

# FIRST-TIME EXHIBITOR GUIDE



WORLD DAIRY EXPO

WorldDairyExpo.com ■ Sept. 28 - Oct. 2, 2021

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**Show Location  
ALLIANT ENERGY CENTER**

1919 Alliant Energy Center Way • Madison, WI 53713

[alliantenergycenter.com](http://alliantenergycenter.com)  
[facebook.com/alliantenergycenter](https://facebook.com/alliantenergycenter)  
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# Frequently Asked Questions

## 1. Why should I read the Exhibitor Manual?

Every show is different and there is so much to know about World Dairy Expo. The **Exhibitor Manual** changes every year. To get the latest information designed to make your Expo experience successful, read the manual before you arrive at the show. You'll want to bring a copy with you, too.

## 2. What airport is best to fly into?

Madison has a **regional airport** with more than 60 commercial flights coming and going each day from major carriers such as Delta, American and United. If you are already planning on renting a car, you may want to check flight times and price options for flying into **Milwaukee** or **Chicago-O'Hare**. Milwaukee is about an hour and forty-minute drive to Madison, and Chicago is about three hours (depending on traffic).

Be sure to allow plenty of time when planning your flights. Remember, you'll need to have your booth completely set up by 5 p.m., Monday before the show. You will not be able to begin dismantling before 4 p.m. on Saturday. Expo strictly enforces exhibitor move-in and move-out times.

## 3. What will the weather be like in Madison during Expo?

The average high temperature is 64°F (18°C) and the average low temperature is 41°F (5°C). However, it has been as hot as 90°F (32°C) and overnight lows as low as 21°F (-6°C) during Expo week. There's also a pretty good chance of rain at least one day during the show. You will want to dress accordingly – especially if your booth is outdoors.

## 4. How do I find a hotel?

We recommend that you book your room as soon as your contract is signed to get the best location and rate. The best place to start is by checking Expo's **Attendee Information** section on the website. It lists hotels with information such as availability, rates and amenities to help you find a good match. Please keep in mind that Expo exhibitors and attendees use almost every hotel room in Madison. By booking early, you'll be able to get into a hotel in town and be within 15 minutes of the facility.

## 5. When should I plan to arrive?

Set-up begins on Friday for all areas except the Arena Building. Exhibitors in the Arena Building can set-up starting Sunday. Monday is by far the busiest day and is the most hectic because all exhibits must be set up by 5 p.m.

Quick, pop-up displays allow most exhibitors with smaller booths to arrive later and later each year. This is great for time management, but can be a problem and lead to a more stressful set-up process. For example: If you arrive and realize that your order for tables and chairs was not placed, you may end up waiting for hours to get them delivered – or worse yet – there may not be any available. All exhibitors are encouraged to arrive early enough to have a full day available for set-up – especially first-time exhibitors!

## 6. The Exhibitor Manual states that set-up needs to be complete by 5 p.m. on Monday. Why is that?

Monday night is when Expo staff check to make sure all commercial exhibits are in place and where they should be. A full evening is necessary to remedy any problems that may have arisen during and after set-up. If an exhibitor is not set up by 5 p.m. on Monday, their spot will likely be resold to another company waiting to get into the show. It happens every year, so don't let it happen to you. If it is apparent that your display won't be up in time, email **Crystal**.

## 7. What are the move-in/move-out times?

Move-in starts on Friday for all areas except the Arena Building, which starts on Sunday. All exhibits must be completely set up by 5 p.m. on Monday. See the **Exhibitor Manual** for exact move-in hours.

Exhibitor release is at 4 p.m. on Saturday. World Dairy Expo (WDE) staff will release each building when the show ends. Please note that vehicles are not allowed to approach the Coliseum or Arena Building for tear down until after 5:30 p.m. Exhibitors can carry out items after they are dismissed, between 4 and 5:30 p.m.

## 8. What is included with the purchase of my booth space?

With the purchase of a booth, exhibitors receive two season passes, two drink tickets for the **Hoard's Dairyman** Commercial Exhibitor Party and custom name badges with plastic holders and lanyards. All exhibiting companies are listed in the **Official Program**, published by **Dairy Herd Management** on the World Dairy Expo website and are published in numerous dairy publications. Exhibitors are also invited to enjoy complimentary coffee and donuts in the Commercial Exhibitor Lounges courtesy of the Greater Madison Convention and Visitors Bureau. The Exhibition Hall Lounge also features email terminals accessible to all exhibitors.

The booth space includes an eight-foot high pipe and drape to designate the back of your booth space and a three-foot high pipe and drape to separate your booth from neighboring spaces. Remember that all booth spaces are approximate – especially in the Coliseum where fitting square booths in a round building is quite a challenge!

# Frequently Asked Questions

## 9. What is not included with the purchase of my booth space?

Everything else. All equipment and services such as electricity, tables, chairs, carpet, freight handling and forklift service can be ordered from the [Alliant Energy Center](#). Other items, such as computers, audio-visual equipment, rental displays, flowers and more, are available through other vendors. See the [Exhibitor Manual](#) for a full list.

## 10. Do I have to use the vendors listed in the Exhibitor Manual?

In most cases, no, you have the right to select your own vendors. Exceptions are electrical service, which is only available through the Alliant Energy Center (AEC), and tents, which must be ordered from Event Essentials. It is strongly suggested that you use the list of preferred vendors in the [Manual](#), if at all possible, since those companies have a long track records with Expo and have the most experience with the show.

## 11. Is the Alliant Energy Center a “union shop” like in Chicago or Las Vegas?

No. Many exhibitors who are familiar with big facilities in New York, Chicago, Las Vegas or Atlanta appreciate how amazingly easy it is to work with the AEC staff. AEC staff is explicitly forbidden to accept any tips or gratuity; thus tipping or “greasing” staff is not allowed.

## 12. Is a lead retrieval system available?

No. A lead retrieval system is not available because Expo does not register U.S. attendees.

## 13. Can I buy a list of past attendees?

No. Such a list is not available because Expo does not register attendees.

## 14. How will my customers find me at World Dairy Expo?

All exhibitors and their registered affiliates are listed with their location in the [Official Program](#), published by [Dairy Herd Management](#), alphabetically by name and product type. The WDE website also provides interactive maps with an enhanced search engine that allow producers to search by company name, product categories and keywords.

All exhibitors are encouraged to promote their presence at Expo. Be sure to encourage all of your existing customers and prospects to seek you out at the show. Visit Expo’s website for a full list of [free promotional materials](#) and great [sponsorship](#) ideas to increase your exposure at Expo. It also is a good idea to include your booth number in any advertisements leading up to the show.

If you don’t promote yourself, you can only hope that people will find you on their own. Make an effort to let them know you’ll be at Expo so they can make the effort to find you.

Remember the value of press releases and social media, especially if you have new products, programs and services!

## 15. How many brochures or giveaway items will I need to bring?

This is one of the most common questions and one of the most difficult to answer. The answer depends on your goals, materials and your style. For example, few exhibitors want to distribute expensive catalogs to every attendee. You may want to create a basic black and white flyer specifically for Expo. This would be your main information sheet to hand out to random attendees and soft leads. Then, you could save your more detailed, product-specific brochures and catalogs for qualified prospects. You can save money and shipping costs by only bringing a small box of flyers and digital files. You can print a starter quantity once you arrive and make more as you need them by utilizing [Econoprint](#), Expo’s preferred print vendor. They’ll even deliver the materials to your booth for free!

## 16. What types of people attend Expo?

The vast majority of attendees are in some way connected to the dairy industry. At Expo, you will meet dairy producers of all ages with a variety of farm sizes and influencers such as vets, nutritionists and others from around the world. Expo is not a mass-appeal event and does not actively try to attract the general public from Madison.

## 17. Where can I get help with issues that arise during set-up and tear-down?

Knowing where to go is the key to getting the right answers. Ask yourself: is it a facility issue or a show issue?

If it is a facility issue, such as a problem with equipment ordered from AEC (tables, chairs, high-speed internet or electricity), go to the Service Desk for your area. General information about the facility and Madison is also available at the Registration Desks during set-up and the Information Desks during show hours.

If it is a show issue, such as booth issues or other issues that show management can help correct, please call the Show Office at 608-224-6455 and they can get you the answer or relay the message to [Crystal](#).

## 18. Which service desk do I use?

You may use whichever is nearest your booth. One is at the back of the Exhibition Hall (Ex Hall) in Hall A near the loading dock. The other is in the West Lobby of the Coliseum. The Ex Hall desk is used by those in the Ex Hall, Trade Center and Outdoor Trade Mall; the Coliseum desk is used by Coliseum and Arena Building exhibitors. If your booth number is between 1-599 or A to Z, use the Coliseum desk; 600-6000 use the Exhibition Hall desk.

## 19. What should I do if a neighbor is causing problems for me?

Expo takes booth rules very seriously, especially when the actions of one company might infringe on other exhibitors’ rights. If a neighboring exhibitor is in violation of a [booth rule or regulation](#), or is causing

# Frequently Asked Questions

problems for you, email [Crystal](#). The situation will be addressed promptly and discreetly. Please don't wait until a problem becomes unbearable and never feel bad about protecting your rights as an exhibitor. Our goal is to make World Dairy Expo a great experience for everyone.

## 20. Where do I get my name tags and passes?

Name tags, passes, lanyards and other show information will be in your on-site registration packets. Please visit the appropriate registration desk to pick up this information. If your booth number is between 1-599 or A to Z, use the Coliseum desk. If your booth number is 600-6000, visit the Exhibition Hall desk, located in the lobby of the Ex Hall. You must pick up your materials by 5 p.m. on Monday or you will have to pay to enter the show on Tuesday morning.

## 21. What is proper attire for staff in my booth?

You will find exhibitors and attendees at Expo wearing everything from blue jeans to suits. Most exhibitors wear business casual; khakis or dress pants paired with a polo or dress shirt is perfectly appropriate. Many companies provide shirts with their company logo so their booth staff can be easily recognized. The most important thing is to dress comfortably. Comfortable shoes are a must! If you aren't comfortable, it will make for a very long week.

You may consider a more formal outfit for evening, but it is certainly not required. Madison is a fairly casual town and very few restaurants have a dress code.

## 22. Other than booth equipment, is there anything that I should bring to the show?

Exhibitors can and should bring anything that will make World Dairy Expo great for them. Exhibitors should consider an "Expo Survival Kit" including a small tool kit, staples, scissors, pens, pencils, paper, glue, sewing kit, antacids, sticky notes, spare electronics chargers, dental floss, duct tape, Sharpies, hand wipes, breath mints and perhaps a bottle of Tylenol or Advil. Be sure to bring copies of order forms for any rented supplies and a copy of the Exhibitor Manual. Don't forget to pack digital versions of your promotional materials, logos and business cards – just in case!

## 23. What else is there to do in Madison?

Madison is a great city! There are diverse restaurants that you and your customers are sure to enjoy. Visit the information booths in the Coliseum, Exhibition Hall or the lobby of New Holland Pavilion 1 for a recommendation, or check the "[Madison's Best Restaurants](#)" section in this guide. You probably won't have time for many non-Expo events, but the Overture Center, the State Capitol, UW Campus, Monona Terrace, State Street and the downtown area are beautiful attractions and they are within walking distance of one another. For more information on what

to do in town, visit the Greater Madison Convention and Visitors Bureau website at [visitmadison.com](http://visitmadison.com) or stop by the Information Booths in the Lobby of the Exhibition Hall, West Lobby of the Coliseum or the front of New Holland Pavilion 1 during the show.

## 24. How is World Dairy Expo different from other shows?

Expo is specific to the dairy industry. It combines the largest dairy-specific trade show with the world's most prestigious dairy cattle show to create an event like no other. Although technically a "public" event, Expo actively avoids marketing to the general consumer market – this event is all about dairy farming. Expo's international scope is unparalleled, with over 3,000 international visitors from every corner of the globe attending each year. Expo has worked hard for 50 years to bring together all aspects of the dairy industry for producers of all types and sizes.

## 25. Is meeting space available?

Yes! There are numerous meeting spaces available in a variety of sizes to accommodate your needs. Exhibitors rent meeting space for any number of reasons – public seminars, sales meetings, receptions, technical training and more. Reserve your space by contacting [Liz](#). Catering services are also available through [Centerplate](#), the exclusive caterer of the Alliant Energy Center.

## 26. Who should I contact if I have any other questions?

Feel free to contact [Crystal](#) with any additional questions. Before the show, they can easily be reached by phone at 608-224-6455 or via email. During set-up and the show, it gets much harder to reach them via phone. Crystal will be on the move at the show grounds, so the best chance of reaching them is by email or by contacting the Show Office. They are in constant radio contact with the Show Office and AEC staff to help make sure all of your questions are answered and your needs are met promptly.

## 27. Is security provided?

Yes, there is 24-hour security on the grounds and most indoor buildings are quite secure. However, Expo strongly recommends that you remove personal property or other items that might be attractive and quick theft targets, such as purses and laptops, just to be safe.

# Frequently Asked Questions

## **28. I hear that there are a lot of high school students at Expo on Tuesday. Why?**

Along with the trade show and cattle show, World Dairy Expo is also home to the National Intercollegiate, International Post-Secondary, Central National FFA and National 4-H Dairy Cattle Judging Contests. These contests are primarily held on Monday and Tuesday. They are considered a vital educational tool to inspire the next generation of the dairy industry.

Many of the schools participating in the FFA contest will bring additional students to see the show. Most of these kids are very well-behaved and are here to learn. It is strongly advised that all exhibitors be more judicious with their samples and printed materials on Tuesday. Keep the “good stuff” under the table and save it for those that express a true interest in your product. If it is on the table, it will go fast.

If you do have problems with specific kids, report it to the Show Office or Security. If you can tell us names and schools, Expo will report the problem back to the school.

Please remember that these students are your future customers and colleagues! Many companies take a pro-active approach and provide specific opportunities to FFA members. World Dairy Expo even has a program in place that can promote your efforts. Please contact [Crystal](#) for more information.

## **29. Is there a place to set out literature around the buildings?**

No. All literature must be confined to paid exhibit space. Passing out literature or promotional materials outside of booth space is strictly prohibited. For exposure ideas beyond the booth, contact [Crystal](#) or check out the online [Expo Opportunities](#) book.

## **30. I read that stickers and balloons are prohibited. Why?**

This [regulation](#) is mandated by the AEC and many other facilities around the world. The reason is simple – both of these items can be big problems. Helium balloons can get away and interfere with ventilation systems. Stickers (anything with an adhesive backing) tend to end up on walls and floors and are difficult to remove. Distribution of either of these items will result in a hefty fine and may impact your ability to participate in future shows.

## **31. I hear that exhibitors get kicked out of the show for rule violations. Is that true?**

Yes, it is. WDE's Commercial Exhibitor Committee takes its rules very seriously. They are enforced for the good of the show and to protect the rights of all exhibitors. Sanctions for infractions range from warnings, to loss of space preference, to being barred from participating in future shows. All rules and sanctions are reviewed annually by the Commercial Exhibitor Committee. Be sure to read the [Display Rules & Regulations](#). [Crystal](#) is always available to answer any of your questions about these rules.

## **32. How do I update my keywords for the search engine on the Expo website?**

Email [Crystal](#) in the Expo office.

## **33. Do exhibitors need to wear name badges?**

No. Name badges are provided as a courtesy, but do not need to be worn in the booth. Exhibitors do need a WDE issued name badge to access the show floor between 7:30 a.m. and 9 a.m. on show days or to enter the Exhibitor Lounges.

## **34. What about medical emergencies during the show?**

If it is a true emergency, call 911. AEC and show staff also have radio contact with the emergency responders on site 24 hours a day. First Aid is available in the ambulance parked on the grass outside the North end of the Exhibition Hall, between the Exhibition Hall and New Holland Pavilions. Once the emergency is under control, please call the Show Office at 608-224-6455.

## **35. Who owns World Dairy Expo?**

World Dairy Expo is a not-for-profit organization whose primary goal is the annual operation of the event. It is managed by a staff and overseen by a general manager. A board of directors made up of dairy industry professionals guides the policies and vision of World Dairy Expo.

## **36. Can I visit the International Lounge?**

The International Lounge is only accessible to visitors from outside of the U.S. and exhibitors with a booth in that area. Table Top exhibits in the International Lounge are available as a second booth for just \$250.





# Expo Glossary

## **Affiliated Company**

This is the name for a company that is in some way tied to or “affiliated” with a company that has paid for booth space. Affiliates are welcome to participate in the show with their parent or partner company for a fee of \$100. This fee entitles the Affiliated Company to a listing on the World Dairy Expo website, the Official Program, published by *Dairy Herd Management*, and all other listings published in major agriculture media. Affiliated company applications need to be received by July 1 to be included in the Official Program, but are accepted up until the start of the show.

## **Alliant Energy Center (AEC)**

The name of the 124-acre facility where World Dairy Expo is held. The AEC is owned by Dane County. Alliant Energy Corporation is a local utilities company that purchased naming rights to the facility. There is no Alliant Building; the name refers to the entire facility.

## **Arena Building (AR, Booths 400-599)**

Located between the Coliseum and Exhibition Hall, this gray building has 105 exhibit booths and is also home to the World Forage Analysis Superbowl and Dairy Forage Seminar Stage.

## **Audio Billboards**

Located at the main entrances to the Coliseum and Exhibition Hall, the Audio Billboards play daily show information and exhibitor ads.

## **Badger Dairy Club (BDC)**

The University of Wisconsin-Madison Dairy Science Club. This group is Expo's grounds crew during the show that handles everything from set-up to running the milk house and ensuring that the Expo Daily Edition newspaper racks are stocked each day. They also run a food stand next to the Arena Building featuring the world's best grilled cheese sandwiches!

## **The Beltline**

U.S. Highways 12 & 18 is the major highway in Madison, running east and west around the south side of the city. The Beltline is easily accessed by way of U.S. Highway 51, U.S. Highway 151, and Interstate 39/90/94. The Alliant Energy Center can be accessed via John Nolen Drive or Rimrock Road exits. The AEC is on the Southeast side of town, so in most cases it is less than a 10-15-minute drive to the East, West or North side.

## **Booth Creep**

The prohibited practice of some exhibitors who quietly expand the size of their booth during the day or during the week by “creeping” into the aisles. WDE does not allow exhibitors to use space beyond their booth dimensions and materials will be moved back inside of paid booth space. Subsequent infractions may result in loss of booth space and materials may be confiscated.

## **Cattle Log**

The official dairy cattle show guide including listings of cattle in each class. This complimentary resource is available ringside to all attendees. Advertising is available. Contact [Crystal](#) for options.

## **Centerplate**

The official catering and concessions service of the AEC. Make sure to contact them directly to order food and refreshments if you are holding any meetings while at Expo. Contact [Mark Binder](#) at 608-661-0525.

## **Cheese Stand**

Run by University of Wisconsin students, it's a traditional favorite of Expo exhibitors and attendees. Grilled cheese sandwiches and milk shakes are their specialty.

## **Class Awards**

Awards given to the best animal in each class. Classes are divided by breed and animal age.

## **Coliseum**

Veterans Memorial Coliseum – The round building with three floors of commercial exhibits and the cattle Showring. The three floors are the Arena Level (downstairs), Main Concourse (upstairs) and International Lounge and Show Office (third floor).

### **Arena Level (AL, Booths 100-299)**

The lower level of the Coliseum. This level is full of commercial exhibit booths. It is ground level and has direct access to the Coliseum loading dock.

### **Main Concourse (MC, Booths 1-99)**

The second floor of the Coliseum. This level is full of commercial exhibit booths and provides access to the Showring seating areas.

### **International Lounge (IL, Booths 300-399)**

The top (third) floor of the Coliseum on the east side. This area is restricted to registered international visitors.

## **Comex**

Abbreviated form of Commercial Exhibits.

## **Commercial Exhibitor Committee**

A committee elected by commercial exhibitors that gives direction and makes suggestions related to the trade show. The group is made up of 20 active exhibitors, one dairy producer and one representative of AEC. This committee meets twice yearly and ensures that changes made to the trade show are reflective of what commercial exhibitors want and are in the best interest of the show as a whole.

## **Commercial Exhibitor Lounge**

Located on the west side of top floor of the Coliseum, along the south side of the Arena Building and the second floor of the Exhibition Hall. These areas offer coffee and donuts, courtesy of the Greater Madison Convention and Visitors Bureau, a quiet place to sit and relax. The Exhibition Hall Lounge also features computers with high-speed internet.

# Expo Glossary

## Commercial Exhibitor Party

Sponsored by *Hoard's Dairyman* and World Dairy Expo, the official commercial exhibitor party is held on Tuesday night in the Exhibition Hall and features hors d'oeuvres and refreshments. All commercial exhibitors are welcome and should wear their name badge for admittance.

## Dairy Cattle Office

Adjacent to the Show Office on the top floor of the Coliseum. The Dairy Cattle Office handles everything pertaining to the cattle show.

## Dairy Cattle Show

WDE includes the premiere dairy cattle show in the world, with 2,500 of North America's top animals competing for honors each year.

## Display Rules & Regulations

The official book of rules for display construction, design and operation at Expo.

## Drayage – See “Freight Handling.”

## East-West Corridor

The exhibit area in the Exhibition Hall adjacent to the main exhibit hall. It runs from the front lobby to the back parking lot with several doors leading to the main hall. This area only has booths on one side of the aisle.

## Exhibition Hall (Ex Hall, EH, Booths 1100-6500)

The long, rectangular building that holds commercial exhibits, meeting rooms and *The Purple Cow Gift Shop*.

## Exhibitor Appointed Contractor (EAC)

Any company that exhibitors hire not listed as an exclusive or preferred vendor must be registered as an EAC. This designation indicates that the exhibitor has provided the contractor with all forms and manuals and that the contractors have filed the proper insurance papers. Exhibitors are ultimately responsible for the actions of their EACs.

## Expo Bistro

Located in the Exhibition Hall Atrium, the Expo Bistro features daily lunch offerings. It is a great opportunity to break away from the show floor and get an outstanding lunch, and it's a nice way to impress a prospect. They accept credit cards, but do not take reservations. The Bistro is open daily from 11 a.m. to 2 p.m.

## Expo Daily Edition

World Dairy Expo's official newspaper, published by *Dairy Star*, is distributed daily to commercial exhibitor booths and dairy cattle exhibitors, placed in racks around the grounds and can be found at the information desks. Advertising opportunities are available. Contact *Jeff Weyer* at *Dairy Star* for more information.

## ExpoTV & ExpoFM

Expo's live broadcast of all activities in the Showring. ExpoTV is shown on a four-sided video board in the Showring, two huge screens in the Ex Hall show floor and numerous other screens on the grounds. Also webcast live from Expo's website allows Expo fans to stay on top of the action in the Showring across the grounds and around the world. The ExpoTV audio is simulcast on ExpoFM – 95.7 FM.

## Flag Circle

A small area with nine flag poles located directly outside the North entrance of the Exhibition Hall. The flags of the top five participating countries from the year prior are displayed each year.

## Expo Seminars

Visitors have the opportunity to attend seminars that pertain to popular topics in the dairy industry. Each seminar is sponsored by a company and is held in Mendota 2 in the Exhibition Hall.

## Freight Handling

The process of getting your freight off the truck, through the facility and into your booth. Alliant Energy Center Freight Service 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.

The facility does charge a fee for these services. If you are able to ship in, unload and carry everything to and from your booth yourself, there is no freight charge. Note that it is cheaper to ship your materials in advance of your arrival, rather than shipping closer to set-up. See the *Exhibitor Manual* for more details.

## The Globe

One of Expo's most recognizable landmarks. Located just outside the West entrance of the Coliseum. A favorite spot for visitors to have their picture taken.

## Grand Champion

The award given to the best animal in each of the seven breed shows. Those seven then compete to be Supreme Champion.



# Expo Glossary

## Insurance

All exhibitors are required to hold a minimum \$1 million liability policy listing World Dairy Expo as “additional insured” for the dates of the show. Proof of this insurance must be sent to the WDE office prior to August 1. Companies who cannot show proof will not be allowed to participate.

## International Lounge

Located on the top (third) floor of the Coliseum, this area houses commercial exhibits, refreshments, snacks and a lounge area that is only open to visitors who are registered as international. Attendees must wear their red or green ribbon for admittance. Commercial exhibitors who choose the International Lounge cater to an international audience. Companies with booth space at World Dairy Expo can purchase an additional booth in the International Lounge for \$250 (regular price, \$820).

## International Reception

The International Reception is held on Friday night in the Exhibition Hall and is the place for registered international visitors to socialize with fellow dairy producers from around the world.

## International Registration

All non-U.S. attendees at World Dairy Expo have the opportunity to register in the East Lobby of the Coliseum. Registered international visitors receive a ribbon indicating their country of origin. The ribbon allows them access to the International Lounge and International Reception. A passport or foreign driver's license is required to register.

## Innovation Unveiled

Featured on World Dairy Expo's website, this page is designed to showcase new products that our commercial exhibitors will be featuring in their trade show booths.

## Lake Rooms

The Kegonsa, Wingra, Waubesa and Monona rooms are located on the second floor of the Exhibition Hall and can be rented for meeting and reception space. They are named after four Madison-area lakes.

## Line-of-Sight Rule

Also known as the “3-4-5 Rule.” Simply put, no booth element in the 3 feet closest to the aisle may be over 4 feet high if it is within 5 feet of a neighbor. This rule is designed to ensure that all exhibitors have equal visibility. See the [Display Rules & Regulations](#) book for full details.

## Main Gate

Rimrock Road runs from the Beltline to John Nolen Drive, making it the main entrance to the AEC.

## Mall Area

The outdoor exhibit area located between the Exhibition Hall and Coliseum. Named because the area is located along Expo Mall East, the street that leads from the Exhibition Hall to the Coliseum past the Arena Building and New Holland Pavilion 1.

## Media Room

Located on the second floor of New Holland Pavilion 1, this suite is home to the World Dairy Expo marketing staff and offers media a place to meet, gather information and conduct interviews. This is where you would take promotional materials and press kits that you wish to be distributed to media during the show.

## Mendota Rooms

Located adjacent to the Atrium in the Exhibition Hall. These rooms are named for Madison's largest lake. Mendota 1-4 are for Virtual Farm Tours, Expo Seminars and various Expo receptions. These rooms may be rented by exhibitors for special events during the show.

## Miss Madison

This granite statue was donated to the Alliant Energy Center by World Dairy Expo to commemorate Expo's 50th Anniversary in 2016. Located on the northeast corner of New Holland Pavilion 1, this is becoming a popular place for photos.

## New Holland Pavilions

The two large buildings that house the dairy cattle, located across from the Exhibition Hall and the Coliseum. These buildings were new in 2014.

## Official Program

World Dairy Expo's Official Program, published by *Dairy Herd Management*, is the only official show guide that is distributed around the grounds. An ad in the Official Program is a great way to get exposure before and during the show, since it is also mailed in advance to 58,000 dairy producers around the U.S. in August. Contact *Dairy Herd Management* to talk about advertising options.

## Olin Avenue

Olin Avenue runs behind the facility from Park Street to John Nolen Drive. The Olin Avenue gate is located at the far Northeast corner of the grounds behind the Coliseum and Pavilions.

## Outboarding

This is the practice of non-exhibitors who get meeting space at a nearby hotel to hold their own events. Typically, they wander the show floor trying to solicit exhibitors and attendees to draw them to their own functions. This practice is prohibited at Expo. We encourage you to report any such activity to the Expo Show Office promptly.

# Expo Glossary

## Outdoor Trade Mall (TM)

All outdoor exhibits are considered TM. The area to the East of the Ex Hall is the largest outdoor exhibit area with booths numbered TM 600-TM 1000 and offers a food court. Booths between the Coliseum and Ex Hall are designated by letters – TM A through TM Z and are referred to as the Mall Area.

## Parade of Champions

Held Saturday evening of World Dairy Expo at 5 p.m. in the Coliseum, this is the event where the Supreme Champion cow is selected from the seven breed Grand Champions. The ceremony is the official closing ceremony of WDE. The event is full of glitz and glamour with spotlights. It is a definite must-see.

## Preferred Customer Tickets

This Expo program allows exhibitors to design, create, print and distribute their own customized Expo admission tickets. Exhibitors are charged a reduced admission rate for those tickets redeemed. Pre-approval is necessary.

## Preferred Vendor

Vendors that have shown a high degree of proficiency in taking care of our exhibitors earn the Preferred Vendor status. Using these vendors will greatly reduce the possibility for errors since they thoroughly understand WDE.

## The Purple Cow Gift Shop

The official gift shop of World Dairy Expo located in the lobby of the Exhibition Hall. Shop early for the best selection of World Dairy Expo gear! Clothing is very popular and sells out every year.

## Rimrock Road (Main Gate)

Rimrock Road runs from the Beltline to John Nolen Drive, making it the main entrance to the AEC.

## Rusk Avenue

Runs from Rimrock Road to Park Street. The Rusk Avenue entrance to the AEC is where most traffic is routed if they use the Rimrock Road exit from the Beltline. It empties into the biggest parking lot behind the Exhibition Hall. If you are parked in this lot, you may want to take a few minutes to clean your booth at the end of the day to wait for traffic to clear.

## Sale Pavilion (SP)

The Sale Pavilion is used for cattle sales and youth contests

## Service Desk

These are the on-site offices for the AEC Service Department. If you ordered any materials (tables, electricity, chairs, etc.) from AEC and have any questions, problems or concerns about those items, this is where

you check first. You can also order additional items if needed. These desks are located in the West Lobby of the Coliseum and at the back of the Exhibition Hall between the dock bays for Hall A and B. They are open during all set-up hours and throughout the show. \*\* Handy note \*\* Service Desk Staff have constant radio and phone contact with [Crystal](#) and the Expo Office.

## SEUS (Secure Exhibitor Update System)

Through this online platform, you are able to update your public contact information that is published on the Expo website and order name tags.

## Show Office

Located on the top (third) floor of the Coliseum, this area is where some World Dairy Expo staff can be found. If you should have any problem or question during the show, you should go to the Show Office where staff will answer your question, or put you in touch with the appropriate person.

## Showing

At the center of the Coliseum, the Showing is where all of the cattle shows are held. WDE's Showing is well-known for its elaborate theme decorations each year and its colored wood shavings on the floor.

## Signage

Any signs on the grounds in public areas. This includes directional and promotional signs, and paid banner or logo placement. Such signage is available through Expo's [sponsorship program](#).

## Sponsorship

World Dairy Expo is able to maintain its status as the top dairy show in the world with the help of generous sponsors. There are many levels of sponsorship from a \$75 cattle class to a \$50,000 signage campaign. Contact [Crystal](#) to learn about sponsorship opportunities and the perks available to sponsors.

## Stickers

Stickers and adhesive materials of any kind are prohibited at the AEC. See the [Expo Display Rules & Regulations](#) for details.

## Subletting

The act of giving or selling any booth or portion of booth space to another company, or displaying or selling any products or services of another company. Subletting in any form is prohibited at Expo.

## Suitcase Salesperson

This is the term for people that come to the grounds without booth space and distribute materials or solicit business. World Dairy Expo is 100% against this practice. Contracted exhibitors pay good money for their space, and we simply do not tolerate people wishing to take advantage of the World Dairy Expo crowds without contracted space. Please report any such activity to the Show Office promptly.

# Expo Glossary

## **Supreme Champion**

The highest cattle show award available given to the top animal each year. Each of the seven breed Grand Champions compete at the Parade of Champions for this award.

## **Virtual Farm Tours (VFT)**

Expo visitors can take a tour of some of the nation's most advanced farms without ever having to leave the grounds. Tours are held daily in the Mendota 1 room in the Exhibition Hall.

## **The Willows**

Another one of Expo's most recognizable landmarks. The grove of willow trees that surrounds the ponds on the north side of the grounds is commonly used as a photo backdrop for cattle shown at Expo. The willows are commonly seen in the background of cattle photos in dairy publications around the world.

## **Trade Center (TC, Booths 800-948)**

This temporary structure is located East of the Ex Hall, adjacent to the Outdoor Trade Mall. The clear span structure features hard sidewalls, glass doors and 138 booths.

## **World Forage Analysis Superbowl (WFAS)**

This is the largest and longest-running forage contest in the world, hosted by Expo each year. Winning forage samples are on display in the Arena Building adjacent to the Dairy Forage Seminar Stage.

## **The Tanbark (located in the Arena Building)**

Expos very own bar and grill space. Kick back and relax with a warm meal and a drink, network with colleagues or potential clients, join us for nightly sponsored happy hours so much, much more.

# Madison Terms

## **The Beltline**

U.S. Highway 12/18 is the major highway in Madison, running east and west around the south side of Madison. The Beltline is easily accessed by U.S. Highway 51, U.S. Highway 151 and Interstate 39/90/94. The Alliant Energy Center can be accessed via John Nolen Drive or Rimrock Road exits. The AEC is about midway across town, so in most cases it is less than a 10-15-minute drive to the East, West or North side.

## **John Nolen Drive**

The short highway that runs from the Beltline to downtown adjacent to the AEC. A very scenic, short drive along Lake Monona to the Frank Lloyd Wright Monona Terrace, the Capitol, Campus and State Street.

## **West Side**

Madison has two distinct "sides", each with popular businesses and services. From the Alliant Energy Center, take Rimrock Road to the Beltline and head West.

## **East Side**

The East Side is a bit farther to the Alliant Energy Center than the West side. The popular restaurants and stores are just minutes away by taking Rimrock Road to the Beltline, heading East and taking Interstate 39/90 West (North).

## **State Street**

Located in the heart of Madison, State Street offers culture, shopping, restaurants, bars and people watching. From the Alliant Energy Center, take John Nolen Drive and follow the street signs leading to downtown. Although you cannot drive on State Street, there is ample parking around the downtown area.

## **The Capital**

Madison is the capital of Wisconsin. The actual capitol building is in the heart of downtown, and many locals refer to the downtown area simply as "the Capital". The best advice is to find a ramp, park and travel on foot.

## **Campus**

Although Madison is home to many colleges, the term "campus" generally refers to the University of Wisconsin-Madison campus.

## **Suburbs:**

### **Middleton**

Suburb located just to the Northwest of Madison. Shopping, hotels and many restaurants.

### **Monona**

Suburb located on the Southeast corner of Madison. Just a few minutes from AEC.

### **McFarland**

Suburb located South of Madison.

### **Fitchburg**

Suburb located to the South of Madison. Lots of hotels and restaurants.

### **Sun Prairie**

Suburb located to the Northeast of Madison.

### **Verona**

Suburb located to the Southwest of Madison.

### **DeForest**

Suburb located to the North of Madison.



# What do I do if... Expo on a Budget

No matter how prepared you are, there are always situations that leave you guessing. The scenarios listed happen to exhibitors every year, so knowing the answers in advance can be very helpful.

## 1. What do I do if there is a problem with my booth before I set up?

It is easier to fix problems early. If there is a problem with your booth when you arrive (ex. there is no drape, the size is wrong, the location is wrong), make sure you talk to Crystal as soon as possible. See [Frequently Asked Question, #17](#).

## 2. What do I do if I shipped my equipment, but it has not arrived by move-in day?

Check with the [Service Desk](#) that serves your area. Sometimes the facility receives freight but is not able to deliver it for one reason or another.

## 3. What do I do if I am going to be late to the show?

If you know in advance that you are going to be late to the show, notify [Crystal](#) via email. We are always willing to accommodate when we are notified in advance. If you encounter a delay en route, make sure you notify the Expo Office that you are going to be late. No one can control plane delays and if we know that you are running late, we will do our best to assist in getting you set up before the show opens. If you are not set up by 5 p.m. and have not called or emailed, your booth space will likely be resold before you arrive.

## 4. What if I have to leave early?

The show ends at 4 p.m. on Saturday. No exhibitors are ever given permission in advance to leave early. If you know that you need to leave before that time, you will want to hire temporary help for the remainder of the show to staff and ship your booth. Any exhibitor that disassembles any part of their booth before 4 p.m. on Saturday will likely be banned from the show for between one and five years. Be sure your staff knows that it's not worth taking the chance. That said, if there is an emergency, let the office know as soon as possible and we will be able to help.

## 5. What do I do if I don't like my space?

Because World Dairy Expo is sold out every year, on-site relocations are not made once move-in begins. If you would like a different location next year, complete the online [Booth Move/Expansion Request Form](#). Requests are accepted after the end of the show and do not carry over from year to year.

## 6. What do I do if there is a problem with the equipment that I ordered from the Alliant Energy Center?

If you have any problems with items that you ordered from the AEC, go to the [Service Desks](#) located in the back of Hall A in the Exhibition Hall or in the West Lobby of the Coliseum immediately. The sooner you make your problem known to AEC staff, the greater the chance that it will be remedied before the start of the show. Be sure to bring copies of your order(s) to Madison, just in case there is a discrepancy.

Exhibiting at Expo can be a significant investment, but there are ways to cut costs.

**1. Clean your own booth.** Consider bringing (or buying once you arrive) a small cleaning kit complete with a trash can and portable vacuum. Paying the AEC to vacuum your booth and empty your trash can will cost more than \$80 for the week per 10'x10' booth. A small, handheld vacuum will work just fine to clean up at the end of each day, as well as to take care of unexpected messes during the day.

**2. Purchase furniture when you get to Madison.** If you know that you will need furniture (tables, chairs, easels), consider purchasing it at a local discount store like Target or Walmart. These stores carry up-to-date items that are often cheaper to buy than if you were to rent from the AEC or another vendor. If you do not want to take the items home, donate them to Goodwill or the Salvation Army and get a tax deduction for your business.

**3. Take advantage of the Commercial Exhibitor Lounges.** Don't spend money on breakfast! The Lounges have coffee and donuts for commercial exhibitors. Donuts are served starting at 8 a.m. and supplies are restocked through 10 a.m.

**4. Save on shipping.** Like most facilities, the AEC charges for incoming freight based on the number of items and weight. Instead of shipping them as separate items, shrink-wrap them to a pallet to reduce your fee. Better yet, bring it with you. There is no receiving fee for materials that you bring in and deliver to your booth. Another idea is to find another exhibitor in your area and to ship your equipment together.

**5. Consider a carpool.** Traveling is expensive – why not split the cost? If you know of a company in your area that is planning to attend Expo, contact them to see if they might want to save some money, too. [Crystal](#) would be happy to help you locate a participating company in your area.

**6. Do you have another show in the area soon?** If you have another show in the Midwest, consider storing your booth at a local storage facility rather than shipping it home only to ship it back again. This method has proven to save exhibitors several thousand dollars per year in shipping costs.

**7. Buy a customized table skirt.** You can order a custom table skirt with your logo printed on it for around \$250. It can pay for itself quickly when you consider the cost of renting table skirting and top at \$100 per event. Plus, a custom skirt with your logo will make a much better impression.

**8. Use the Expo Shuttle.** If you are staying in one of World Dairy Expo's partnered hotels you will have access to Expo's free shuttle. The two 31-passenger shuttles run from 6:30 a.m. to 6:30 p.m. during the week of the show. They visit each hotel twice an hour and are completely free of charge. Curious as to which hotels are included? Check out the [Attendee Information page](#) for more information.



# Free Promotion Materials



World Dairy Expo offers many promotional tools to help you showcase your company's participation in the 2021 show. These materials are available at no charge to our exhibitors and will be distributed on a first-come, first-serve basis. World Dairy Expo reserves the right to limit quantities. Call or [email](#) to reserve your materials today!

## Expo Postcards

World Dairy Expo has developed an official show postcard for you to use to invite customers to your booth or promote your participation in the show. Postcards are 4" x 6". The back side is blank and printable for your personalized message.

## World Dairy Expo Web Banners

Use your website to promote your participation at Expo by including a [WDE web banner](#) and link on your company's website. The Expo website is full of information that your customers can use to help plan their trip to Madison.

## 2018 WDE "Discover New Dairy Worlds" Posters

These posters are a favorite each year. Get yours while they last! Posters are approximately 15.5" x 24".

## Theme Art and WDE Logo

Do you want to use the 2021 World Dairy Expo theme graphics to promote your participation in the show? As an exhibitor, you are entitled to use these images in advertising or on your website. Download them from [worlddairyexpo.com/pages/Media-Files.php](http://worlddairyexpo.com/pages/Media-Files.php)

## Show Schedules

The Daily Schedule will be available after July 1. It contains the entire 2021 World Dairy Expo schedule and is a handy reference for your customers when they are planning their trip to Expo. The most current version of the Daily Schedule is posted on [worlddairyexpo.com](http://worlddairyexpo.com) and can be easily linked to your company's website.

## World Dairy Expo





# Madison's Best Restaurants

Every city has chain restaurants, and while it's nice to have continuity in menu items regardless of location, it can also be a little boring. The Madison area is very diverse, and so are the restaurants. We surveyed the World Dairy Expo staff to come up with a great list of local places where you can take clients for a taste of something different! Many of these suggestions are "off the beaten path" and are less likely to be overcrowded with Expo business.

## DOWNTOWN

**The Nitty Gritty** • 608-251-2521 – Located in the heart of the UW campus on Johnson Street. A great bar and grill with an atmosphere of fun! Also located in Middleton, 608-833-6489 or Sun Prairie, 608-837-4999.

**Takara Japanese Restaurant** • 608-268-0188 – Enjoy high quality sushi and hibachi in a fun yet casual environment on State Street. Also on Madison's West Side, 608-270-1188.

**Samba Brazilian Grille** • 608-257-1111 – In the heart of the State Street area. Enjoy traditional Brazilian meat preparation served by gauchos in a unique fusion setting.

**Johnny Delmonico's** • 608-257-8325 – Take a trip back in time and enjoy crisp white linens and Art Deco style! Known for excellent steaks, Delmonico's is a classy establishment directly off of the Capital Square.

**The Old Fashioned** • 608-310-4545 – Inspired by the traditions of Wisconsin taverns and supper clubs, The Old Fashioned exists to pay tribute to the foods and spirits that make our state famous. Located on the Capital Square.

**Tornado Steakhouse** • 608-256-3570 – Tornado Steakhouse is located just off the Capital Square and specializes in steaks, pork, duck, rabbit, lamb, seafood and fish specials.

**Brocach Irish Pub** • 608-255-2015 – Brocach, Gaelic for badger den, is Madison's authentic Irish Pub located on the Capital Square. Also located on Monroe Street, 608-819-8653.

**Paisan's** • 608-257-3832 – One of Madison's favorites for over 50 years. Located between the Capitol and Lake Monona. Paisan's also features one of Madison's finest outside dining areas. During our warm months, the patio features a relaxing outdoor environment like no other.

## EAST SIDE

**Avenue Bar** • 608-257-6877 – A Madison classic! Enjoy famous prime rib and fish fry in a fun and casual environment. Located 10 minutes from the Alliant Energy Center.

**A Pig in a Fur Coat** • 608-316-3300 – Enjoy some home grown favorites and some specialties as this quaint Madison favorite.

## CENTRAL

**Quivey's Grove** • 608-273-4900 – Classic Wisconsin comfort food in a historic restored mansion. Located just a few minutes from Expo in Fitchburg on Nesbitt Road.

## WEST SIDE

**Louisianne's** • 608-831-1929 – New Orleans-Creole cuisine in a casual but elegant setting with a real jazz-blues piano bar! From jambalaya to blackened specialties to seafood, you can't go wrong with the daily specials. Located in Middleton.

**Paul's Neighborhood Bar** • 608-827-7285 – Classic bar food and an awesome Friday Night Fish Fry. Kick back, eat a burger and drink a beer after a long day at the trade show. Located in Middleton.

**The Draft House Bar and Restaurant** • 608-848-3158 – Take the short drive to Enterprise Drive in Verona to eat classic bar and grill food in a fun and casual environment.

**Fleming's** • 608-233-9550 – Fleming's Madison is an ongoing celebration of exceptional food and wine, featuring the finest prime steak and an award-winning wine list.

**Craftsman Table & Tap** • 608-836-3988 – As the name suggests, Craftsman takes great care in preparing each menu item and crafting a home brew to pair with it!

## ALL TIME EXPO FAVORITES

**Rare Steak House** • 608 -204 - 9000 – The finest steak house in the city. Enjoy aged steaks, fresh caught seafood and custom sides all served in a way that is pleasing to the eye!

**Essen Haus** • 608-255-4674 – Kraut, schnitzel and polka music galore – you'll swear you stepped into an Oktoberfest celebration! Where else can you drink beer from a boot and people applaud?

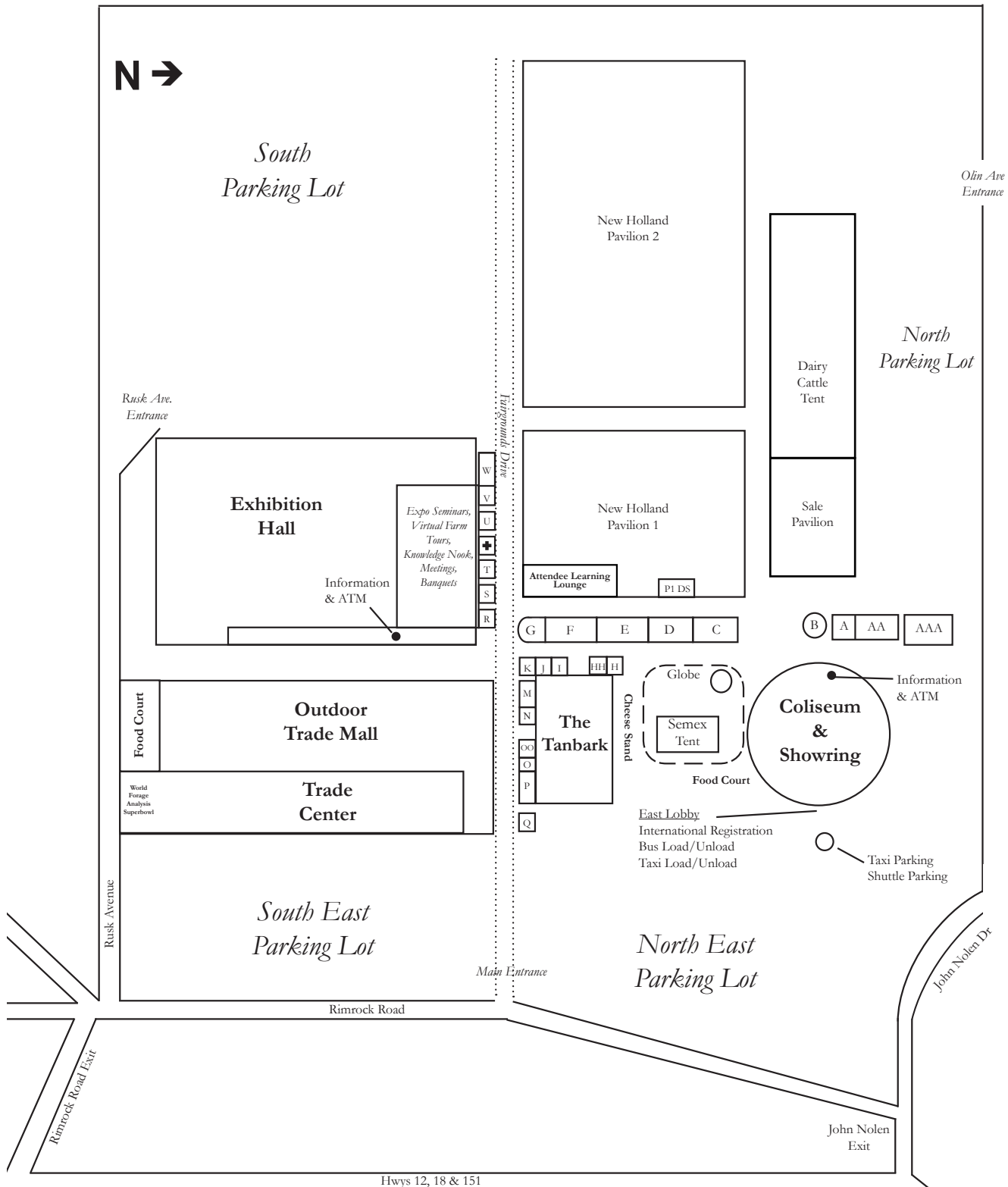
**The Great Dane Pub** – Great pub food in a relaxing atmosphere. Located on Fish Hatchery Road, 608-442-9000, downtown on Doty Street, 608-284-0000, Hilldale Mall, 608-661-9400 or on the East side on Jupiter Drive, 608-442-1333.





# Map of Expo

## WORLD DAIRY EXPO Grounds Map



# Expo Schedule

February 10	Returning Exhibitor Contracts and Deposits Due
May 1	Booth and Sponsorship balance due statements mailed
June 1	Full Booth Payment Due Cancellation Deadline for Full Refund Wait List Applicants Notified of Status
July 12	Ad Closing Date for <b>Official Program</b> , published by <i>Dairy Herd Management</i> <i>Affiliated Company Applications</i> and payment due (to be included in Official Program)
July 18	<b>Official Program</b> Ad Materials Due
August 1	Certificate of Liability Insurance due to <a href="mailto:wde@wdexpo.com">wde@wdexpo.com</a> Close Date for <i>The International Visitor</i> and <i>Cattle Log</i> Advertising <b>Preferred Customer Ticket Program</b> Artwork Due
September 11	Ad Closing Date for the <i>Expo Daily Edition</i> , published by <i>Dairy Star</i>
September 15	<b>Name Badge</b> Requests Due
September 16	<b>Service Orders</b> Due to Alliant Energy Center
September 23	Set-up by permission only. Contact <b>Crystal</b> with your request.
September 24-26	Set-up begins in all areas . Registration Desks Open 8 a.m. - 5 p.m.
September 27	Exhibits <b>MUST</b> be completely set up by 5 p.m. Pick up Registration Packet by 5 p.m. (admission passes and name badges) Buildings close at 6 p.m.
September 28	Show opens at 9 a.m. Commercial Exhibitor Party, Sponsored by <i>Hoard's Dairyman</i> and World Dairy Expo, 5:15 p.m. to 7:30 p.m., Exhibition Hall Atrium
Sept. 28- Oct. 1	Show Hours: 9 a.m. – 5 p.m. Daily. Exhibitors only may access the show floor at 7:30 a.m. with their name badge.
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 2022 space

For over 54 years, World Dairy Expo has been the central meeting place of the dairy industry. More than 60,000 people from 100 countries make the annual trip to Madison, Wisconsin to see the latest and greatest technologies of the dairy industry and the highest caliber cattle North America has to offer. It's a chance to see old friends and make new ones. Where the Dairy Industry Meets – World Dairy Expo.

