



World Dairy Expo

3310 Latham Drive, Madison, WI 53713
 Ph: (608) 224-6455 E: wde@wdexpo.com
 www.worlddairyexpo.com
 FEIN: 39-1727070

Affiliated Company Contract

Customer Code

Sales Number

The application for an affiliated company must come from a current contracted exhibitor and must be accompanied by the \$125 fee.

Parent Company: Schaepp Farm All Good Things
(Please update information below if needed)

Affiliated Company: Sauk County Land Resources and Environment Department

Contact Name: Melissa Schlupp

Street Address 1: 605 Broadway

Street Address 2:

Street Address 3:

City/State/Zip: Baraboo, WI 53913

Phone: 608-255-4848

On-site Contact Cell: 608-963-3420

Email: melissa.schlupp@sauckountywi.gov

Website:

Relationship with Contracted Company: Partner Agency

Description of Products or Service: General information on department programs, cost-share assistance, and outreach and education

Registered "Affiliated Companies" will be able to solicit, sell, advertise and promote their company within the contract company's booth space. They will be included in the exhibitor list provided to all media sources, including the Official Program and the World Dairy Expo website, and they will also be able to obtain exhibitor name badges. Affiliated companies are subject to all of Expo's Rules & Regulations and Booth Guidelines.

This agreement does not in any way alter the "No Subletting" restriction. All exhibitors must be prepared to show proof business relationship with affiliated company upon request. Exhibitors found to be subletting space will be subject to exhibit privileges and forfeiture of booth space, while non-contracting companies will be removed from the facility. World Dairy Expo reserves the right to reject any application for any reason. This application must be received by July 1 in order for Affiliate to be included in the Official Program.

The contracted exhibitor retains responsibility for all activity inside the booth. By signing below, you are indicating the above information is correct and you wish to have the above company included in your booth at World Dairy Expo 2024. **Affiliated Company listing fee of \$125 must be submitted with this agreement.**

Applicant's Signature:

B. M. Mills

Date:

9/12/2024

Category/Product Information Form

**World Dairy Expo**

October 1 - 4, 2024

3310 Latham Drive, Madison, WI 53713

P: (608) 224-4655 | E: wde@wdexpo.com | www.worlddairyexpo.com

Company Name:**Current Category:**

Your company will be listed on the World Dairy Expo website, in the WDE mobile app and in the Official Program both alphabetically and by category. Please select the **primary** business category below that best describes your business. If more than one is selected, this sheet is not returned, WDE staff will select a category on your behalf.

Select **one** category if changes need to be made:

Agronomy and Crop Genetics

All Terrain/Utility Vehicles

Animal Genetics

Animal Health and Pharmaceuticals

Artwork/Gifts

Association/Education/Government

Building and Barn Supplies

Calf and Heifer Housing and Supplies

Communication and Media

Dairy Recruitment/Relocation

Facility Expansion/Consulting

Farm Implements and Equipment

Feed and Feed Additives

Feed and Forage Equipment

Financial/Insurance Services

Food/Concessions

Livestock Supplies and Services

Manure Handling Equipment

Milking Equipment

Milk Processor

Miscellaneous

Sanitation Equipment and Supplies

Technology and Software

Transportation/Livestock Handling

Website Keyword Search

Your keywords that were submitted last year are below. You may add or revise in the space provided or use the same words as last year. Remember to include words that your customers might use to search for products and services your company offers. Words include brand names, product names or descriptors. Search terms may not include competitors' names or other company names (if they are registered with Expo as an Affiliate). Each company can provide up to 25 keywords. World Dairy Expo reserves the right to restrict or deny any terms deemed inappropriate.

Additions/Corrections: _____

Please return this form with your signed Exhibit Space Contract