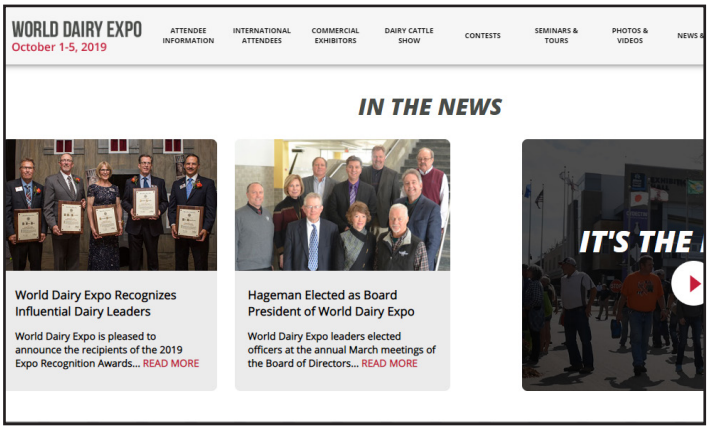
WDExhibitor Website

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

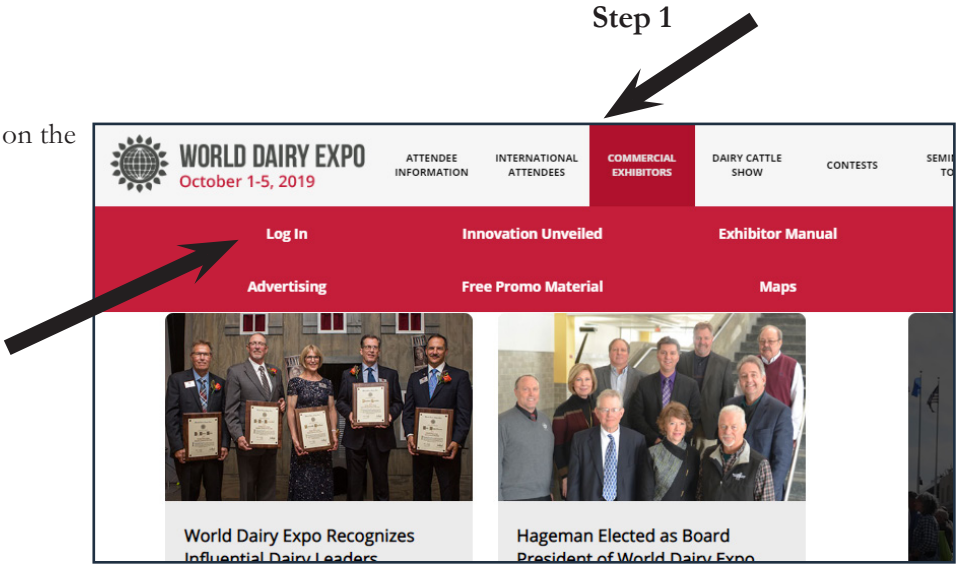
Expo's WDExhibitor Website program allows you to personally post contact information for your company. This resource is complimentary and only available to Expo exhibitors. Your contact information will not be listed on our site unless you post it. Right now, your company name, booth location, website 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

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

Step 2

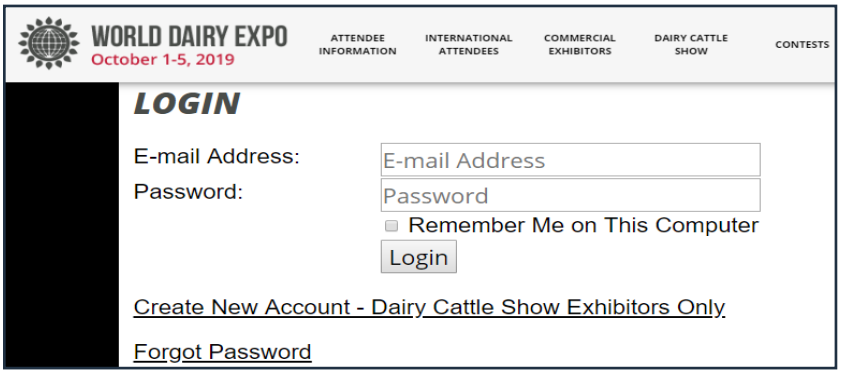
Click "Log In" in the left navigation.



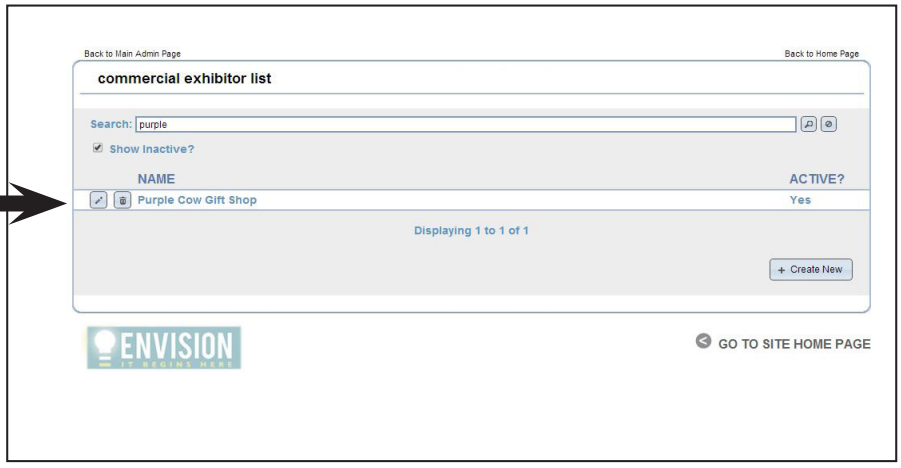
Step 3
Enter your Email Address and Password to log in.

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.



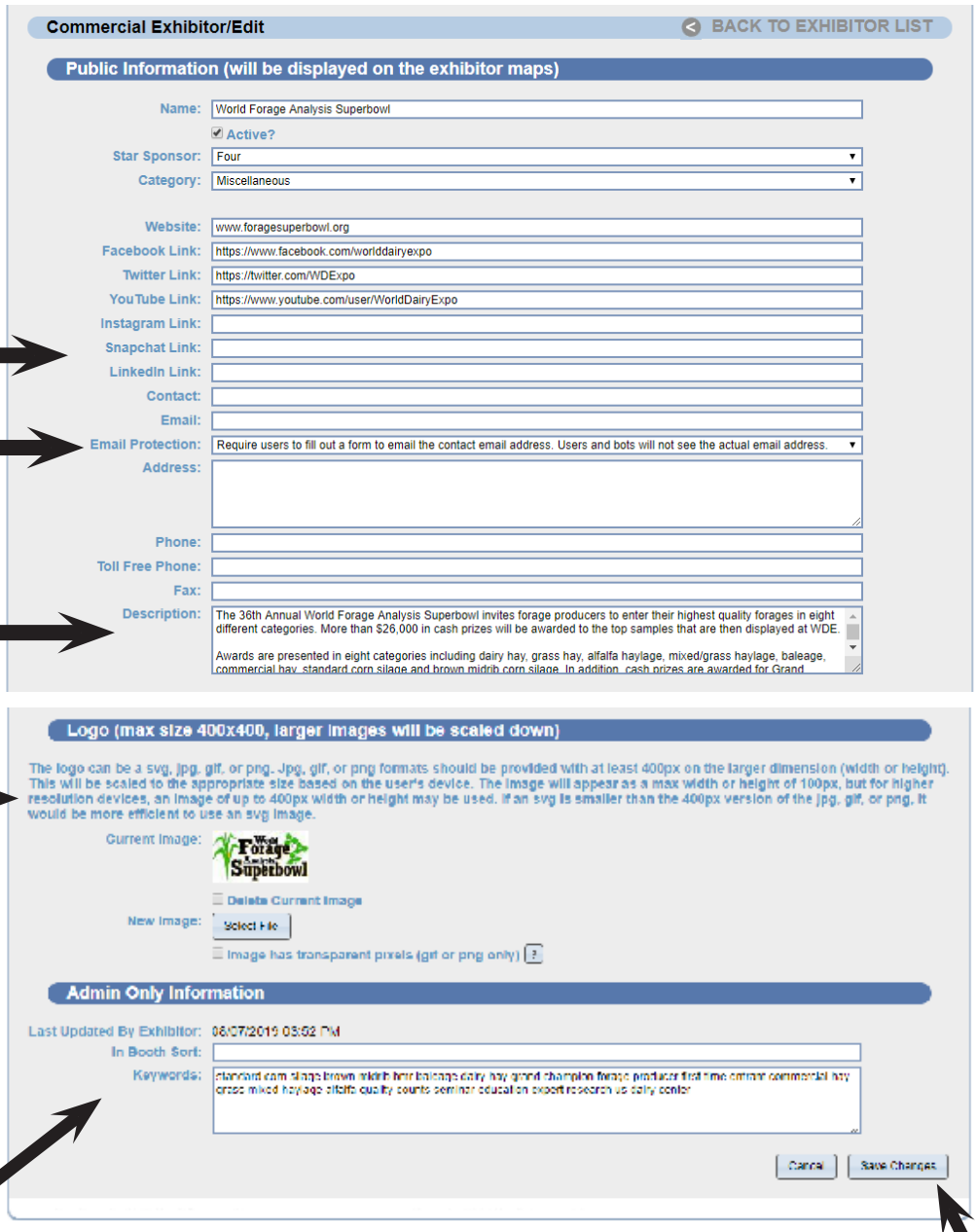
Step 4
On the next page, your company name will be listed. Click "edit" to update your information.



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



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.

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.

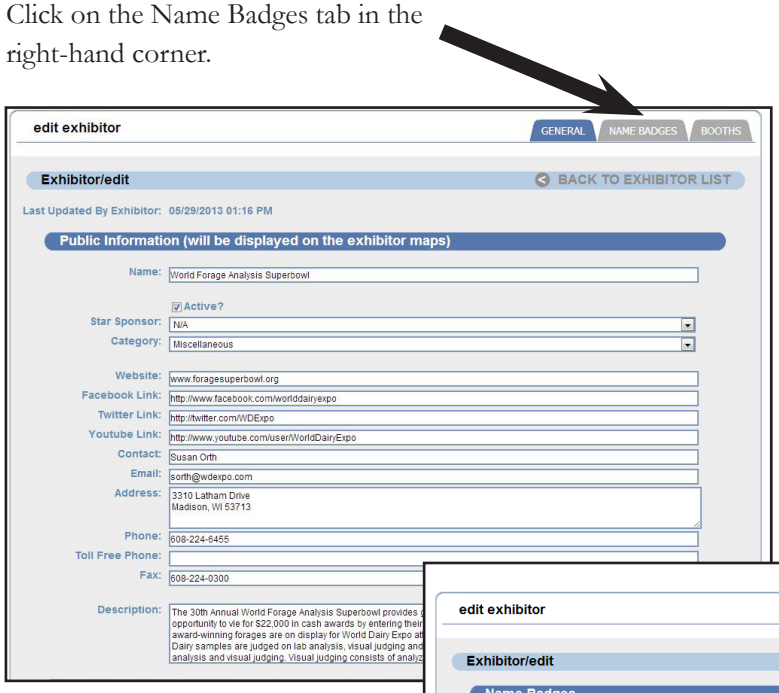
Order Name Badges

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!

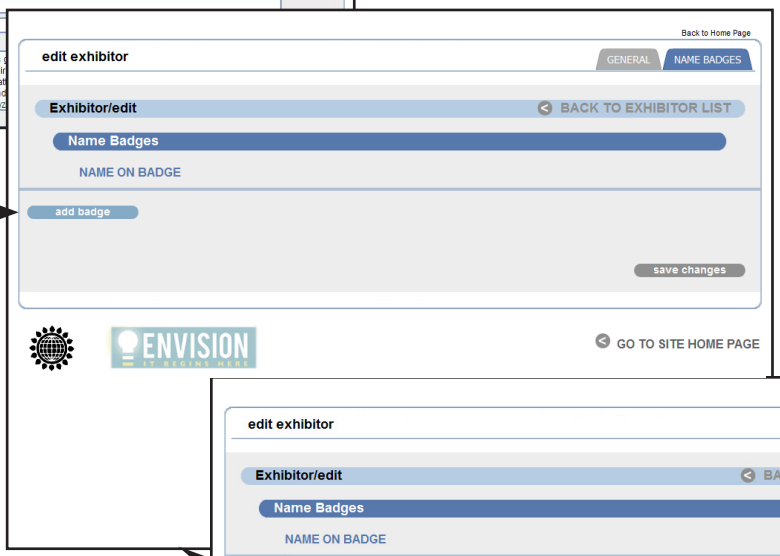
Step 6

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



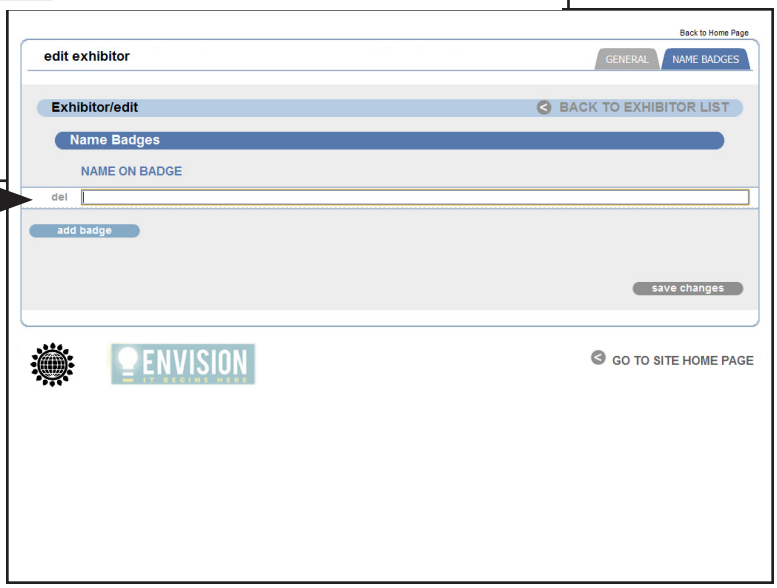
Step 7

Click "add badge".



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.

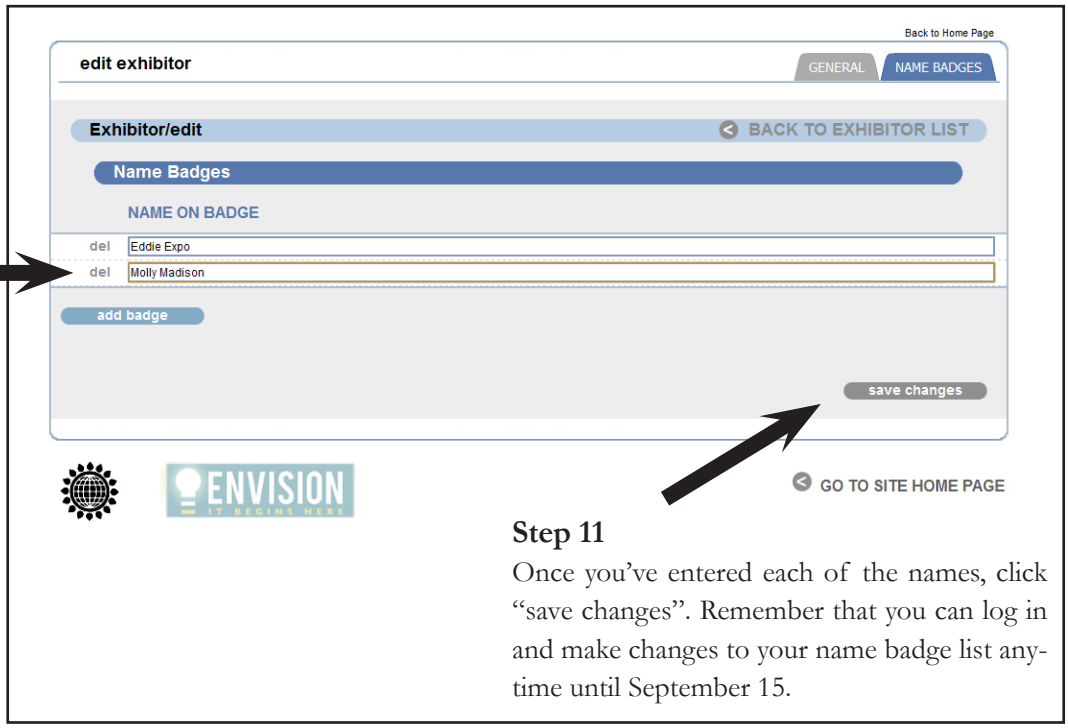


Step 9

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

Step 10

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



Step 11

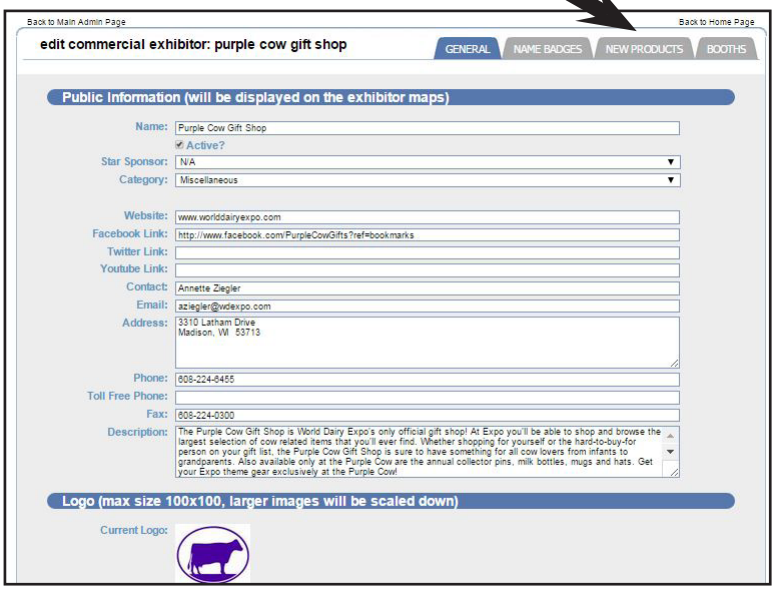
Once you've entered each of the names, click "save changes". Remember that you can log in and make changes to your name badge list anytime until September 15.

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.

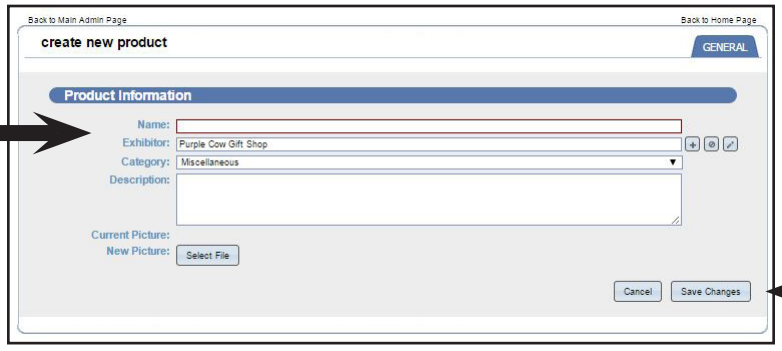


Step 12

Click "Add New Product".

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.



Step 14

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

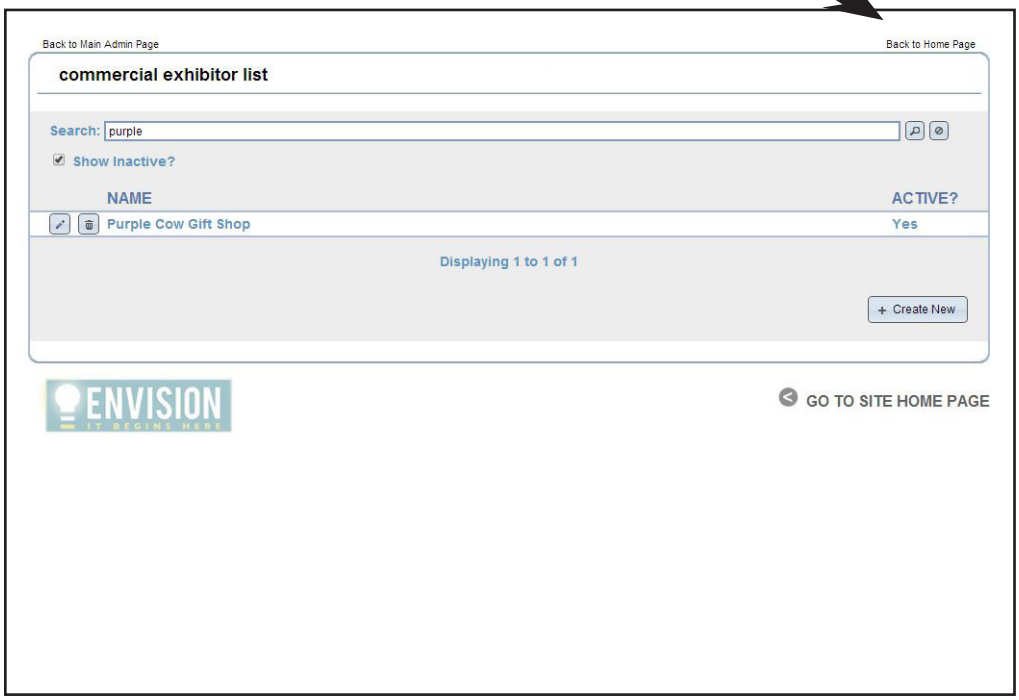
Step 15

Click "Save Changes" on your exhibitor page also.

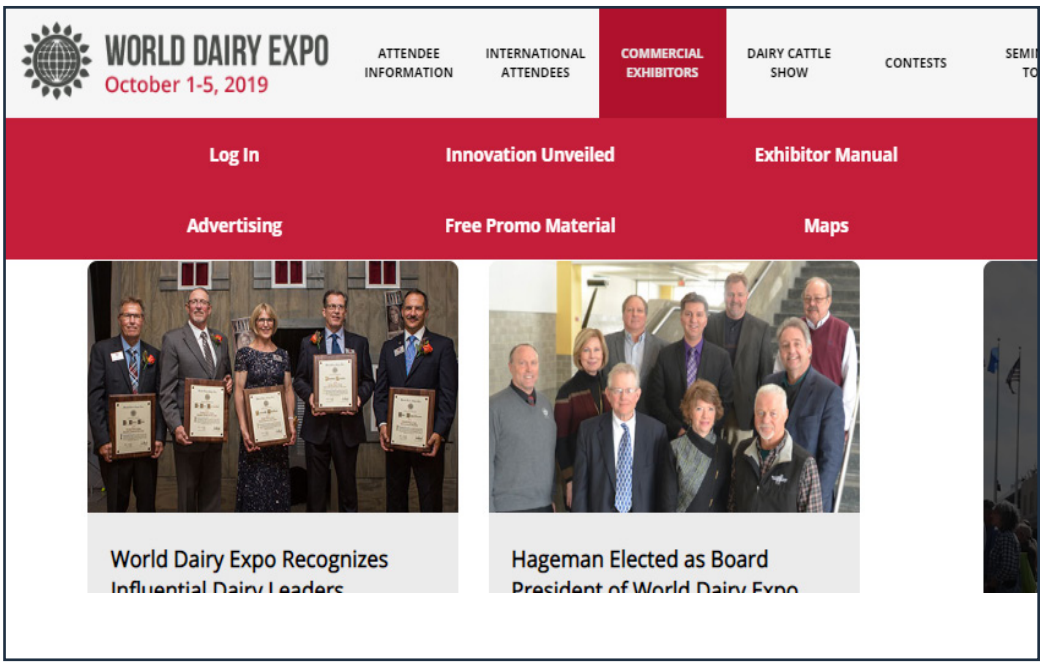
Want to Change Your Password?

Here's how:

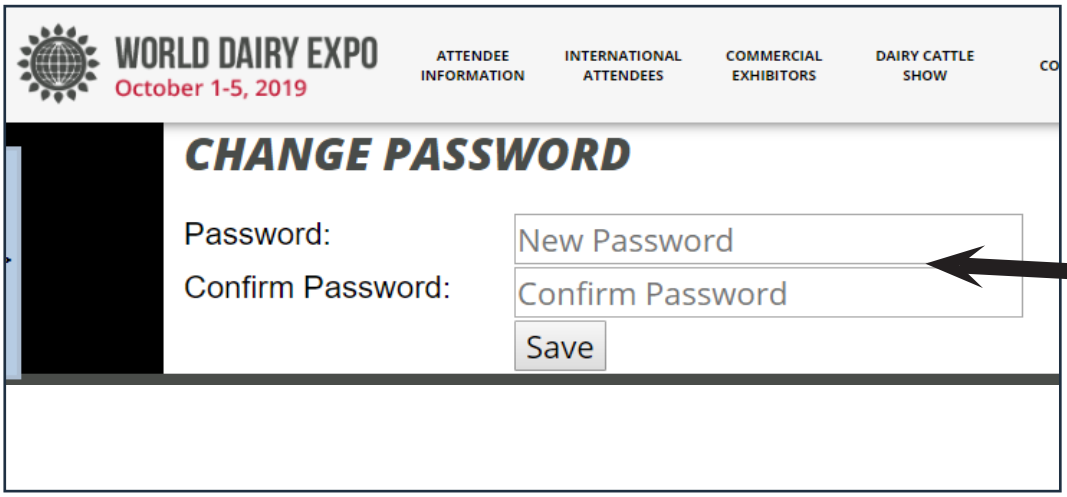
Click "Back to Home Page" in the right-hand corner.



Then go to the "Commercial Exhibitors" tab.



Click “Change My Password” in the left navigation.



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.