

WORLD DAIRY EXPO®

WHERE THE GLOBAL DAIRY INDUSTRY MEETS

MADISON
WISCONSIN
USA



SEPT. 30 -
OCT. 3
2025



Education | Networking | Dairy Cattle Show & Sales | Trade Show | Youth Contests & Events

WORLDDAIRYEXPO.COM

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.

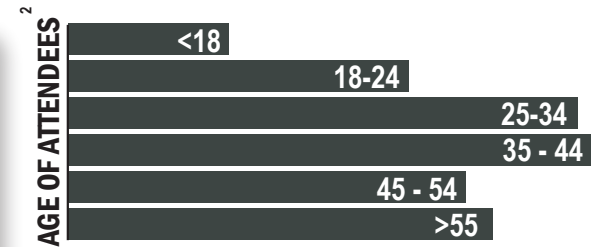
GLOBAL REACH

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 26 countries and the Dairy Cattle Show has averaged 3 countries. Attendees represent an average of 94 countries.

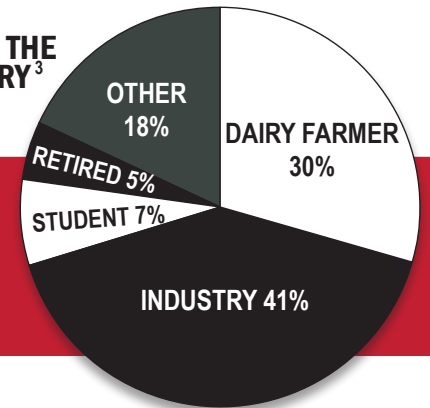
Trade Show Executive
**GOLD
100**

“IT’S LIKE A HUGE FAMILY REUNION... YOU SEE INTERACTIONS BETWEEN PEOPLE THAT YOU CAN TELL THEY’VE NOT SEEN EACH OTHER SINCE THE LAST WORLD DAIRY EXPO.”

- SCOTT HARRIS, MASTERS CHOICE



ROLE IN THE INDUSTRY³



61,420
ATTENDEES¹

BY THE NUMBERS

2,440
DAIRY CATTLE
HOUSED₁

775
PARTICIPATING
COMPANIES₁

50
EDUCATIONAL
OPPORTUNITIES

2,300
INTERNATIONAL
ATTENDEES₁

¹5-year average
²Collected from app users
³Collected from 2023 digital ticket sales



EXHIBITORS

World Dairy Expo attracts companies who support the dairy industry around the world. Participating companies are leaders in animal health, cow comfort and care, equipment, feed materials and more. The size and scope of Expo draws the attention of companies looking to launch cutting-edge products, reach new international markets and create connections.

TRADE SHOW

World Dairy Expo features the largest dairy-focused trade show in the world and will be home to roughly 600 companies in 2025. Many exhibits provide hands-on opportunities for attendees and functional displays.

INNOVATION UNVEILED

Available beyond the week of Expo, Innovation Unveiled highlights new products and services available from our participating companies. These products will be on display during the event.

KNOWLEDGE NOOK

This space at WDE is dedicated to products, services and research that have been introduced to the market in the past year. Knowledge Nook Sessions are hosted Tuesday - Friday of World Dairy Expo.

**TAKE A
VIRTUAL TOUR
OF WORLD
DAIRY EXPO!**



NETWORKING

With the global dairy industry in attendance, networking is a valuable component of WDE that takes place between exhibitors and attendees on the Trade Show floor, in the cattle housing areas, or at events throughout the week. These events are just two options you can expect to experience at World Dairy Expo.



HAPPY HOUR

Meet fellow attendees at Happy Hour in The Tanbark and enjoy a beverage, snacks and livestream coverage from the Showring Tuesday through Thursday night of Expo.

INTERNATIONAL RECEPTION

Network with fellow international guests and commercial exhibitors on Thursday night of WDE. Food, live music and a fun atmosphere are guaranteed.



“It’s a great opportunity to see the amazing technology and hard work America’s dairymen put into this industry.”

“IT IS A ‘MUST DO’ EVENT WITH WORLDWIDE APPEAL.”

EDUCATION



KNOWLEDGE NOOK

The Knowledge Nook is a space designed for companies to showcase an innovative product, service or research that was introduced to the market since the last World Dairy Expo. There will be 27, 45-minute sessions over the course of WDE in 2025.



VIRTUAL FARM TOURS

Virtual Farm Tours give attendees the opportunity to explore dairy farms across the globe without leaving WDE grounds. Presented by farm owners and managers, these tours are a great educational resource and feature a diverse set of farms each year.



EXPO SEMINARS

Expo Seminars are presented Tuesday through Friday of World Dairy Expo. This lineup is selected by Expo's Education Committee representing producers, industry members, and those in academia. Topics and speakers will be announced this summer.



EXPO EN ESPAÑOL

Introduced in 2021, these sessions are presented in Spanish with farm managers and mid-managers in mind. Topics focus on employee development and management strategies for building strong teams.

DAIRY CATTLE GENETICS

BREED SHOWS

World Dairy Expo's Showring is legendary, having North America's best dairy cattle showcased on the iconic colored shavings. Events in the Showring are a must-see, but merchandising of genetics happens most often in the New Holland Pavilions and Cattle Tent where animals are housed. Seven breeds - Ayrshire, Brown Swiss, Guernsey, Holstein, Jersey, Milking Shorthorn and Red & White - are exhibited at WDE in hopes of being named the Supreme Champion at the conclusion of the event.

SALES

A cornerstone of World Dairy Expo are breed sales hosted during the event. This year's schedule has slated sales featuring Ayrshire, Brown Swiss, Jersey and Holstein genetics.



RESOURCES

World Dairy Expo is honored to provide services and resources to our international attendees, helping them feel more at home while visiting our country and event. Expo encourages international visitors to make International Registration their first stop on grounds to gather tools needed for a memorable experience at World Dairy Expo. Registration can be done [online](#) prior to arriving or at Expo.

INTERNATIONAL LOUNGE

A place to relax, network and conduct business for companies and organizations that serve the international dairy market. An international pin and ribbon are required to enter this space and can be picked up at registration.

VISA INVITATION LETTER

To assist with travel documentation, World Dairy Expo will gladly write an official letter of invitation. In many cases this type of letter is required to obtain a temporary travel VISA to the United States. The VISA Letter Request Form is [available here](#).

INTERPRETERS

Expo interpreters are available to assist with directions, show information, tour registration and business transactions at the International Registration Desk in the East/West corridor of the Exhibition Hall.

E-NEWSLETTERS

Receive information about World Dairy Expo in your inbox by signing up for these newsletters, designed specifically for international attendees. Email wde@wdexpo.com to join the list.



FUTURE DATES

2026: Sept. 29 - Oct. 2

2027: Sept. 28 - Oct. 1

2028: Oct. 3 - 6