

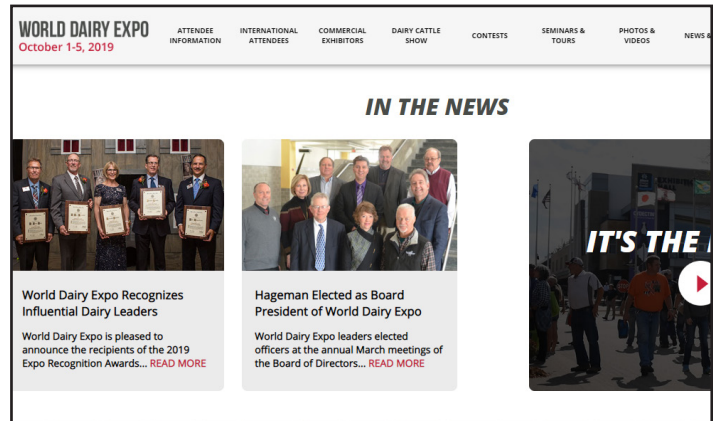


WDE Exhibitor Website

Step-By-Step Guide

The Expo website is the go-to site for dairy producers and industry personnel before, during and after the show. The “Attendee Information” tab helps attendees plan their trip and find the exhibitors they want to visit. The listing of participating companies and interactive maps are a valuable resource all year, especially when producers want to contact you about a product or service they saw at Expo. The maps allow attendees to virtually walk through the trade show all year!

The site also has an easy-to-use search feature that allows producers to search by company name, category and keyword to find your booth and your contact information. You get to control contact information you want posted.



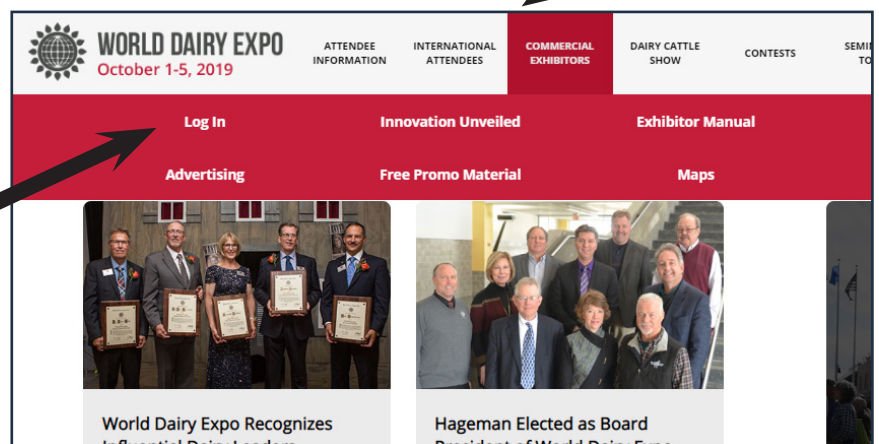
Log In & Update Your Information

Expo’s WDE Exhibitor Website program allows you to personally post contact information for your company. This resource is complimentary and only available to Expo exhibitors. Your contact information will not be listed on our site unless you post it. Right now, your company name, booth location, website and product category are listed, along with any information you’ve already added. This step-by-step guide will help you update your information and make the most of this resource.

Step 1

Step 1

Go to worlddairyexpo.com and click on the “Commercial Exhibitors” tab.



Step 2

Click “Log In” in the left navigation.

Step 3

Enter your Email Address and Password to log in.

Not sure about your password? No worries! Simply click the “Forgot Password” link. Then enter your email, click “resend” and your password will be emailed to you.

Once you’re logged in, you can change your password. [Click here](#) for step-by-step details to update your password.

WORLD DAIRY EXPO
October 1-5, 2019

ATTENDEE INFORMATION INTERNATIONAL ATTENDEES COMMERCIAL EXHIBITORS DAIRY CATTLE SHOW CONTESTS

LOGIN

E-mail Address:

Password:

Remember Me on This Computer

[Create New Account - Dairy Cattle Show Exhibitors Only](#)

[Forgot Password](#)

Step 4

On the next page, your company name will be listed. Click “edit” to update your information.

Back to Main Admin Page Back to Home Page

commercial exhibitor list

Search:

Show Inactive?

NAME	ACTIVE?
<input type="button" value="🔍"/> <input type="button" value="🗑️"/> Purple Cow Gift Shop	Yes

Displaying 1 to 1 of 1

Step 5

Update your information in the white fields. In addition to updating your information, you can review your other details, such as your star sponsorship level, category and keywords. If you have questions or updates to the other information, email Crystal at cripp@wdexpo.com or Mikayla at mberge@wdexpo.com

Step 5

Commercial Exhibitor/Edit ← BACK TO EXHIBITOR LIST

Public Information (will be displayed on the exhibitor maps)

Name:

Active?

Star Sponsor:

Category:

Website:

Facebook Link:

Twitter Link:

YouTube Link:

Instagram Link:

Snapchat Link:

LinkedIn Link:

Contact:

Email:

Email Protection:

Address:

Phone:

Toll Free Phone:

Fax:

Description:

Remember to include all of your social media sites.

NEW! Protect yourself from scammers by choosing in the new drop down to secure your email.

Two, Three, Four and Five Star Sponsors can add a 900-character description.

In addition, Three, Four and Five Star Sponsors can post a logo to their listing.

Logo (max size 400x400, larger images will be scaled down)

The logo can be a svg, jpg, gif, or png. Jpg, gif, or png formats should be provided with at least 400px on the larger dimension (width or height). This will be scaled to the appropriate size based on the user's device. The image will appear as a max width or height of 100px, but for higher resolution devices, an image of up to 400px width or height may be used. If an svg is smaller than the 400px version of the jpg, gif, or png, it would be more efficient to use an svg image.

Current Image: 

Delete Current Image

New Image:

Image has transparent pixels (gif or png only) | ?

Admin Only Information

Last Updated By Exhibitor: 08/07/2019 03:52 PM

In Booth Sort:

Keywords:

Review your 25 keywords and email updates to Mikayla at mberge@wdexpo.com

Be sure to click “save changes” after you’ve made updates.

Selecting Effective Keywords

Choose up to 25 words that people might search to find your company. Consider words that you might use when searching with Google or Bing. Effective keywords include your company’s brands and product names. Submit plural words. Do not submit your company name because it is already included in the search engine.

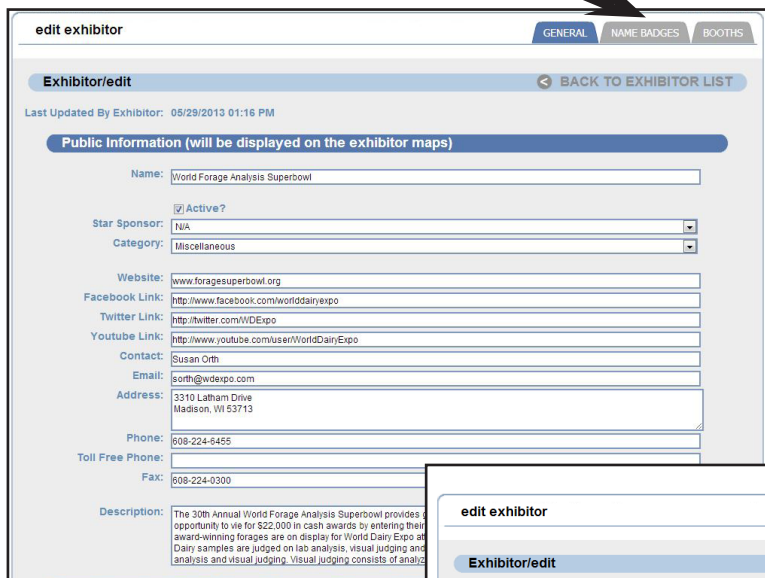
Order Name Badges

Name badges for your staff working at Expo can be ordered through the WDExhibitor Website. You can add, edit or delete name badges anytime between now and September 15. After that date, the name badge system will be unavailable. All of the names you submitted last year are available, so you won't have to re-enter each name year after year.

After September 15, we will print all name badges submitted through the WDExhibitor Website, and they will be waiting for you with your registration packet that you need to pick up during set-up. Any additional name badges can be printed on-site when you pick up your registration packet. However, there's often a line to get these name badges. Ordering ahead will save you time on-site!

Step 6

Click on the Name Badges tab in the right-hand corner.

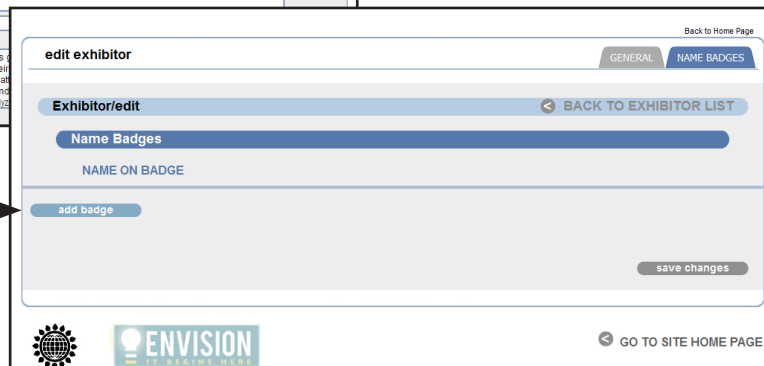


The screenshot shows the 'edit exhibitor' page with the 'GENERAL' tab selected. The 'NAME BADGES' tab is highlighted with a black arrow. The page displays the following information:

- Exhibitor/edit** (with a 'BACK TO EXHIBITOR LIST' link)
- Last Updated By Exhibitor: 05/29/2013 01:16 PM
- Public Information (will be displayed on the exhibitor maps)**
- Name: World Forage Analysis Superbowl
- Star Sponsor: Active? N/A
- Category: Miscellaneous
- Website: www.foragesuperbowl.org
- Facebook Link: http://www.facebook.com/worlddairyexpo
- Twitter Link: http://twitter.com/WDExpo
- Youtube Link: http://www.youtube.com/user/WorldDairyExpo
- Contact: Susan Orth
- Email: sorth@wdeexpo.com
- Address: 3310 Latham Drive, Madison, WI 53713
- Phone: 608-224-6455
- Toll Free Phone: [empty]
- Fax: 608-224-0300
- Description: The 30th Annual World Forage Analysis Superbowl provides an opportunity to vie for \$22,000 in cash awards by entering their award-winning forages are on display for World Dairy Expo at Dairy samples are judged on lab analysis, visual judging and analysis and visual judging. Visual judging consists of analysis

Step 7

Click "add badge".

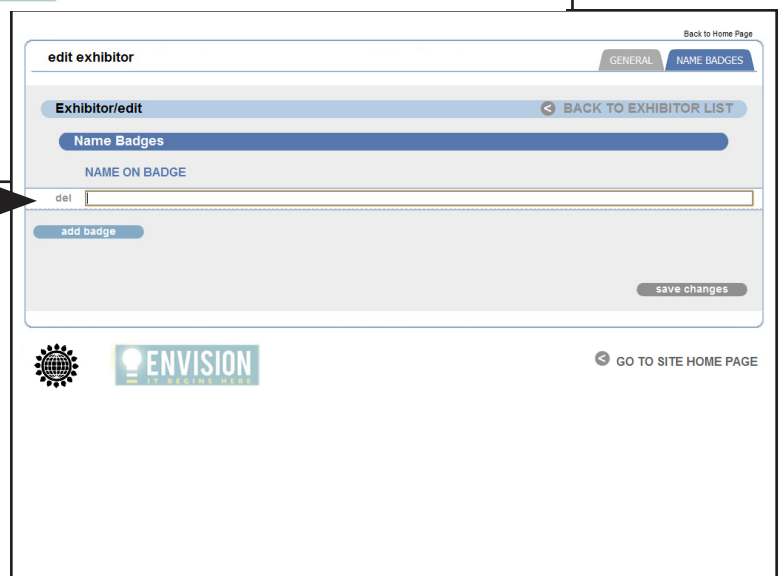


The screenshot shows the 'edit exhibitor' page with the 'NAME BADGES' tab selected. The 'add badge' button is highlighted with a black arrow. The page displays the following information:

- edit exhibitor** (with a 'Back to Home Page' link)
- Exhibitor/edit** (with a 'BACK TO EXHIBITOR LIST' link)
- Name Badges**
- NAME ON BADGE
- add badge
- save changes
- GO TO SITE HOME PAGE

Step 8

Type in a person's name exactly how it should be listed on the name badge (ex. John Smith). Your company name will be added to each name badge when they are printed. Titles are not included on name badges.

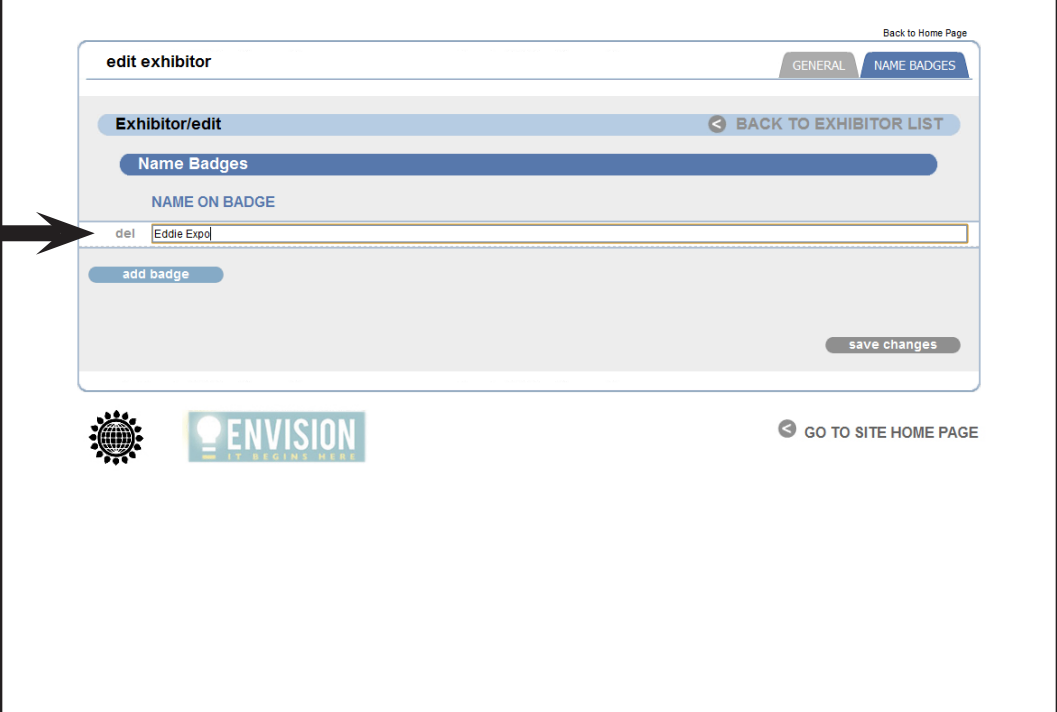


The screenshot shows the 'edit exhibitor' page with the 'NAME BADGES' tab selected. The 'del' input field is highlighted with a black arrow. The page displays the following information:

- edit exhibitor** (with a 'Back to Home Page' link)
- Exhibitor/edit** (with a 'BACK TO EXHIBITOR LIST' link)
- Name Badges**
- NAME ON BADGE
- del [input field]
- add badge
- save changes
- GO TO SITE HOME PAGE

Step 9

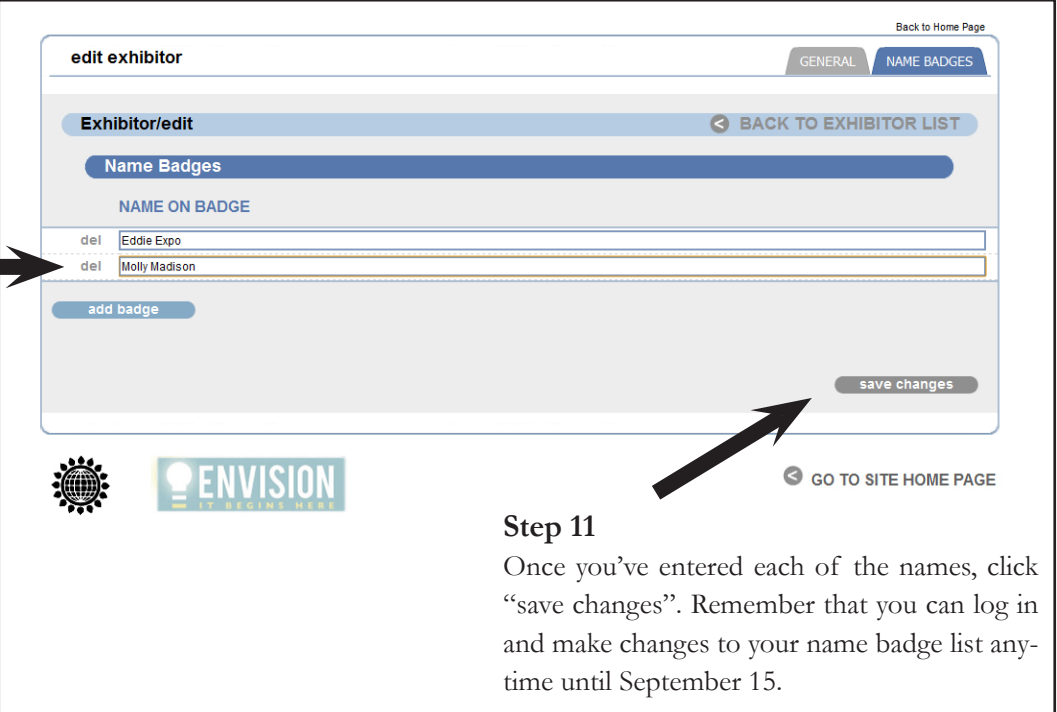
After entering the first person's name, click "add badge" and type in each additional person's name.



The screenshot shows the 'edit exhibitor' interface. At the top right, there is a 'Back to Home Page' link. Below it are two tabs: 'GENERAL' and 'NAME BADGES'. The main heading is 'Exhibitor/edit' with a 'BACK TO EXHIBITOR LIST' button. Underneath is a 'Name Badges' section. A label 'NAME ON BADGE' is followed by a text input field containing 'Eddie Expo'. Below the input field is an 'add badge' button. At the bottom right of the form is a 'save changes' button. The footer contains a globe icon, the 'ENVISION IT BEGINS HERE' logo, and a 'GO TO SITE HOME PAGE' button.

Step 10

Continue to enter each name. Be sure to enter just one name per line.



The screenshot shows the 'edit exhibitor' interface with two names entered in the 'NAME ON BADGE' section: 'Eddie Expo' and 'Molly Madison'. The 'add badge' button is still visible. The 'save changes' button is now highlighted with an arrow. The footer elements remain the same as in the previous screenshot.

Step 11

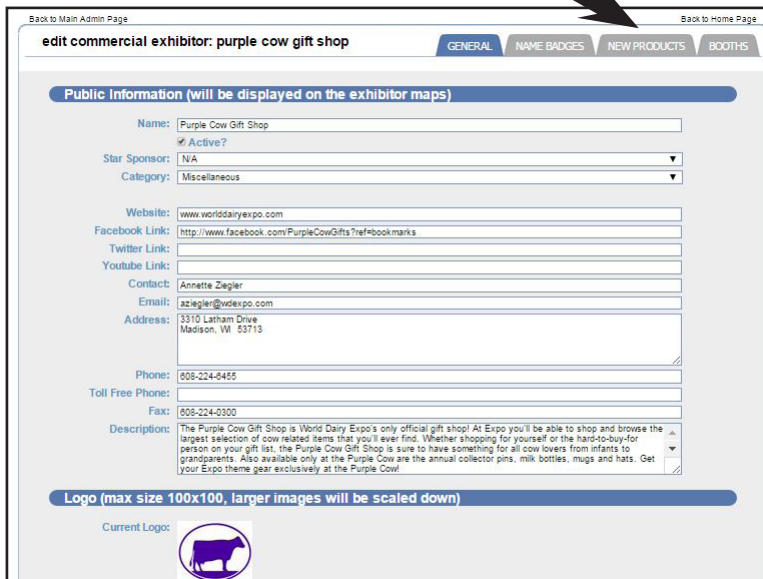
Once you've entered each of the names, click "save changes". Remember that you can log in and make changes to your name badge list anytime until September 15.

Add New Products

World Dairy Expo's Innovation Unveiled page allows exhibitors to promote new products that will be featured at the show. While there is no deadline to submit products, the Innovation Unveiled page will be promoted as the show approaches and is a great, free way to expose the media and attendees to your new product launch. Commercial exhibitors may submit their new products free of charge by following the instructions below. Please note that Expo staff must approve each product submitted, so it won't show up on the page instantly after submitting.

Step 11

Click on the New Products tab in the right-hand corner.



Back to Main Admin Page Back to Home Page

edit commercial exhibitor: purple cow gift shop

GENERAL NAME BADGES **NEW PRODUCTS** BOOTHS

Public Information (will be displayed on the exhibitor maps)

Name: Purple Cow Gift Shop
 Active?

Star Sponsor: N/A

Category: Miscellaneous

Website: www.worlddairyexpo.com

Facebook Link: http://www.facebook.com/PurpleCowGifts?ref=bookmarks

Twitter Link:

Youtube Link:

Contact: Annette Ziegler

Email: aziegler@wdeexpo.com

Address: 3310 Latham Drive
Madison, WI 53713


Phone: 608-224-8455

Toll Free Phone:

Fax: 608-224-0300

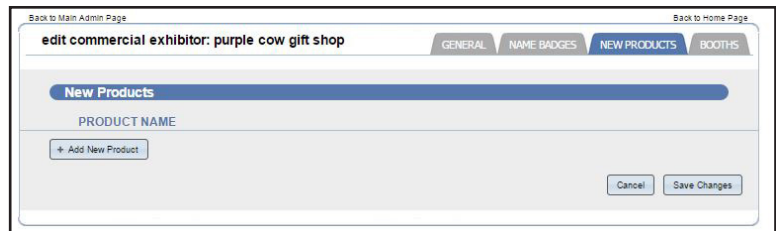
Description: The Purple Cow Gift Shop is World Dairy Expo's only official gift shop! At Expo you'll be able to shop and browse the largest selection of cow related items that you'll ever find. Whether shopping for yourself or the hard-to-buy-for person on your gift list, the Purple Cow Gift Shop is sure to have something for all cow-lovers from infants to grandparents. Also available only at the Purple Cow are the annual collector pins, milk bottles, mugs and hats. Get your Expo theme gear exclusively at the Purple Cow!

Logo (max size 100x100, larger images will be scaled down)

Current Logo: 

Step 12

Click "Add New Product".



Back to Main Admin Page Back to Home Page

edit commercial exhibitor: purple cow gift shop

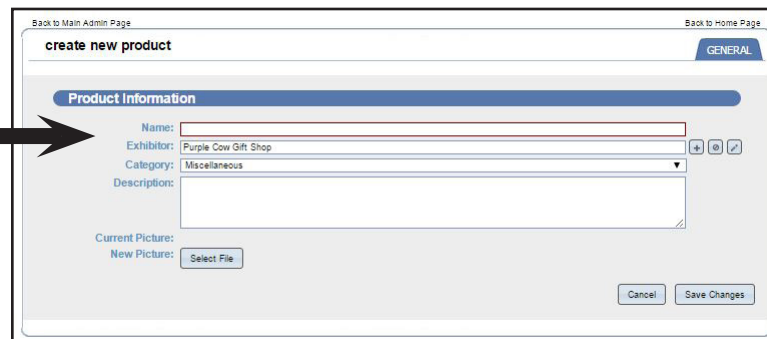
GENERAL NAME BADGES **NEW PRODUCTS** BOOTHS

New Products

PRODUCT NAME

Step 13

Complete the form to describe your product. Don't forget to submit a photo! Click "Select File", to choose your photo to upload.



Back to Main Admin Page Back to Home Page

create new product

GENERAL

Product Information

Name:

Exhibitor: Purple Cow Gift Shop

Category: Miscellaneous

Description:

Current Picture:

New Picture:

Step 14

Once the photo upload has completed and you've entered all of your text, click "Save Changes".



Back to Main Admin Page Back to Home Page

edit commercial exhibitor: purple cow gift shop

GENERAL NAME BADGES **NEW PRODUCTS** BOOTHS

New Products

PRODUCT NAME

Step 15

Click "Save Changes" on your exhibitor page also.

Want to Change Your Password?

Here's how:

Click "Back to Home Page" in the right-hand corner.



Back to Main Admin Page Back to Home Page

commercial exhibitor list

Search:

Show Inactive?

NAME	ACTIVE?
<input type="button" value="✎"/> <input type="button" value="🗑️"/> Purple Cow Gift Shop	Yes

Displaying 1 to 1 of 1

Then go to the "Commercial Exhibitors" tab.



WORLD DAIRY EXPO
October 1-5, 2019

ATTENDEE INFORMATION INTERNATIONAL ATTENDEES **COMMERCIAL EXHIBITORS** DAIRY CATTLE SHOW CONTESTS SEMINARS

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[Advertising](#) [Free Promo Material](#) [Maps](#)

World Dairy Expo Recognizes Influential Dairy Leaders

Hageman Elected as Board President of World Dairy Expo

Click "Change My Password" in the left navigation.

A screenshot of the "CHANGE PASSWORD" form on the website. The form has a title "CHANGE PASSWORD" and two input fields: "New Password" and "Confirm Password". A "Save" button is located below the second field. A black arrow points from the right towards the "Confirm Password" input field.

Then enter your chosen password twice and click "Save".

When you are logged in, you can go to your personal information page by clicking "Edit My Exhibitor Info" in the top navigation.

