



2026 WORLD DAIRY EXPO

Show Service Provider Application

What is the WDE Show Service Provider Program?

World Dairy Expo's Show Service Provider Program (SSP) is an opportunity for dairy show service providers to be on-site, for a fee, offering dairy show services to dairy cattle exhibitors. World Dairy Expo dairy show service providers are providing services such as, but not limited to, on-site hoof trimming, MagnaWave®, chiropractic, tail services, etc.

What do Show Service Providers Receive:

- Listing on the Dairy Cattle Services page of the World Dairy Expo website.
 - Listing in the Dairy Cattle Exhibitor newsletter, sent prior to WDE.
 - Listing on interactive maps on website and mobile app
- Please indicate if you would like to be listed in the above listings. _____ Yes _____ No

Rules & Regulations:

- Dairy show service providers will complete an application and pay a fee of \$150 to participate. SSP applications will be available by July 1 and accepted until September 15.
- **Solicitation:** Permission is never given to solicit attendees or exhibitors at World Dairy Expo outside of assigned space. Any attempt to solicit outside of the cattle housing area is a violation of county ordinance.
- **Compliance with Laws:** Service providers agree to comply with all applicable federal, state and local laws, regulations, ordinances and safety codes regarding the use and activities conducted on the Expo grounds. Regarding all sales made by service providers at the Alliant Energy Center premise, the service provider specifically agrees to comply with all applicable provisions of the Wisconsin Consumer Act, Chapter 423 of the Wisconsin Statutes, and all applicable notice requirements regarding a consumer's rights to cancel.
- **Liability:** It is REQUIRED that the service provider have in effect and shall maintain for the period of World Dairy Expo, for the mutual benefit of both parties, a policy of general public liability insurance against claims for personal injury or death or damage to property occurring upon, in or about the display space or Expo grounds, with a coverage limit of not less than \$1,000,000 per occurrence.
- **Severe infractions:** Failure to comply will constitute a rules violation and may result in a hearing before World Dairy Expo Leadership.
- **By no later than September 15, 2026**, the service provider shall provide Expo with a certificate of insurance evidencing such insurance coverage and showing Expo as an additional insured. All certificates of insurance shall include the name of the service provider as it appears on this application. *Liability insurance is available through World Dairy Expo, call for details. 608-960-7907

Name of Show Service Provider: _____ Contact Name: _____

Full Mailing Address: _____

Country: _____ Phone: _____ Cell: _____

Email: _____ Website: _____

Description of Services: _____

Estimated Time of Arrival to WDE: _____

Applicant's Signature: _____ Date: _____

World Dairy Expo Signature: _____ Date: _____

Please return this completed application, accompanied by the \$150 fee, to Lexa Miller, Cattle Show and Contests Coordinator at lmiller@wdexpo.com, ph:608-960-7907
Applications are accepted until September 15, 2026