

Preferred Customer Ticket Program

World Dairy Expo 2021

World Dairy Expo's Preferred Customer Ticket Program allows exhibitors to design, print and distribute their own customized Expo admission tickets. Exhibitors may distribute as many tickets as they wish and will only be charged for those tickets redeemed at the admission gates. Ticket prices start under the regular admission rate, and the more tickets redeemed, the further the rate drops.

TICKETS MUST INCLUDE:

Your Company Name	Admit One
World Dairy Expo	\$12 Value
Sept. 28 - Oct. 2, 2021	

Get Creative

- Create a postcard ticket that encourages customers to schedule a meeting with you using Expo's free mobile app.
- Customize your tickets and have them returned after Expo to see which customers attended.
- A perforated flyer can be used as an admission ticket and a coupon for your in-booth giveaway or promotion of your company's sponsored WDE event!
- Encourage your suppliers, vendors or dealers to distribute the tickets by running an in-house contest to see who can get the most customers to the booth. Tickets can be individualized to indicate exactly who redeemed them.
- Have your suppliers or vendors pay for the program for you and put their logo on the tickets
- Celebrate Expo's annual theme, Instrumental to the Industry, with artwork available at www.worlddairyexpo.com/pages/Media-Files.php.



Deadlines and Details

August 1: Ticket artwork submitted to Mikayla Berge at mberge@wdexpo.com for approval. Layout and format are flexible, but the actual ticket size should be under 3" x 4". Participating company is responsible for printing and distribution of tickets.

August 15: Ten ticket samples mailed to World Dairy Expo, 3310 Latham Drive, Madison, WI 53713.

October: Only pay for the tickets redeemed at WDE 2020

Number Redeemed	Price per Ticket
50 or less	\$11.00
51-100	\$10.50
101-500	\$10.00
501- 1,500	\$9.50
1,501-3,000	\$7.50
3,001 and up	\$7.00

Contact Mikayla Berge at mberge@wdexpo.com or 608-224-6455 with any questions.