



2026 WORLD DAIRY EXPO

Dairy Cattle Show Service Photography

Program Application

What is the Dairy Cattle Photography Program?

World Dairy Expo's Dairy Cattle Photography Program is an opportunity for dairy cattle photographers to be on-site, for a fee, offering dairy cattle exhibitors professional photography and videography while at World Dairy Expo. These individuals are photographers who are "charging to capture footage or images."

What Dairy Cattle Show Service Photographers 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 Cattle Show Service Photographers will complete an application and pay a fee of \$150 to participate. Applications will be available by July 1 and accepted until September 15.
- **Approved areas:** Defined as dairy cattle housing, walking path to Coliseum, willows, and Coliseum seats. **(ONLY SHOWRING APPROVED PHOTOGRAPHERS ARE ALLOWED ON THE COLORED SHAVINGS FOR THE DURATION OF THE SHOW)**
- **Solicitation:** Permission is never given to solicit attendees or exhibitors at World Dairy Expo outside of the approved areas. Any attempt to solicit outside of these areas is a violation of World Dairy Expo policy.
- **Compliance with Laws:** The Dairy Cattle Show Service Photographer will 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 Dairy Cattle Show Service Photographer 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.
- **Violating the "no commerce outside of approved areas"** Anyone found to be taking commercial photos/footage on the grounds without being a registered and paid Dairy Cattle Show Service Photographer will be asked to report to the Media Room to register and pay the appropriate fees. Anyone unwilling to comply will be asked to return their equipment to their vehicle or leave the grounds. Photographers may not use drones at the Alliant Energy Center and video footage of the showing must not interfere with ExpoTV copyrights **(No videos clips over 5 minutes in length in the showing)**.
- **Severe infractions:** Anyone found to be willfully violating these rules will come before the WDE leadership committee for review. Consequences will be commensurate with the infraction.
- **By no later than September 15, 2026,** the Dairy Cattle Photography provider shall provide Expo with a certificate of insurance evidencing such insurance coverage and listing World Dairy Expo as an additional insured. All certificates of insurance shall include the name of Dairy Cattle Show Service Photographer as it appears on this application.
*Liability insurance is available through World Dairy Expo, call for details.

Name of Photographer: _____ Contact Name: _____

Full Mailing Address: _____

Country: _____ Phone: _____ Cell: _____

Email: _____ Website: _____

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