

Welcome Exhibitors

We are so excited to see everyone in Madison this fall! It takes a lot of time and effort to prepare for Expo; read on for items to remember before leaving for WDE and additional handy hints for when you are at the greatest dairy cattle show in the world.

World Dairy Expo Dairy Cattle Show: September 28-October 3, 2025
Alliant Energy Center, 1919 Alliant Energy Center Way, Madison, Wisconsin, USA

Arrival to Expo



Dairy Cattle Arrival

- Only exhibitors with an approved early arrival request may arrive Wednesday, Sept. 24, 10:00 a.m. - 10:00 p.m. Central Time. The [Early Arrival Request Form](#) is **due Sept. 10**.
- All exhibitors can arrive for animal health check-in beginning at 7 a.m. Thursday, Sept. 25 through midnight, Friday Sept 26.
- Gate Entry returns to the Rimrock Road Entrance, Stop at the Arena Building for Animal Health Check-in and Stalling
- Animal health and stalling check-in is CLOSED:
 - * Wednesday, Sept 24 from 10:01 p.m. to Thursday, September 25 at 7:00 a.m.
 - * Saturday, Sept 27 from 12:01 a.m. to 5:00 a.m.
- Animal health and stalling resumes Saturday, Sept 17 at 5:00 a.m. All cattle must be onsite by Noon.



Early Release has 2 Options

- **Option 1:** Junior Holstein and Guernsey exhibitors may request (with animal entry) to depart grounds on Sunday or Monday, 6 p.m. to midnight, only.
- **Option 2:** Due to HPAI Influenza A test requirements:
 - The same 2024 regulations will be followed this year.
 - To accommodate travel back to your state of origin, on the same negative Influenza A test as your animals arrived on, lactating animals and any heifers traveling on the same trailer as those cows, will be granted early release if requested. This is to avoid jeopardizing federal testing requirements and is consistent with USDA federal orders for travel to and from fairs and exhibitions. Review [the premium book, page 11](#) for full details.
 - Junior Holstein or Guernseys remaining after Monday and wishing to early release Tuesday-Thursday must comply with Expo guidelines for their return to state/province within Influenza A test requirements.
- **Register with the [application](#) found in your Entry Dashboard - #6 by September 18.**
- All exhibitors that apply for an early release option will receive a WDE email confirmation of approval or denial.



Stalling

- Call the Stalling Hotline - 608-224-6455 x4 - Sept. 11-23, to confirm and/or update the number of animals in your string.
- AFTER Sept. 23, call the Superintendent's Office (608-267-3924) with stalling changes.
- No stalling information/locations will be given over the phone. Stalling locations will be assigned on site in the Superintendent's Office.
- Stall space is assigned for the number of animals on grounds, NOT the number of animals entered.



Health Requirements & Check-In

- WDE adheres to the health and import requirements set by the [Wisconsin Department of Agriculture, Trade and Consumer Protection](#) (DATCP).
- The [Vet Instruction Sheet for Health Regulations](#) will help your veterinarian complete the Certificate of Veterinary Inspection (CVI) properly for WDE.
- **Make 2 copies of your CVI(s)** and bring with you. All animals' 840/124 ID number MUST be correctly listed on the CVI.
- **Make 2 copies of your HPAI Influenza A PCR negative result report** for each lactating animal. The test collection date, lab, accession number, departure or shipping date, and result must be written clearly on the CVI or attached sample result report.
- All animals on the trailer must meet all test requirements, including a negative Influenza A (HPAI/H5N1) test for lactating animals, or no animals will be unloaded. Ensure the full 15-digit ID in the animals' ear, on the CVI and on the test results all match.



No Dogs or Pets

- No Dogs or other domesticated animals are permitted at AEC facilities. Service dogs (including guide, signal and in-training) are permitted if they are on a leash. Service dog does not include emotional support or companion animals.

Show Prep



Animal Availability for Judging Contests

- All animals entered at WDE must be made available for use in the National and FFA Dairy Cattle Judging Contests. Failure to comply will result in forfeiture of all premiums and the exhibitor may be barred from participating in WDE.
- Selected animals must be washed and clipped.



Exhibitor Admission Tickets

- Gate Admission is required Tuesday, Sept. 30 - Friday, Oct. 3.
- Discounted exhibitor season tickets may be purchased online through your Dairy Cattle Show entry dashboard account by 11:59 p.m., Sept. 15. **All tickets are electronic.**
- Admission purchased until Sept 29: \$15 daily | \$40 season.
- Admission purchased Sept. 29-Oct. 3: \$20 daily | \$50 season.
- No admission tickets will be mailed or handed out.
- Refunds will not be authorized for any reason.



Breed Show Check-in, Exhibitor Meetings & Backtag Pick-Up

All cattle must be checked-in by 5 p.m. the evening before the start of the breed's show. Receive backtags and get updates on Showring rules and additional show information.

- All meetings will be held in the Sale Pavilion.
- Meeting schedule:
 - *Junior Holstein and Guernsey: Saturday 4:00 p.m.*
 - *Ayrshire and Jersey: Sunday 4:00 p.m.*
 - *Brown Swiss: Monday 4:00 p.m.*
 - *Milking Shorthorn and Red & White: Tuesday 4:00 p.m.*
 - *Holstein: Wednesday Noon*



Premier Breeder & Exhibitor

- **Premier Breeder and Exhibitor entries are online only**, opening Wednesday, Sept. 24.
- Entries can be made on any computer or smart device, via WDE's Dairy Cattle Show - [Exhibitor Information webpage](#). A computer will also be available in the Dairy Cattle Show Office.
- **Entries are due by 11:59 p.m. the night of your Breed Meeting.**



Herdsmanship

- Winners will be recognized by zone within the Pavilions and cattle tents.
- Daily winners will be selected from throughout the grounds.
- Jackets are presented by [Select Sires, Inc.](#)
- Jim Crowley, Jr. Overall Herdsmanship Award winner will receive a pub-style table presented by [Select Sires, Inc.](#) and a semen tank presented by [MVE Biological Solutions](#).



NEW: 1st Pull Notifications in the App!

- Download the World Dairy Expo App from the App Store or Google Play.
- Login with your World Dairy Expo Dashboard email and password.
- In App Preferences, choose your 'Breed show updates' to receive notifications for: class 1st Pull, class results, show reminders and more.

Reminders to Set your String



Electrical Safety

- Maximum electrical connections for each exhibitor string:
 - 3-cooking appliances, 1-refrigerator. No hot plates or griddles.
 - Refrigerator must be plugged directly into a power source. Up to 3 smaller appliances may be plugged into one GFCI power strip/outlet.
 - A single 12-gauge extension cord may be used to connect appliance to power source.
 - All electrical cords must be elevated above ground. Run cords on top of stalling panel.
- Any hay/straw/bedding storage must be at least 5-feet from appliances or power sources.



Storage & Grounds Safety

- Pop-up tents MUST have an operable 2A-10B:C portable fire extinguisher positioned immediately outside of the tent. (Available at any major retailer/hardware store.)
- Maximum size of pop-up tents is 10' x 10' (when space is purchased with entries).
- Tents must be spaced at least 10' from one another - on ALL sides - and may not block emergency exits or signage.
- Inside the Pavilions and Tents, Hay/straw bales may be stacked to a maximum height of 4'.
- Exterior storage outside and between the cattle housing tents will be available beginning Saturday, Sept 27, noon.
- Limited exterior feed storage will be available around the Pavilions. Any feed and bedding stored outside the Cattle Tent must be at least 10' from the tent walls. Bales may be stacked to 8' maximum height in exterior storage zones.
- Absolutely NO smoking or cooking with an open flame in the New Holland Pavilions/Cattle Tent. Grills MUST be at least 25' from Pavilions, Tents or hay/straw storage.
- No unauthorized skidloaders are permitted on grounds at any time.
- Fire Lanes of 20-feet wide around Pavilions and Tents must be kept open at all times.



Feed & Bedding

Feed Vendor

- JRS Enterprises, Inc. is the WDE 2025 official feed vendor.
- Feed and bedding pricing can be found on the Dairy Cattle Exhibitor Information page in mid-September.
 - A representative will be on-site beginning Sept. 24 at 10 a.m.
 - Pavilion and cattle tent deliveries will be available.
 - All accounts MUST be settled prior to the close of the show. Payment must be made solely to JRS Enterprises.
 - A skidloader and operator will be available to help you unload feed and bedding brought on site. Applicable fees will apply.

Feed & Bedding Delivery Times

- Delivery times for all feed & bedding purchased from and delivered by JRS Enterprises:
 - Sept. 24: 10:00 a.m. - 6:00 p.m.
 - Sept. 25 - 27: 8:00 a.m. - 5:00 p.m.
 - Sept. 28 - Oct. 2: 6:00 a.m. - 9:00 p.m.
 - Oct. 3: as needed
- Exhibitor vehicle delivery times: 6:00 p.m. - 8:00 a.m., daily.

At the Show



Milk Disposal

- Use of Personal Protective Equipment (PPE) is encouraged when milking and dumping milk into the receiving tanks.
- **NEW: Buckets for milk will NOT be provided. Please bring your own.**
- Milk collected in the string must be emptied into milk receiving stations placed around the Pavilions and Tents. There is **NO** dumping of milk allowed anywhere else on grounds.
- Receiving tanks, will be routinely emptied throughout the week of the show.
- Milk receiving areas will be sanitized by Expo.



Milkhouse Schedule

- Sept. 24 (Wed.): 2:00 p.m. - 11:00 p.m.
- Sept. 25 (Thrs.): 5:00 a.m. - 10:00 a.m. & 2:00 p.m. - 11:00 p.m.
- Sept. 26 - 27 (Fri. - Sat.): 5:00 a.m. - 10:00 a.m. & 2:00 p.m. - 11:00 p.m.
- Sept. 28 (Sun.): 5:00 a.m. - 2:00 p.m. & 3:00 p.m. - 11 p.m.
- Sept. 29 - Oct. 3: Hours will be posted outside the milkhouse

Bring your own pre- and post-dip cups.

- Use of PPE is encouraged when milking.
- The BouMatic milking parlor is a milking system that has a backflush and will include an approved disinfectant. A disinfectant will be available for exhibitors choosing to milk in their bedding pack.



Veterinary Service

- The official WDE on-grounds vets will be available with administrative services provided by Heritage Vet Partners. Reasonable charges will be made for veterinary services, additional fees may be charged for calls during Emergency Response hours.
- **Daytime vet calls, 7 a.m. - 5 p.m.**: Fill out the notebook in the veterinary identified vehicle parked at the east end of Pavilion 2. Provide your name, contact phone number and location of your animal.
- **Emergency Response hours, 5 p.m. - 7 a.m.**: A phone number will be posted at the Vet office, Pavilion 2.



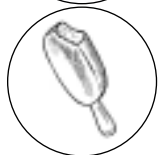
ExpoTV - Subscription

- An ExpoTV subscription unlocks full access to live and on-demand coverage of the shows, recorded presentations and educational offerings. Commentary will be available this year for the International Holstein Show, exclusively on ExpoTV.
- Subscribe at worlddairyexpo.com.
- Rate is \$20 USD (plus tax) per user for access through December 31, 2025.
- 2025 ExpoTV content will be stored and may be viewed free of charge on YouTube, January 1, 2026.



Sharps Containers

- All sharps MUST be disposed of in provided sharps containers.
- A limited number of sharps containers may be picked up outside the milking parlor Thursday - Monday or on request.



Dairy Cattle Exhibitor Appreciation ICE CREAM SOCIAL presented by Van Beek Natural Science

- **Join us at the Ice Cream Social**: Saturday, September 27, 2:00 - 5:00 p.m. in The Tanbark.
- Enjoy complimentary novelty ice cream cups, sandwiches and bars!
- **Pick up junior show shirts** and (last chance!) complimentary *We Need a Show* World Dairy Expo 50th Anniversary Book.
- The exhibitor ice cream social is generously sponsored by [Van Beek Natural Science](#).



Morning Coffee and Donuts

- Get your morning fix with complimentary coffee and donuts outside the milking parlor:
 - Sunday Morning, 6:30 - 9:30 a.m. courtesy of [Hellenbrand Lasting Legacy Award](#)
 - Monday - Friday Morning Coffee Cart, beginning at 6:30 a.m., courtesy of [ABS Global](#)



Welcome to The Tanbark

- Located in the Arena Building, [The Tanbark](#) is open for lunch and cocktails daily, beginning Monday, starting at 10:30 a.m.
- Enjoy happy hours from 4:00 - 6:00 p.m., Tuesday - Thursday.



Catering & Alcohol Policy

- For all food and beverage receptions, contact [Sodexo Live!](#) at 608-661-0525.
- World Dairy Expo encourages moderation of alcohol use and is asking your help to eliminate consumption by minors. Wisconsin's legal drinking age is 21.

Heading Home



Early Release for Junior Holstein or Guernsey And for Influenza A test requirements

- Exhibitors must register for early departure by Sept. 18 with your entry.
- Approved Exhibitors may pick up the Release form at the Dairy Cattle Show Office, Coliseum top floor.
- Junior Holstein and Guernsey approved early release is Sunday and Monday 6 p.m. - midnight, only.
- Influenza A test requirement approved early release may be done at the conclusion of the breed cow show (or after 6 p.m.) until 12 a.m./midnight, Tuesday, Wednesday or Thursday.
- Tack and animal load-out is limited around the Pavilions and Cattle Tents. Please use extreme caution!

Friday Animal Release

- Animal release for all exhibitors begins on Friday, Oct. 3 at 5:30 p.m.
- All trailers will be held in Quann Park until 5:30 p.m.
- Upon release, trailers will be directed by security, to the location of their animals on grounds.
- No cattle or trailer traffic will be allowed in the parking lot south of the Pavilions.