



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:

(Please update information below if needed)

Affiliated Company:

Contact Name:

Street Address 1: _____

Street Address 2:

Street Address 3:

City/State/Zip:

Phone:

On-site Contact Cell:

Email:

Website:

Relationship with Contracted Company: _____

Description of Products or Service: _

Registered "Affiliated Companies" will be able to solicit, sell, advertise and promote their company within the contracted 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 of business relationship with affiliated company upon request. Exhibitors found to be subletting space will be subject to loss of 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 that all 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: _____ Date: _____

World Dairy Expo Signature: _____ Date: _____

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 or 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 | Feed and Feed Additives |
| All Terrain/Utility Vehicles | Feed and Forage Equipment |
| Animal Genetics | Financial/Insurance Services |
| Animal Health and Pharmaceuticals | Food/Concessions |
| Artwork/Gifts | Livestock Supplies and Services |
| Association/Education/Government | Manure Handling Equipment |
| Building and Barn Supplies | Milking Equipment |
| Calf and Heifer Housing and Supplies | Milk Processor |
| Communication and Media | Miscellaneous |
| Dairy Recruitment/Relocation | Sanitation Equipment and Supplies |
| Facility Expansion/Consulting | Technology and Software |
| Farm Implements and Equipment | 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 may include brand names, product names or descriptors. Search terms may not include competitors' names or other company names (unless 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
by March 1, 2024**

Payment to World Dairy Expo, Inc.

Invoices will be sent when the signed contract is received by World Dairy Expo.

Checks:

Remit to:

World Dairy Expo
3310 Latham Drive
Madison, WI 53713

Credit Card:

Pay online at www.worlddairyexpo.com. From the home page, click Pay Now in the upper right portion of the screen. Please have your customer number and invoice number available.

- 1. The customer number and invoice number can be found in the upper right corner of the invoice.
- 2. **If making a payment prior to receiving an invoice**, please locate the Customer Number on page 1 of the Exhibit Space Contract under your company’s mailing address or, on an Affiliated Company Contract, at the bottom left. **Your Customer Number is typically a five letter, one number code or a similar variation (example: ABCDE1 or ABCD11)**. Because an invoice has not been generated yet, enter a blank space in the invoice number section of the online credit card form (click in the box and press the spacebar). This will allow payment submission without an official invoice number.
- 3. A receipt will automatically be generated when payment is complete. Be sure to check your junk mail for the receipt; it will be sent from **melliott@wdexpo.com**.

ACH/Wire Transfer:

International Wire Transfer		Domestic ACH	
Bank name:	Park Bank 1815 Greenway Cross Madison, WI 53711	Bank name:	Park Bank 1815 Greenway Cross Madison, WI 53711
ABA:	075909945	Routing Number:	075909945
SWIFT:	PAKKUS44	Account Number:	180558
Beneficiary name:	World Dairy Expo 3310 Latham Drive Madison, WI 53713		
Beneficiary account:	180558		