

EXHIBIT AND SPONSORSHIP GUIDE

WORLD DAIRY EXPO 2025

Where the Global Dairy Industry Meets!

Madison, Wisconsin, USA

Tuesday, September 30 - Friday, October 3





Imagine your meeting in the wide-open spaces of our Exhibition Hall and its adjacent Lakeside Commons — with immersive, engaging presentations experienced in-person or remotely. Yes, times have changed. But they've only fortified our attention to every last detail.

So go ahead, keep dreaming big.

Let us orchestrate your incredible.
Connect with us at MononaTerrace.com



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Madison, WI

WELCOME TO WORLD DAIRY EXPO!

Since 1967, World Dairy Expo has been gathering the global dairy industry in Madison, Wisconsin. Plans are already underway to welcome everyone back this fall for World Dairy Expo 2025. On behalf of the entire staff, Board of Directors and volunteers who make this event happen – Welcome to our 58th event!

WDE 2025 will continue to feature many things we have grown to enjoy in past years:

- The Tanbark is a fantastic venue to treat your customers to a meal, a cold beverage and live music. This central gathering hub is also an outstanding location for meetings.
- Expo's educational initiatives return with Expo en Español, Expo Seminars, Virtual Farm Tours, Knowledge Nook Sessions and Dairy Forage Seminars.
- Expo's custom mobile event app will again feature tools specifically for commercial exhibitors and others for attendees. You won't want to experience WDE without this tool!

This booklet outlines a plethora of options for being involved with World Dairy Expo 2025. Whether you want to exhibit in the Trade Show, place your branded signage on buildings, host a networking event or invest in education and youth programs, the details about all of that and more are included here.

There has never been a better year to be at World Dairy Expo, and we want your Expo experience to be the best that it can be. Please reach out to us with any questions you may have.

All the best,

Jenifer

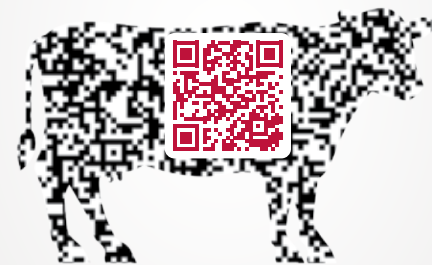
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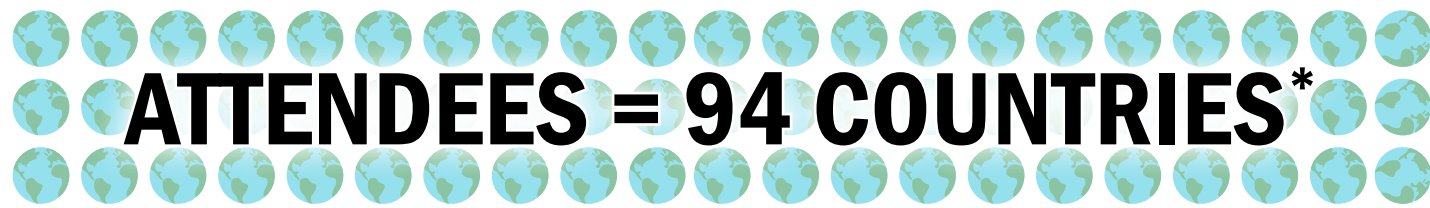
WORLD DAIRY EXPO AT A GLANCE



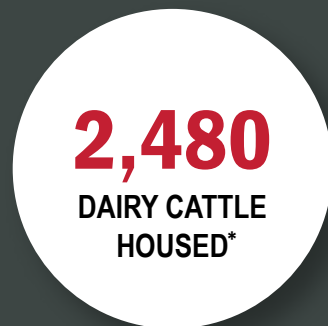
World Dairy Expo began in 1967 as a place for the global dairy industry to meet. The unique combination of the world's largest dairy-focused Trade Show, North America's premier Dairy Cattle Show, educational programming, national and international youth contests and networking opportunities draw a global audience to Madison, Wisconsin each fall. When members of the international dairy community are unable to travel to America's dairyland, they join virtually through ExpoTV and on social media.

GLOBAL REACH

Expo's audience, whether in the form of attendees, Dairy Cattle Show exhibitors or companies participating in the Trade Show, truly represent a global perspective. Over the past five events, the Trade Show has averaged representation from 25 countries and the Dairy Cattle Show has averaged 3 countries.

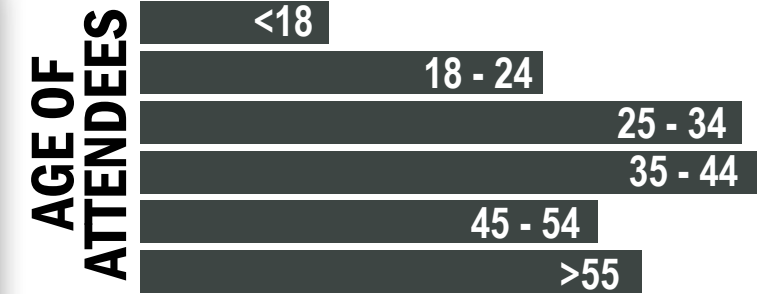


BY THE NUMBERS

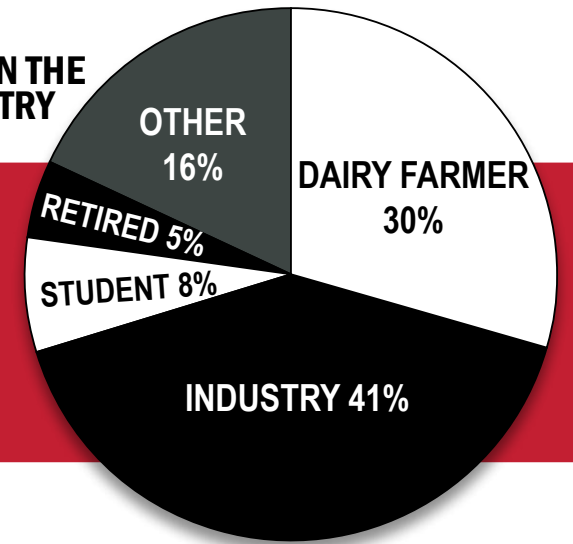


"THIS IS THE ONLY PLACE YOU CAN COME IN THE WORLD AND CONNECT WITH PEOPLE FROM ALL OVER."

- MARK COMFORT, UDDER COMFORT



ROLE IN THE INDUSTRY



TRADE SHOW

World Dairy Expo is home to the largest dairy-focused trade show in the world, also making it one of the 30 largest trade shows in the United States. This annual event attracts attendees from around the globe who come to experience all the dairy industry has to offer from top-tier genetics to cutting-edge technology. In addition to outstanding cattle, the 164-acre campus featured 551 exhibiting companies in 2024.

EXHIBIT SPACES

World Dairy Expo features commercial exhibit space in four locations across the campus. To be considered for exhibit space at World Dairy Expo 2025, companies must complete the online application [found here](#) or by scanning this QR code.



EXHIBITION HALL

- 10 x 10: \$2,250
- 130,000 ft² of exhibit space
- Where Knowledge Nook Sessions, Expo Seminars, Virtual Farm Tours, Expo en Español, the International Lounge, banquets and meetings are held

NEW HOLLAND PAVILIONS

- Dairy cattle housing
- Pre-function space used as an attendee lounge, lower level, and Expo's Media Room, upper level

CATTLE TENT

- Dairy cattle housing
- Sale Pavilion

OUTDOOR TRADE MALL

- \$2.50 per sq. ft. (\$2,050 minimum)
- Spaces located between the Exhibition Hall and the Trade Center, in front of the New Holland Pavilions and outside of the Tanbark

COLISEUM

- 8 x 10: \$2,050
- Non-profit Tabletop: \$250
- Home to the Dairy Cattle Show's Showring

THE TANBARK

- Venue for sponsored nightly happy hours and other events
- Food and Bar service
- Central hub for impromptu customer meetings

TRADE CENTER

- 10 x 10: \$2,050
- Renovated in 2021 and includes temporary flooring and glass walls
- Structure is 63,000 ft²
- Houses the World Forage Analysis Superbowl and Dairy Forage Seminars

"WORLD DAIRY EXPO IS A GREAT PLACE TO FEATURE NEW PRODUCTS BECAUSE YOU'RE GETTING IN FRONT OF (DAIRY) PRODUCERS."

- TAYLOR NICHOLS, DAIRY TECH

TAKE A
VIRTUAL TOUR
OF WORLD
DAIRY EXPO!



HOSPITALITY



DAIRY CATTLE EXHIBITOR ICE CREAM SOCIAL

Help welcome Expo's dairy cattle exhibitors to Madison with this sponsorship. Hosted in The Tanbark on Saturday, September 27, exhibitors will be able to relax and network with others with ice cream before a busy week of work ahead!



HAPPY HOUR IN THE TANBARK

Be the life of the party by hosting a Happy Hour in The Tanbark! Happy Hours take place Tuesday - Thursday. Sponsorship includes the right to custom signage in The Tanbark, having staff on-hand to serve as hosts, one half-barrel of beer with snacks and live entertainment.



COMMERCIAL EXHIBITOR PARTY

Celebrate with World Dairy Expo's Commercial Exhibitors after they have completed the first day of the largest dairy-focused trade show during this lively event on Tuesday evening!

MEDIA ROOM

Thank media partners you work with throughout the year and engage with them in a space designed for interviews and meetings. This sponsorship also includes the ability to serve as host of the media appreciation party.

COMMERCIAL EXHIBITOR LOUNGES

Help create a space where commercial exhibitors can relax, catch up on emails and network during Expo. Lounges are in the Exhibition Hall and Coliseum and sponsorship of the space gives you the ability to distribute materials and more.

INTERNATIONAL LOUNGE

Relocated to the Exhibition Hall, this space provides the comforts of home to Expo's international guests. Sponsorship includes signage in the lounge, access to the space and tickets to the International Reception.

INTERNATIONAL

INTERNATIONAL RECEPTION

Celebrate all who have traveled near and far to WDE with this sponsorship! This reception is open to Expo's 1,800 registered international guests and all commercial exhibitors. Sponsorship includes naming rights to the International Reception, freedom to place materials on tables and serve as hosts at the event. Tickets to the reception are also included.



INTERNATIONAL VISITOR REGISTRATION BAGS

Be the brand that welcomes international attendees to the place where the global dairy industry meets as they register. Better yet, you'll serve as a reminder of the memories made during this year's event as the international attendees use the bags in future endeavors.



INTERNATIONAL REGISTRATION

Be the first company to engage with international attendees with this opportunity. Sponsorship includes logo on Expo website, listing in international attendee newsletter, signage at registration, insert in welcome bag, and access to the international lounge. Add coupons to the welcome bags for meals in The Tanbark for an additional \$10 per coupon.



INTERNATIONAL VISITOR WELCOME BAG INSERTS

Place your marketing materials in the welcome bag each international attendee receives at registration.



INTERNATIONAL LOUNGE FOOD

Your sponsorship provides heavy appetizers, coffee and water in the International Lounge for these important visitors.

EDUCATION



01. EXPO EN ESPAÑOL

Offered Tuesday - Friday, Expo en Español is designed for on-farm Spanish speakers. Four available.

02. KNOWLEDGE NOOK SESSION

Amplify your message about a new product, service or research by giving your expert or research partner stage time in the Knowledge Nook. [Application required](#) - First come, first served.

03. TANBARK SESSIONS

Got an event fit for a larger audience and in an elevated space? The Tanbark could be the perfect fit for you! Sessions can be scheduled in the morning or the early afternoon, depending on your needs. [Contact us](#) for availability.

04. VIRTUAL FARM TOUR

Hosted by your customer, Virtual Farm Tours are an Expo favorite for dairy producers on-grounds and viewing year-round online. [Application available here](#) - Due 4/1. Four time slots available.

05. FFA SEMINARS

FFA members attending Expo on Tuesday morning are encouraged to participate in two seminars designed for their success in the industry.



PRINT ADVERTISING

Reach your audience through Expo's three on-site publications! These publications each cater to a unique audience and are perfect for companies interested in reaching Expo's attendees where they are.

CATTLE LOGS

Cattle Logs are the official guide for Expo's Dairy Cattle Show. Utilized by dairy cattle exhibitors and cattle enthusiasts around the globe, Cattle Logs are distributed ringside and posted on the Expo website to be viewed year-round. In 2023, 13,000 Cattle Logs were printed and were viewed 20,000 times online. An easy choice if you're looking to target cattle exhibitors!



OFFICIAL PROGRAM

The Official Program, published by Dairy Herd Management, is the premier publication of World Dairy Expo. Not only is this publication a must-have for on-site attendees, it is also mailed to Dairy Herd Management's subscribers pre-show to encourage attendance. The Official Program is a great opportunity for promotion by exhibitors before, during and after Expo!



EXPO DAILY EDITION

The Expo Daily Edition, published by Dairy Star, is Expo's on-grounds daily newspaper. It is available at the gates and distributed throughout the grounds each morning. Look to the Expo Daily Edition to expand your advertising dollars by reaching producers on grounds every day of the show.



DIGITAL ADVERTISING

While World Dairy Expo's primary focus is hosting a well-attended in-person event, Expo's digital presence is equally as impressive and is omnipresent. Take a different approach and be seen by attendees as they plan their trip on our website, app or in the attendee newsletters!

23,275

ATTENDEE SUBSCRIBERS

NEWSLETTER BANNER
\$500

Reach WDE attendees before the event by placing a banner ad in Expo's attendee newsletter. This engaged user base averages an open rate of 48% and a CTR of 5.3%

202,000

ANNUAL WEB USERS

WEB BANNER
\$750

Put your brand in front of Expo's website users with a banner ad. Ads are placed in three month increments during peak page view times.

9,900

REGISTERED USERS

MOBILE EVENT APP
\$1,000

Includes a clickable banner ad in Expo's mobile event app. App ads in 2022 were viewed on average 53,900 times by over 3,500 engaged users.



ADVERTISING: AT EXPO

With countless options and opportunities, there is a place for everyone to place their brand on the World Dairy Expo grounds. Find where your audience will be during Expo and place signage there to attract them to your booth. Reach out to [Jenifer Dobbs](#) to find the perfect place for you!



ADVERTISING: AT EXPO

EXPOTV BROADCAST



\$10,000

Engage with both virtual and in-person attendees as an ExpoTV Broadcast sponsor - Expo's live-streaming service. This sponsorship includes 30-second commercials throughout the live broadcast of Expo's Showring action and educational events along with logo recognition on-screen and on-site at WDE. ExpoTV footage alongside your logo is available for viewing year-round on Expo's website, expanding the reach of your brand to the global dairy industry beyond the week of Expo.

AUDIO BILLBOARDS

There is so much to look at during World Dairy Expo - how about taking a different approach and reaching your audience through a different sense? Audio billboards are located at each entrance of Expo's Trade Show and used to share key messages to its attendees.



**30 SECOND
ADVERTISEMENT**



**60 SECOND
ADVERTISEMENT**



**PRODUCTION
COSTS**

YOUTH



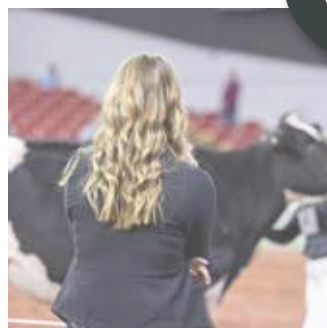
CAREER CONNECTIONS \$1,000

Engage with students and young professionals, digitally and in-person, seeking new employment opportunities in dairy.



WDE SCHOOL TOURS \$250 - \$3,000

Help Expo host more than 1,500 fourth grade students and chaperones as they learn about the dairy industry from the experts.



JUDGING CONTESTS \$250 - \$1,200

From specific awards to general sponsorship, these opportunities support hundreds of youth competing in national contests.



JUDGING CONTEST LANYARDS \$500

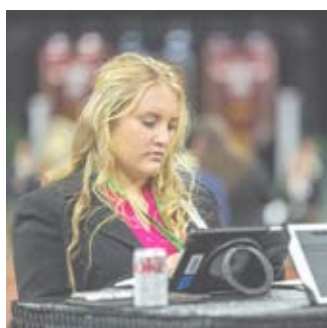
Worn by contestants throughout the day of competition, this is an easy way to support the next generation of leaders.

Not seeing the option you're looking for or wanting to offer stronger support of youth programs? Contact [us](#) to discuss opportunities that fit your goals!



SHOWMANSHIP CONTEST \$125 - \$5,000

Support keepsake awards or cash prizes sought after by nearly 400 youth participants.



TABLET SPONSOR \$5,000

Provide the tablets used by every participant in the National and International Youth Dairy Cattle Judging Contests hosted at Expo.



JUNIOR SHOW SUPPORT \$500 - \$5,000

Show your support for the seven Junior Dairy Cattle Shows held during WDE. All funds go directly to programming for these youth.



JUNIOR HOLSTEIN PREMIUMS \$6,400

Every cent goes directly to the exhibitors in the International Junior Holstein Show, the only stand-alone junior show at WDE.

DAIRY CATTLE SHOW SUPPORT



SHOWRING BANNERS

Be at the center of all the excitement in the Showring with five of your 3-foot x 8-foot banners around the Coliseum. Not only is this a highly visible signage opportunity during Expo, these banners are often in the background of Showring photos. Sponsorship includes your logo and a listing as a Showring sponsor in all Cattle Logs.

COLISEUM UPPER SEATING EXIT SIGNAGE

Provide a final visual touch point for attendees and exhibitors as they exit the Coliseum bowl or enjoy the action on the colored shavings.

DAIRY CATTLE SHOW BOX DROP

Deliver samples or product information to cattle exhibitors one time through the New Holland Pavilions and Cattle Tent during Expo week! This is a perfect opportunity to visit face-to-face with the best dairy cattle exhibitors in the world about your products.

DAIRY CATTLE CHECK-IN APPAREL

Place your logo on the windbreaker jackets worn by dairy cattle check-in volunteers and be seen by dairy cattle exhibitors as they arrive on grounds!

SHOWRING MUSIC

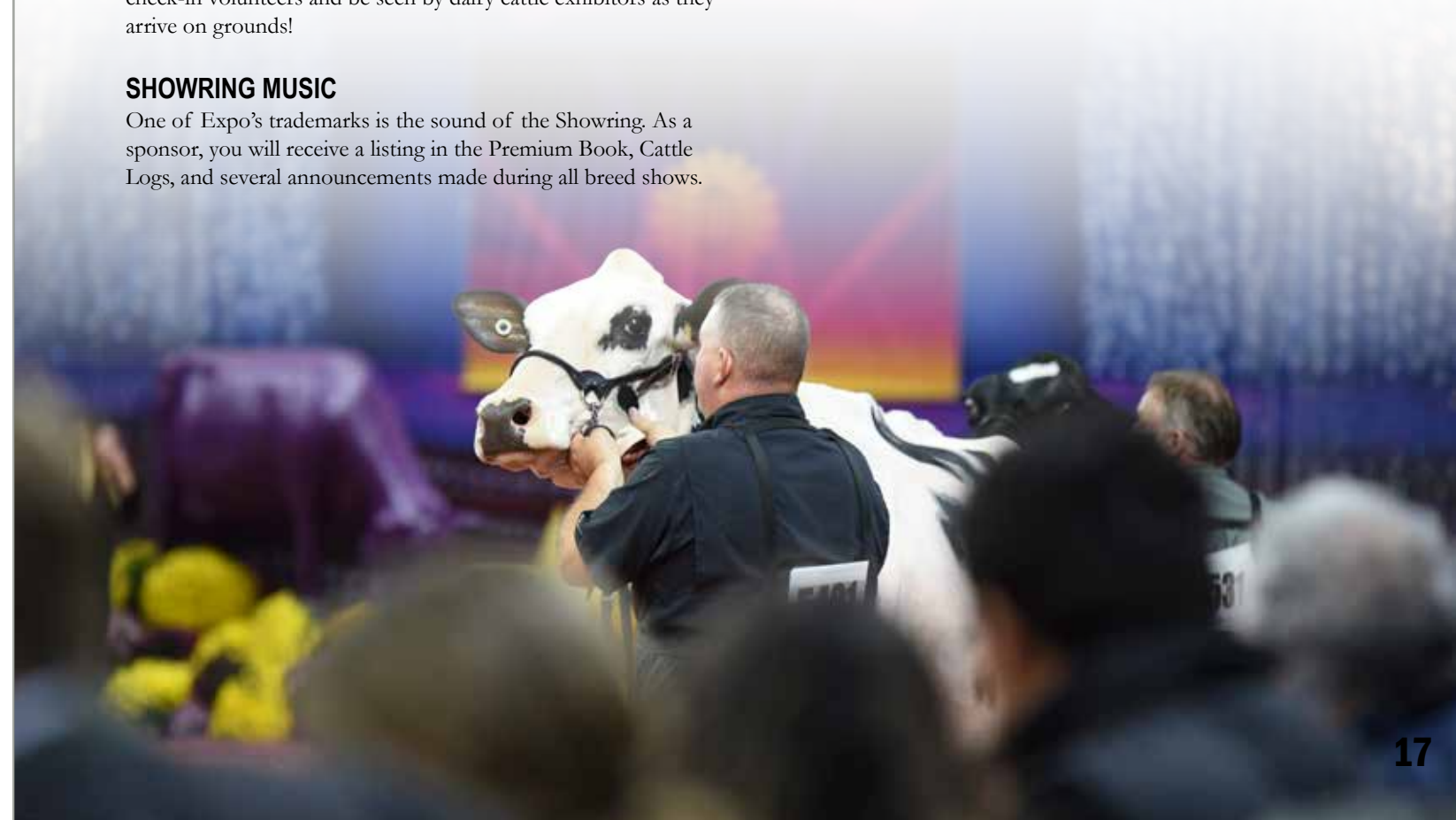
One of Expo's trademarks is the sound of the Showring. As a sponsor, you will receive a listing in the Premium Book, Cattle Logs, and several announcements made during all breed shows.

AWARDS FOR ALL BREEDS

- Junior Champion Heifer Cash Awards
- Production Awards
- Junior Show Junior Champion Heifer Cash Awards
- International Type & Production Awards
- Junior Show Champion Rosettes
- Ted Krueger Premier Sire Awards
- Premier Breeder of the Heifer Show Banners
- Premier Exhibitor of the Heifer Show Banners

PARADE OF CHAMPION MOMENTS

- Supreme Champion Cash Award
- Supreme Champion of the Junior Show Cash Award
- Junior Show Grand Champion Sashes
- Junior Champion Sashes
- Reserve Supreme Champion of the Junior Show Royal Blanket



DAIRY CATTLE SHOW BREED SPONSORSHIP

Our NEW Dairy Cattle Show breed sponsorship program gives you recognition during the breed show of your choice - or all eight of them! Just determine which breed show you'd like to support, choose your sponsorship level (see diagram below for details on each level) and let us know what you're interested in by reaching out to jdobbs@wdexpo.com to secure your sponsorship.

	Breed Bronze Sponsor	Breed Silver Sponsor	Breed Gold Sponsor	ALL Breed Platinum Sponsor
Contribution Amount	<\$500	\$500 - \$999	\$1,000 - \$4,999	\$5,000+
Announcer Recognition during sponsored Breed show	★	★	★	★
Recognition on digital signage carousel in Pavilions	Name Recognition	Logo Recognition	Logo Recognition	Logo Recognition
Recognition in Cattle Log and premium book	Name Recognition	Name Recognition	Logo Recognition	Logo Recognition
Logo recognition on ExpoTV			★	★
Ten (10) Complimentary Expo Daily Passes (\$200 value)				★
Complimentary Show Box Drop (\$1,000 value)				★



PEOPLE WHO HELP MAKE EXPO POSSIBLE



FRIENDS OF EXPO SHIRTS

Have your company logo worn around Expo and at dairy events throughout the year by World Dairy Expo's most valuable players, its volunteers.

VOLUNTEER LANYARDS

Put your company name by their name with this sponsorship. Lanyards are utilized by volunteers in all areas of the event from the Showring to the Purple Cow Gift Shop.

MEDIA LANYARDS

Worn by media partners during World Dairy Expo, this sponsorship is a great opportunity to have your brand seen by key leaders and influencers in the dairy industry.

MEDIA THERMOS

Let your brand help power dairy media professionals from around the globe. A sought after item, these complimentary thermoses are used by media partners at World Dairy Expo and throughout the year.

CATTLE SHOW SUPERINTENDENT APPAREL

Brand the most visible individuals in the Dairy Cattle Show by providing apparel with your logo on it to the superintendents.

BADGER DAIRY CLUB CHAIR APPAREL

Show your support of the students who make World Dairy Expo function. These students are responsible for the upkeep of the Showring, providing services in the New Holland Pavilions, exchanging signs and managing the UW-Madison Cheese Stand.

WORLD DAIRY EXPO IS MADE POSSIBLE BY DEDICATED VOLUNTEERS, PARTNERS AND STUDENTS.

475
VOLUNTEERS

215
REGISTERED MEDIA

100
UW-MADISON STUDENTS

WORLD FORAGE ANALYSIS SUPERBOWL

Located in the Trade Center during World Dairy Expo, the World Forage Analysis Superbowl invites forage producers to enter their highest quality forages in eight different divisions. More than \$26,000 in cash prizes is awarded to top samples that are then displayed at WDE. Forage experts from the U.S. Dairy Forage Research Center, University of Wisconsin and other research centers are also on-hand to present cutting edge information and to answer individual forage questions during Dairy Forage Seminars. The World Forage Analysis Superbowl is organized in partnership between Dairyland Laboratories, Inc., *Hay & Forage Grower*, US Dairy Forage Research Center, University of Wisconsin and World Dairy Expo

DIVISION SPONSOR

GENERAL SPONSOR

DAIRY FORAGE SEMINAR BROADCAST SPONSOR



Support the educational component of the World Forage Analysis Superbowl by sponsoring the livestream of the Dairy Forage Seminars on ExpoTV.

This sponsorship includes:

- Recognition alongside videos posted after the event on the WDE website
- Recognition in stream included in the live and on-demand videos
- Recognition in press release announcing the Dairy Forage Seminar topic schedule
- Recognition in the Official Program, published by *Dairy Herd Management* alongside the seminar schedule
- Logo on sponsor signage at the World Forage Analysis Superbowl display at WDE
- Two tickets to the Brevant seeds Forage Superbowl Luncheon
- Logo and listing in the luncheon program
- Logo recognition on World Forage Analysis Superbowl Letterhead used to communicate with contestants

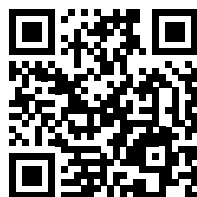
STAR SPONSOR BENEFITS

World Dairy Expo has become a world-renowned event thanks to the generous and consistent support of our sponsors. Listed below are five levels of sponsorship recognition available at World Dairy Expo. Sponsors earn a Star Sponsor level based on their total sponsor dollars invested each year. For example, five unique sponsorships that total \$5,000 earn you a spot on the Three Star Sponsor list; or sponsorship of ExpoTV at \$10,000 will make you a Four Star Sponsor. Contact us at 608-224-6455 or jdobbs@wdexpo.com to discuss the possibilities and find out more about how World Dairy Expo sponsorship can benefit your company and how you can make a positive impact.

	ONE STAR	TWO STAR	THREE STAR	FOUR STAR	FIVE STAR
Commitment Level	\$1,000 - \$2,499	\$2,500 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 & Up
Banner for display in booth or office/farm	★	★	★	★	★
Listing in the <i>Expo Daily Edition</i> newspaper, published by <i>Dairy Star</i> (20k papers printed)	★	★	★	★	★
Product description listing on Expo's website		★	★	★	★
Logo on Expo's online interactive maps			★	★	★
Name mentioned on WDE's on-grounds audio billboards			★	★	★
Daily live announcer recognition in the Showring				★	★
Recognition on ExpoTV, live global broadcast (370k views in 2023)				Name Recognition	Logo Recognition
Logo on homepage of WDE website (428k page views in 2023)					★
Sponsor Spotlight feature in the <i>Expo Daily Edition</i> , published by <i>Dairy Star</i>					★
Recognition in the Official Program, published by <i>Dairy Herd Management</i> (40k copies mailed. 13k distributed at WDE)	Name Recognition	Name Recognition	Name Recognition	Logo Recognition	Logo Recognition
Recognition on the Star Sponsor page of WDE website	Name Recognition	Name Recognition	Name Recognition	Logo Recognition	Logo Recognition

DATES TO REMEMBER

- January Renewal contracts sent to 2024 exhibitors & sponsors
- February 7 Sponsor renewal contracts due
- March 1 Contracts due with deposit
- April 1 **Virtual Farm Tour Applications Due**
- April Contracts begin being offered to new exhibitors
Booth moves for returning companies begin
- June 1 Final booth/sponsor payments due
- July 1 **Knowledge Nook Session Applications due** to be included in Official Program
- July 5 Ad closing date for Official Program, published by *Dairy Herd Management*
Affiliated company applications due (for listing in the Official Program)
- July 19 Official Program ad materials due
- August 1 Certificate of liability insurance due to wde@wdexpo.com
Ad close date for Cattle Logs
- September 1 Alliant Energy Center Service Orders due for discount pricing
- September 6 Ad close date for *Expo Daily Edition*, published by *Dairy Star*
- September 10 Name badge order due
- September 10 Alliant Energy Center Service Orders: online orders close
- September 25 Setup by permission only
- Sept. 26 - Sept. 29 .. Setup for all areas 7 a.m.-5 p.m.
Registration desks open 8 a.m.-5 p.m.
- September 29 Exhibits MUST be set up by 5 p.m.
Pick-up registration packet, passes & name badges by 5 p.m. Buildings close at 6 p.m.
- Sept. 30 - Oct. 3 Trade Show Open: 9 a.m. to 5 p.m. daily (9 a.m. to 4 p.m. on Friday). Exhibitors may access the show floor at 7:30 a.m. with their name badge.
- Sept. 30 Commercial Exhibitor Party, sponsored by *Hoard's Dairyman* and World Dairy Expo, 5:15 p.m.-7:30 p.m., Exhibition Hall Atrium



YOUR EXPO CHECKLIST

PRE-SHOW

- Review list of World Dairy Expo deadlines.
- Review the Rules & Regulations, Display Rules & Regulations and Exhibitor Manual for in-depth information that'll help plan your booth.
- Make full booth payment by June 1 to secure your booth space.
- Make travel reservations, including hotel, rental cars and flights.
- Consider Expo sponsorship and advertising opportunities to increase your exposure at the show.
- Set measurable goals for the show with steps to reach them.
- Invite your customers to meet with you at WDE 2025.
- Submit certificate of liability insurance by August 1.
- Order any booth services and furnishings, including electricity.
- Submit names for official WDE name badges.
- Download the World Dairy Expo mobile event app and set up permissions for your employees to scan attendee information, schedule meetings and more!
- Train your booth staff on all messages you'd like to share with attendees, including any show specials. Remember to share Expo's Rules & Regulations and have them download the Expo app.

AT THE SHOW

- Set up your booth to welcome customers. Attendees will move with ease into your booth by keeping tables, magazine racks and product from blocking their entrance.
- Greet visitors with a welcoming smile and passion for your business.
- Easily gather information from visitors by scanning their attendee QR code in the WDE mobile event app. Get more contacts by offering a drawing or prize.
- Remember to ask questions and listen to customers' needs instead of just giving a sales pitch.
- Take notes on a prospective customer to help you remember them and your conversation. This can be done digitally in the WDE mobile event app!
- Keep your booth neat and clean with extra materials hidden.
- Take pictures of your booth to help with next year's booth design.
- Staff your booth at all times and do not close early.

POST-SHOW

- Follow up! Be sure to contact your prospective customers in a timely manner with a personalized message.
- Make notes from the show to help plan next year's booth. Note any sponsorships that may be a good fit for your company in the future.
- Complete the World Dairy Expo Commercial Exhibitor survey to help Expo staff make next year's show even better.