliseum prior to 5:30 p.m., so that attendees can leave without being impeded by vehicular traffic. Exhibitors in the Coliseum will not be able to use the loading dock until the cattle show is completely over and all cattle have left the Coliseum area. Exhibitors are welcome to carry out any items through the regular entrances after they have been released.

SHIPPING OUT ITEMS

If large equipment needs to be staged beyond Sunday, it needs to be moved to the west end of the South Parking lot behind the Exhibition Hall by 5 p.m., Sunday. Equipment will not be allowed to remain in the parking lots more than one week after the show. After that date, equipment is subject to confiscation and public auction as abandoned.

If your item arrived via the paid Alliant Energy Center freight system, you need only pack it up on Saturday or Sunday and leave it with a bill of lading that you can get at the Service Desk. They will call the carrier your form lists (except UPS; they will not accept third party calls). If you do not designate a preferred carrier, a common carrier will be selected for you. UPS and FedEx packages should be properly addressed and left in the booth for pick-up after the show. If any items are a rush order, please talk to the AEC freight department to be sure your needs are met.

COMMERCIAL EXHIBITOR COMMITTEE

World Dairy Expo has a volunteer committee that helps make decisions on the show’s direction. Please give the committee your input on the exhibitor survey or by visiting with them in person. A thank you goes out to these committee members for their service:

Doug Williams, Kuhn North America, Inc. (Chair)
 Jane Griswold, Hoard’s Dairyman (Vice Chair)
 Brian & Yogi Brown, Sunburst Dairy
 Danielle Brown, American Jersey Cattle Association
 Melanie Burgi, Comfort Hoof Care
 Joe Coburn, Coburn Company, Inc.
 Cheryl DeCraene, GEA Farm Technologies, Inc.
 Jenny Eighmy, Peach Teats Limited
 Sara Gabor, Quality Liquid Feeds, Inc.
 Bryce Dilger, Alliant Energy Center
 Amanda Hannes, GENEX

Sara Harbaugh, Zoetis
 Doug Harland, Dairyland Laboratories
 Dean Hermsdorf, ABS Global
 Josh Hushon, Cargill Animal Nutrition
 Dave Jons, Dairy Agenda Today
 Bellana Putz, Lely
 Marjorie Stieve, Vita Plus Corporation
 Taylor Weisensel, Ag-Bag by RCI

WORLD DAIRY EXPO STAFF

World Dairy Expo staff is also available to assist you with any questions or concerns you may have. During the show, the World Dairy Expo office is located on the third floor of the Coliseum near the Exhibitor Lounge. You can get to the office by walking through the Exhibitor Lounge, or by using the stairs by Nasco’s booth on the Main Concourse.

Crystal Ripp, Trade Show & Sponsorship Manager
Mikayla Berge, Trade Show Coordinator
Scott Bentley, General Manager
Michele Elliott, Staff Accountant
Ann Marie Magnochi, Dairy Cattle Show Manager
Laurie Breuch, Dairy Cattle Show Coordinator

Katie Schmitt, Communications Manager
Dawn Dommissie, Administrative Services Manager
Cassi Miller, International/Youth Programs Specialist
Annette Ziegler, Purple Cow Gift Shop Coordinator
Joan Judd, Administrative Assistant

RULES & REGULATIONS

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 parties. Exhibitor's exhibit must be staffed during all published exhibit hours. Prior to the Exposition dates, 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 Expo 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 other parties. No loud speaker, amplifier, radio, strobe lights or other undignified methods of attracting attention are permitted, except with prior written permission from Expo. No fans, misters, noisy pumps 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 in any area of the Expo Site is strictly prohibited 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 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. Prior written permission is needed from Expo for any deviation from the Display Rules or this Contract. All questions, interpretations and disputes regarding the Display Rules (and any other provisions of this Contract) shall be resolved and determined exclusively by Expo in its sole, reasonable discretion.

Payment Terms; Default. Exhibitor agrees to pay the Booth Fee in accordance with the payment provisions on the first page of this Contract. Any amounts not paid when due shall bear interest at the rate of 1.5% per month until paid. Exhibitor shall be responsible for all costs of collection including attorney's fees. Failure to pay any portion of the Booth Fee when due shall constitute a default by Exhibitor under this Contract and, at the option of Expo, may result in a forfeiture of Exhibitor's right to use the Display Space. Following any payment default or other default by Exhibitor, Expo shall, in addition to all other rights

and remedies of Expo, have the right to terminate this Contract with no further obligations to Exhibitor. In addition, Expo reserves the right to relocate, restrict, bar, terminate and/or close, any activities, exhibits or Exhibitors which are deemed to be objectionable, disruptive or not in compliance with this Contract, as reasonably determined by Expo in its sole discretion, and any such circumstances shall be deemed a default by Exhibitor hereunder.

Cancellation; Termination Fee. Exhibitor may cancel this Contract in writing at any time prior to June 1, 2021 ("Cancellation Deadline") and receive a full refund of the Booth Fees paid to date. To receive a refund, such cancellation must be in writing and must be received by Expo on or before the Cancellation Deadline. For any cancellation after the Cancellation Deadline, or for any other cancellation or nonperformance of this Contract by Exhibitor, Exhibitor agrees to pay the a termination fee ("Termination Fee") equal to 100% of all payments and deposits previously paid by Exhibitor as of the date of cancellation or non-performance, which previous payments shall be retained by Expo. Further, if Exhibitor fails to occupy its assigned Display Space and complete the construction of its exhibit therein by 5:00 p.m. on the evening before the Exposition opens, Expo shall have the right to cancel this Contract and such cancellation shall also be subject to the Termination Fee. The parties acknowledge and agree that any cancellation of this Contract after the Cancellation Deadline or due to the Exhibitor's failure to occupy the Display Space as contemplated herein, will result in substantial harm and hardship to Expo that is difficult to ascertain at the time that the parties enter into this Contract. Therefore, the parties agree that any Termination Fee paid hereunder constitutes liquidated damages and not a penalty, and that such amount is a fair and reasonable measure of Expo's damages in the event of a cancellation or nonperformance by Exhibitor regardless of whether the Display Space is ultimately re-licensed or used by another party.

Removal of Exhibit. No exhibit, or any part of any exhibit, may be dismantled, torn down or removed from the assigned Display Space or from the Expo Site until after 4:00 p.m. on Saturday unless otherwise directed by Expo staff in writing, or in the event of emergency. Exhibitor shall fully vacate the Display Space and remove all Exhibitor property and materials by no later than 5:00 p.m. on Sunday following the Exposition. The Exhibitor will remain responsible for all property left on or in the Display Space or the Expo Site, and will be held liable for any personal injury, property damage, fines and removal, storage and disposal costs caused by any such abandoned property.

Compliance with Laws. Exhibitor agrees to comply with all applicable federal, state and local laws, regulations, ordinances and safety codes regarding the use and activities conducted at the Expo Site and the Display Space, including the assembly of the exhibits therein. With regard to any and all sales made by Exhibitor at the Display Space or the Expo Site, Exhibitor specifically agrees to comply with all applicable provisions of the Wisconsin Consumer Act, Chapter 423 of the Wisconsin Statutes, and all applicable notice requirements regarding a consumer's rights to cancel.

Sales/Handouts. No T-shirts or sweatshirts or apparel can be sold without prior written permission from Expo. Prior written permission must also be obtained to sell any item featuring the words "World Dairy Expo" or its logo or any service mark. All food and beverage (including alcohol) distributions or sales must be approved by Expo, the Alliant Energy Center of Dane County, and their official catering company, Centerplate, and are subject to regulation by the Dane County Health Department. The sale or distribution of tobacco or any illegal substance is strictly prohibited. No items may be sold by a competitive bid process (auction) without prior written consent from Expo. No helium balloons, adhesive stickers, noisemakers, or potentially dangerous or nuisance items may be handed out.

Relocation. Expo reserves the right to relocate the Exhibitor's assigned

Display Space at any time before or during the Exposition by providing Exhibitor with a written notice of the intended relocation (the “Relocation Notice”). Such relocation shall become effective unless Exhibitor provides Expo with a written objection (the “Objection Notice”) within 24 hours after the Relocation Notice. Following an Objection Notice, Expo shall then have the option of either leaving Exhibitor in its original location or terminating this Contract. If Expo elects to terminate the Contract under those circumstances, then Exhibitor shall vacate the Display Space as soon as possible, Exhibitor shall be entitled to a full refund of the Booth Fee payments made to date, and neither party shall have any other further rights or obligations hereunder.

Liability. The Exhibitor warrants that it has in effect and shall maintain for the period of the Contract and the Exposition, for the mutual benefit of both parties, a policy of general public liability insurance against claims for personal injury or death or damage to property occurring upon, in or about the Display Space or the Expo Site, with a coverage limit of not less than \$1,000,000 per occurrence. By no later than August 1, 2021, Exhibitor shall provide Expo with a certificate of insurance evidencing such insurance coverage and showing Expo as an additional insured. All certificates of insurance shall include the name of the Exhibitor as it appears on this Contract.

Indemnification. Exhibitor shall indemnify and hold harmless and defend Expo and its officers, directors, employees, agents, subcontractors, volunteers, subsidiaries, affiliates, assignees and successors (each, an “Indemnitee”) from any and all losses, damages, claims, actions, judgments, expenses (including attorney’s fees) and other liabilities arising from or related to (a) Exhibitor’s activities conducted on or in the Display Space or the Expo Site relating to this Contract, (b) Exhibitor’s use or occupancy of the Display Space or the Expo Site, including, without limitation, the construction, assembly, or maintenance of Exhibitor’s exhibits therein, (c) the negligent or intentionally wrongful acts or omissions of Exhibitor or its employees, personnel, agents, subcontractors or representatives, (d) the materials, products or other items sold, distributed or otherwise made available by Exhibitor at or in the Display Space or the Expo Site, and (e) any default or breach of Exhibitor under this Contract. Notwithstanding the foregoing, Exhibitor shall not be required to indemnify an Indemnitee to the extent of a liability which is caused by the negligence or intentionally wrongful act or omission of such Indemnitee.

Disclaimer and Damage Provisions. EXCEPT AS MAY BE EXPRESSLY PROVIDED HEREIN, EXPO DOES NOT MAKE ANY EXPRESS OR IMPLIED REPRESENTATIONS OR WARRANTIES OF ANY KIND, INCLUDING WITHOUT LIMITATION, ANY REPRESENTATION OR WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, THE CONDITION, QUALITY OR CONFIGURATION OF THE DISPLAY SPACE, THE EXPO SITE OR ANY GOODS OR SERVICES TO BE PROVIDED BY EXPO HEREUNDER. EXPO SHALL NOT BE LIABLE FOR ANY LOSS, DAMAGE OR INJURY TO EXHIBITOR OR TO ANY PROPERTY OF EXHIBITOR DUE TO THEFT, VANDALISM, FIRE, WEATHER CONDITIONS, WATER DAMAGE, OR OTHER CAUSES. EXPO SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES, OR DAMAGES FOR LOSS OF PROFITS, REVENUE, DATA, OR USE INCURRED BY EXHIBITOR, WHETHER IN AN ACTION IN CONTRACT OR TORT, EVEN IF EXPO HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND EXHIBITOR HEREBY WAIVES AND RELEASES EXPO FROM ANY SUCH DAMAGE CLAIMS. THE TOTAL LIABILITY OF EXPO FOR ANY DAMAGES ARISING FROM OR RELATING TO THIS CONTRACT SHALL IN NO EVENT EXCEED THE ACTUAL AMOUNT OF BOOTH FEES PAID BY EXHIBITOR TO EXPO UNDER THIS CONTRACT.

Services/Fire. Orders for electricity must be placed by Exhibitor with the Alliant Energy Center. Exhibitor shall inspect and monitor its Display Space and exhibits and otherwise exercise necessary due diligence to prevent fire, accidents or other damage. Use of generators is prohibited in the Display Space or other exhibit areas. Use of open flame is prohibited in all buildings and use of combustibles in display materials is prohibited. Any display vehicles must have battery disconnected and gas tank locked or taped shut.

Force Majeure. Expo shall not be liable for failure to perform any or all obligations due to events beyond its reasonable control including, but not limited to, natural disasters; acts of war; threats or acts of terrorism; governmental actions; strikes or other labor disruptions; unavailability of transportation, changes to the configuration or floor plan of the Expo Site; unavailability of, or limitations on the use or capacity of, the event space due to safety concerns; or epidemics, pandemics, or other public health crises (including but not limited to COVID-19) and/or the public health response to the same whether by formal orders or governmental recommendations. Expo shall not be liable for any claims for loss or damage due to the failure to hold the 2021 Expo.

Miscellaneous. Written notices hereunder may be delivered by any of the following methods: email, fax, overnight delivery service, or personal delivery. Exhibitor agrees that Expo may amend or add additional rules and regulations regarding this Contract, provided that such amendments, rules or regulations shall not substantially diminish the rights of Exhibitor hereunder.

Revised December 2020

AMENITIES

DINING OPTIONS

The Tanbark: Opens at 11 a.m.

Location: The Arena Building

The Tanbark is Expo's official bar and grill, complete with ExpoTV screens, a stage and more. This is a great place for a quick lunch meeting!

Outdoor Food Court: 8 a.m. - 6 p.m.

Location: Outdoor Trade Mall & southeast corner of the Coliseum

The outdoor food courts feature a wide array of quick and affordable items ranging from steak sandwiches and deep fried cheese curds to root beer floats. Great food can be found at either location.

Indoor Concession Stands: Hours and selections vary

Location: Five in the Exhibition Hall; Six in the Coliseum; One in each New Holland Pavilion

UW-Madison Cheese Stand: Hours vary

Location: Between the Arena Building and Coliseum

An Expo classic! Grilled cheese sandwiches and shakes daily, grilled ham and cheese breakfast sandwiches each morning.

ATMs

Locations:

- Coliseum West Lobby
- Exhibition Hall Lobby
- New Holland Pavilion 1 Lobby
- Outdoor Food Court
- Sale Pavilion

INFORMATION BOOTHS

Locations:

- Coliseum West Lobby
- Exhibition Hall Lobby
- Fairgrounds Drive
- New Holland Pavilion 1 Lobby

EVENTS & EDUCATION

COMMERCIAL EXHIBITOR PARTY

Attend the 26th annual Hoard's Dairyman Commercial Exhibitor Party on Tuesday evening from 5:15 - 7:30 p.m. The party will be held in the Atrium of the Exhibition Hall. Your company will receive two complimentary refreshment tickets with your registration packet.

BREVANT SEEDS FORAGE SUPERBOWL LUNCHEON (TICKETS REQUIRED)

Be there when the top forage producers in the country are recognized for their entries in the World Forage Analysis Superbowl on Wednesday, September 30 at 11 a.m. Award winning samples are on display all week in the Arena Building by the Dairy Forage Seminar Stage.

DINNER WITH THE STARS BANQUET (TICKETS REQUIRED)

Recognize industry leaders at the WDE Dinner with the Stars. The semiformal banquet is Wednesday, September 30 in the Exhibition Hall Mendota Rooms. Join fellow Expo stakeholders for Social Hour with the Stars, a complimentary reception before the ticketed dinner. Tickets can be ordered online or by contacting the World Dairy Expo office at (608) 224-6455.

INTERNATIONAL RECEPTION (TICKETS REQUIRED)

Help your business reach around the globe by attending the International Reception on Friday, October 2 at 5 p.m. in the Exhibition Hall Atrium.

DAIRY FORAGE SEMINARS

Location: Dairy Forage Seminar Stage, Arena Building

Wednesday - Friday: 10 a.m. and 1 p.m.

Saturday: 10:00 a.m.

EXPO SEMINARS

Location: Mendota 2, Exhibition Hall

Tuesday: 1 p.m.

Wednesday - Friday: 11 a.m. and 1 p.m.

Saturday: 11 a.m.

KNOWLEDGE NOOK SESSIONS

Location: Atrium, Exhibition Hall

Tuesday - Saturday: 9:30 a.m., 10:30 a.m., 11:30 a.m., 12:30 p.m. & 1:30 p.m.

VIRTUAL FARM TOURS

Location: Mendota 1, Exhibition Hall

Tuesday: 2 p.m.

Wednesday - Friday: 12 p.m. and 2 p.m.

Saturday: 12 p.m.

NORTH ^

North Parking Lot

Dairy Cattle Tent	Sale Pavilion
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New Holland Pavilion 2
Dairy Cattle Housing

New Holland Pavilion 1
Dairy Cattle Housing

ATM

Mycogen Seeds Attendee Learning Lounge

Exhibitor Registration, AEC Service Desk, Information & ATM

Coliseum Showring & Exhibits
Booths MC, AL & IL 1-399

AAA
AA
A
B

Expo Mall East

Globe

Semex Tent

Food Court

C
D
E

Cheese Stand

The TanBark

H
HH
I
J
K M N OO O P Q

Fairgrounds Drive

Main Entrance

Landing Dock

W V U + T S R

AEC Admin Building

Expo Seminars, Virtual Farm Tours, Knowledge Nook

Exhibitor Registration Information & ATM

Exhibition Hall
Booths EH 1101-6000

Landing Dock

AEC Service Desk

Outdoor Trade Mall
Booths TM 600-799

Trade Center
Booths TC 400-719

South East Parking Lot

South Parking Lot

Food Court ATM

Commercial Exhibitor Truck/Trailer Parking

Clarion Hotel & Suites

Rusk Ave. Entrance

Rusk Avenue



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