Display Rules and Regulations

World Dairy Expo

Supplement to the Commercial Exhibitor Manual

(Revised January 2026)

This is a guide for use by all World Dairy Expo commercial exhibitors.

These guidelines have been adapted by the World Dairy Expo Commercial Exhibitor Committee from the International Association of Exhibitions and Events (IAEE) Guidelines for Display Rules and Regulations. The IAEE guide is generally accepted as the official rule book for trade show displays around the world.

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Phone: (608) 224-6455 | www.worlddairyexpo.com | wde@wdexpo.com

Show Location: Alliant Energy Center
1919 Alliant Energy Center Way, Madison, WI 53713
(608) 267-3991 | www.alliantenergycenter.com | service@alliantenergycenter.com

Affiliated Company

Contracted Exhibitors are encouraged to welcome Affiliated Company representatives and promotional signage in their booth. It is the Contracted Exhibitor's responsibility to submit an Affiliated Company Application and fee for any Affiliated Company that will be participating in their booth. World Dairy Expo reserves the right to reject any application for any reason. In order to maximize exposure to attendees, this agreement will permit the Affiliated Company to solicit, sell, advertise and promote their company within the Contracted Exhibitor's booth space. Affiliated Companies 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.

When the Contracted Exhibitor is a distributor or assigned representative of a product, that product and corresponding promotional materials may be a part of the booth without an Affiliated Company agreement on file. It is the responsibility of the Contracted Exhibitor to assure that all product categories are listed on their official World Dairy Expo Booth Contract. Proof of the distributor or representative agreement should be available upon request.

This program does not in any way alter the "No Subletting" restriction. All Contracted Exhibitors must be prepared to show proof of business relationship with affiliated company upon request. Applications are accepted until 8 a.m. the first day of the show but must be received by July 1 to guarantee that the Affiliated Company is listed in the *Official Program*. Contracted Exhibitor retains responsibility for all activity inside the booth.

Aisle Use

Aisles are to remain completely free of flooring, obstructions and not put to commercial use in any way by any exhibitor. No activity can be conducted outside of contracted exhibit space, including handouts, solicitations, presentations, surveys or mascots. Exhibitors may not conduct any kind of activity that leads to congestion of aisle traffic.

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Under the ADA, Alliant Energy Center and World Dairy Expo must allow people with disabilities to bring their service animals into all areas of the facility where exhibitors and attendees are normally allowed to go. Proof of service animal registration may be required.

Assigned Move-In Times

World Dairy Expo utilizes a targeted move-in schedule based on booth size and location. Move-in for Outdoor Trade Mall booths begins on Monday, September 21. Earlier move-in may be available with approval. Contact tradeshow@wdexpo.com. Exhibition Hall, Trade Center Tent, and Coliseum move-in schedule as follows:

Booths	Date	Time
Booths 20'x20' & Up	Thursday, 9/24	8 a.m. - 5 p.m.
All Booth Sizes	Friday, 9/25 to Monday, 9/28	7 a.m. - 5 p.m.

Late Move-In

Tuesday, September 29, set up is available for 10'x20' or smaller booths that are able to set up their booth in an hour or less. A Late Booth Setup Request Form must be completed by September 16, 2026 for World Dairy Expo review and approval.

Audio-Video/Music/Loud Demonstrations

World Dairy Expo management reserves the right to limit or restrict sounds from any source that interfere with activities in neighboring exhibits. In general, a neighbor should not be able to hear your sounds from their booth or be disrupted in any way. All TVs, videos, presentations, live recordings and demonstrations are subject to Expo's three-foot set-back rule.

Balloons

Balloon distribution is prohibited. Helium, non-latex balloons may be used as booth decorations if securely fastened. Exhibitors are responsible for any costs or fees incurred if balloons or balloon displays become detached and require retrieval or removal.

Banner Stands/Roll-Up Banners

Banner stands and roll-up banners are subject to the same height and line-of-sight requirements as all other booth elements. A 6' banner stand cannot be placed on top of a 3' tall table if your height limit is 8'. Banner stands are subject to the Line of Sight Rule and may not be placed in the three feet closest to any aisle.

Booth and/or Material Abandonment

Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out time without pre-approval from World Dairy Expo will be

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deemed to be guilty of "material abandonment". Any charges incurred on behalf of World Dairy Expo or the Alliant Energy Center to remove the abandoned materials will be billed to the exhibitor directly. World Dairy Expo and Alliant Energy Center will NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the move-out dates/times.

Booth Construction

All indoor booth displays must be constructed to appear "finished" on all sides that may be visible, including from all adjoining booths. For example, if the framework structure of a pop-up booth is visible from an adjoining booth, that framework will need to be covered to not detract from the appearance of the adjoining booth. All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit area when freight doors are open. Tents and covered exhibits are not permitted per City of Madison Fire Marshal regulations.

Building Regulations and Care of the Facility

It is understood that exhibitors shall neither injure, nor mar, nor in any manner deface the premises. Exhibitors will not be permitted to drive nails, hooks, tacks or screws into any part of the building, or put up decorations or adhesives that would deface the premises. Exhibitor shall promptly pay for any and all damages to the facility, booth equipment or the property of others caused by the exhibitor or any of its employees, agents, contractors or representatives.

Canopies & Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Standard or Perimeter Booths should comply with Line of Sight requirements. The base of the Canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has a sight line restriction, such as a Standard Booth.

Pop-up tents, tents, and similar canopy roofed structures are allowed indoors at Alliant Energy Center in the following areas: Exhibition Halls A-D, Exhibition Hall Lobby, Trade Center Tent. Tents outside of these areas require approval from Alliant Energy Center. All pop-up tents, tents, and similar canopy structures must meet the following criteria:

1. If in a building that has fire sprinkler protection, tents exceeding 300 square feet shall use perforated or porous materials that will not obstruct fire sprinkler protection or be protected by automatic extinguishing systems.
2. If in a building that does not have fire sprinkler protection, tents exceeding 300 square feet shall be protected by automatic extinguishing systems.
3. If in a building that does not have fire sprinkler protection, each tent shall have a 2A–10B:C portable fire extinguisher. The fire extinguisher must be clearly visible and readily accessible.
4. Tents shall be spaced at least 10 feet apart from other tents.
5. Tents must be flame retardant.
6. Tents cannot obstruct Emergency Exit Signage.
7. All tents combined cannot exceed 10% of the total floor area within a room.

Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration area to ensure compliance.

Special caution should be taken when demonstrating machinery or equipment that has moving parts or any product that is potentially dangerous. Exhibitors should establish a minimum set-back of three feet (3') and/or install hazard barriers as necessary to prevent accidental injury to spectators. Demonstrations involving sound need to be limited in frequency and are at the discretion of show management. Generally, a neighbor across the aisle should not be able to hear your demonstration.

Environmental Laws/OSHA Regulations

All exhibitors must be in compliance with environmental laws and OSHA regulations. Alliant Energy Center strongly urges all exhibitors who give samples of any chemicals, cleaners, or inks to include a Material Safety Data Sheet with each sample given.

Fans/Misters

Indoor fan demonstrations require approval and are subject to regulation. Misting fans are not allowed to operate indoors. Outdoor exhibits using misting fans must take care to ensure that neighboring exhibits remain dry.

Fire Protection/Fire Marshal Requirements

All exhibit spaces must be in full compliance with all facility, Fire Marshal, Alliant Energy Center, and exhibit guidelines including all local, state and federal laws. The travel distance within the exhibit to an exit access aisle shall not exceed 50 feet (15.25 meters). Spray painting is prohibited. Helium and gas cylinders used for refilling must be secured in an upright position on American National Standards Institute (ANSI) approved safety stands with the regulators and gauges protected from damage. Overnight storage of cylinders in the building is prohibited. All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant. Samples should also be available for testing. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Acoustical and decorative material including, but not limited to, cotton, hay, paper, straw, moss, split bamboo and wood chips shall be flame-retardant treated to the satisfaction of the Fire Marshal. Materials that cannot be treated for flame retardancy shall not be used. Where the aggregate area of acoustical and decorative materials is less than 10 percent of the individual floor or wall area, such materials shall be permitted to be used subject to the approval of the Fire Marshal.

Food/Beverages

All food and beverage samples or giveaways must be approved by Expo and Sodexo, the Alliant Energy Center's exclusive caterer. No food may be sold on grounds without being listed specifically in the exhibitor contract. Alcohol may not be sold from booths. Booths with open access may distribute alcohol at hospitality events with prior written approval by September 1 by submitting an After Hours Hospitality Event Form. Any exhibitor distributing food (sales, samples or giveaways) must comply with all Dane County Public Health regulations and may require licensing.

Hanging Signs and Extended Height Graphics

Hanging Signs are an option only for exhibitors in the main hall of the Exhibition Hall with a 18' maximum height (Peninsula/Island/Split Island) or a Perimeter Booth with at least 30' of width. Hanging Signs are not allowed in any area of the Coliseum or Trade Center. Companies wishing to hang anything from the ceiling above their booth must submit a Hanging Sign Form to World Dairy Expo at tradeshow@wdexpo.com by September 1. Rigging of hanging signs must be ordered separately through the Alliant Energy Center online ordering system.

Whether suspended from above or supported from below, all booth elements must comply with all ordinary use-of-space requirements. The highest point of any sign in any booth should not exceed the maximum allowable height for that type of booth. For a Split Island booth, Hanging Signs and Extended Height Graphics (higher than 8') with company/brand identification that face an adjacent booth must be set back five feet (5') from that adjacent booth. All rules related to hanging signs on the Alliant Energy Center's form must be complied with.

Height Restrictions

The maximum height limitation in all cases for Standard Booths is nine feet (9') for 10'x8' and 10'x10' booths and 10 feet (10') for 10x20 booths and larger. Any height above 8' must be finished on the back side and plain - no graphics.

Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting: No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging lighting systems should submit a drawing to the Expo office prior to September 1. Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting, must be approved in writing by September 1. Lighting that spins, rotates, pulses and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

Line of Sight

All exhibitors are entitled to a reasonable line of sight. There can be nothing higher than four feet (4') within the three feet (3') closest to the aisles in any indoor space without written permission. This will be strictly enforced. Please see the descriptions in this manual for your booth type.

Live Animals

Live animals are not allowed within any commercial exhibit area without written approval.

Multi-Story Exhibit

A Multi-Story Exhibit is a booth where the display fixtures exceed twelve feet (12'), including Double-Decker and Triple-Decker Booths. A Multi-Storied Exhibit must comply with the

regulations outlined for Canopies and Ceilings and requires prior approval by World Dairy Expo, the Alliant Energy Center, and all other relevant agencies because it is deemed to be a "structure" for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Expo staff can work with you to help expedite this process.

On-Site Registration

All exhibitors can find their check-in packet at the registration desk in the East/West corridor of the Exhibition Hall. The desk will be open Friday, Saturday, Sunday and Monday from 8 a.m. to 5 p.m. It is your responsibility to pick up your registration packet before 5 p.m., Monday and distribute name badges to your staff. Name badges are required to enter Commercial Exhibitor Lounges and the exhibit area before 9 a.m. each day for security purposes. Only exhibitors with name badges are permitted to enter the Trade Show prior to 9 a.m. each day. No guests will be allowed. Name badges serve as admission passes to get you onto the grounds. Also included in your registration packet is helpful show information, free drink tickets for Tuesday's Commercial Exhibitor Party, compliments of Hoard's Dairyman and World Dairy Expo, WDE commemorative pins, and Star Sponsors ribbons, if applicable.

Outdoor Trade Mall

Outdoor Trade Mall booths are any booths not inside a building or under any type of cover. These booths have no height limits or product placement restrictions. It is important to note that some exhibitor services are limited. Specifically, hardline internet access is not available and water lines are by approval only. Should you need a water line for your booth, notify Expo staff at time of booking as you may need to be relocated.

Oversized Equipment

Due of the nature of the dairy industry, exhibitors at Expo sometimes have products that exceed the display height regulations. This is usually acceptable, so long as there is no signage or logo on the portion of the equipment extending beyond the height restriction for that type of booth. Equipment too large to fit within the boundaries of the booth space, or that does not comply with the Line of Sight regulations for that type of booth, will not be allowed.

Photography/Video Recording

Exhibitors are permitted to photograph or produce audio/video of their own booth displays and/or products. Exhibitors are prohibited from photographing or producing audio/video of other displays, products or materials without prior written permission from World Dairy Expo and the owner of the subject. Security and labor arrangements required for any approved photography, video recordings or live feeds must be made in advance, at exhibitor's expense.

Press Conferences/Media Events

Exhibitor press conferences and media events may be held within booth space in the company's exhibit space between the hours of 7:30 a.m. and 9:00 a.m., Tuesday through Friday. Meeting rooms and hospitality tents on the grounds are also available to rent for such events.

Product Containment

All hay, straw, feed products and other similar items must be fully contained and kept within booth space. For example, all hay bales used as part of a display must be wrapped in plastic or enclosed within a container to keep loose materials off the floor.

Product Pick-Up

If purchases are made and the item is to be picked up during the show, customers may carry their purchase from the booth or use a cart to get materials to their vehicle. If items are required to be picked up with a vehicle or trailer, pick up must be done outside of trade show hours, before 9 a.m. or after 5 p.m. and the exhibiting/selling company must notify WDE staff. If product samples that are part of a company's display are sold, they must be replaced by another product for the booth not to appear dismantled.

Promotional Material Distribution

No exhibitor (or non-exhibitor) may distribute and/or drop promotional materials for display purposes outside of their paid booth space. This includes aisles, bathrooms, parking lots, cattle housing, other trade show booths not contracted to the company/product/organization being promoted, and all other common areas on show grounds. Please report any exhibitor (or non-exhibitor) soliciting outside of their booth to show management immediately.

Raffles, Drawings and Contests

Raffles, drawings and contests, if permitted by law, are allowed in an exhibitor's booth but will be regulated by State of Wisconsin, Dane County, and City of Madison rules, policies, procedures, and laws.

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Security
Exhibitors are solely responsible for the care, custody and control of their own exhibit space and material. Exhibitors should carry insurance for covering loss or damage to their exhibit material. Alliant Energy Center shall not be held responsible for the loss of any material by any cause and urges the exhibitor to exercise normal precautions to discourage loss due to theft or any other cause. Alliant Energy Center assumes no responsibility for goods delivered to the exhibit areas, or for materials left in the exhibit areas at any time. Exhibitors are encouraged to insure exhibit property against loss or theft. In cases where valuable equipment may not be removed to storage on a daily basis, the services of a private booth guard are available.

Signage
All signs must be professional in nature; handwritten signs are not permitted. World Dairy Expo has final determination regarding signage.

Solicitation
Permission is never given to solicit attendees or exhibitors at Expo outside of paid booth space. Any attempt to solicit outside of paid exhibit space is a violation of county ordinance and will be prosecuted. This includes aisles, bathrooms, parking lots, cattle housing and all other common areas on show grounds. Please report any exhibitor (or non-exhibitor) soliciting outside of their booth to show management immediately.

Staffing
Booths must be staffed during all show hours, 9 a.m. to 5 p.m. Tuesday through Thursday, and 9 a.m. to 4 p.m. Friday (except Non-Profit Tabletop (tt) displays). This rule is enforced to give both exhibitors and attendees the best possible experience at World Dairy Expo. Any booths left unattended for more than one (1) hour are at risk of being penalized for future shows. Companies with limited staff (one (1) person per booth) working the show may complete the Staffing Flexibility Form by September 1 to allow for small breaks, meetings or attending other opportunities at Expo. When the booth is unstaffed, a sign should be placed in the booth to indicate when company personnel will return.

Stickers/Adhesive Materials
Use and distribution of adhesive materials of any type are strictly prohibited by the facility. This includes, but is not limited to, stickers, glue, tape, staples, carpet tape or spray glue. Do not use or distribute them in any way at the show. Because of the costs involved in removing stickers from the floors, walls, etc., any company found to be distributing stickers will: (A) be fined $1,000 for each sticker that needs to be removed from a facility surface and (B) will lose booth priority for the following year. Please be sure that all staff working the show are aware of this policy.

Tear Down
Absolutely no part of your exhibit (including supplies and materials) may be dismantled, packed or removed before 4 p on Friday. Any company tearing down any part of their booth prior to 4 pm may incur penalty including loss of booth for future expos.

Towers and Trusses
A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used. Towers in excess of eight feet (8') should have drawings available for inspection. Towers are permitted to a maximum height and depth corresponding to the height and depth for their exhibit. For example, towers that are part of in-line booth exhibit will not exceed eight feet (8'). If placed within three feet (3') of booth closest to aisle, tower must be four feet (4') or less. This is waived if tower is at least five feet (5') from any adjacent booth. Other
placement may be approved for larger booths.

Trusses are similar to Towers but are treated slightly differently since they typically do not completely block sight lines. Variance may be granted on a case-by-case basis to place Trusses tight against an adjoining booth so long as signage or graphics do not interfere with Line of Sight requirements. Plans must be submitted and variance must be requested by September 1.

Trade Center
The Trade Center is a temporary structure built for World Dairy Expo. The structure is home to Trade Show booths, the World Forage Analysis Superbowl display and Dairy Forage Seminars, and features glass walls on the north and west sides, temporary flooring, and ceiling fans. It is important to note that the structure is not temperature controlled and some exhibitor services are limited. Specifically, hardline internet access is not available and water lines are by approval only. Should you need a water line for your booth, notify Expo staff at time of booking as you may need to be relocated. No hanging signs are allowed in the Trade Center. Height restrictions be more restrictive.

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Vehicles on Display
Display vehicles must have battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/4 tank full or 10 gallons, whichever is less, and fuel tank filler caps locked and/or sealed. Fueling or de-fueling of vehicles on the facility premises is prohibited. Once placed, display vehicles cannot be started or moved without the approval of World Dairy Expo. Auxiliary batteries not connected to engine starting system may remain connected. External chargers or batteries are allowed for demonstration purposes. No battery charging is permitted inside the building. Vehicles on display that require spotting service from the Alliant Energy Center will be at the exhibitor's expense.

BOOTH GUIDELINES

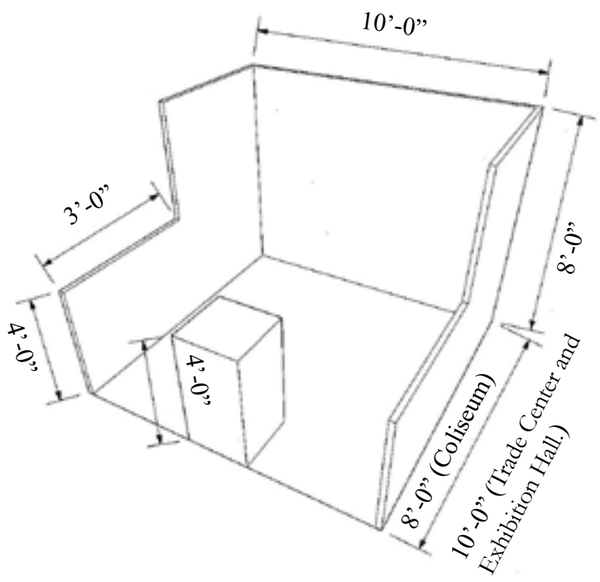
Standard Booth
Standard Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "linear" or "in-line" booths.

Dimensions
Most Standard Booths at World Dairy Expo are 10 feet (10') x 10 feet (10') in the Trade Center and Exhibition Hall. Most Coliseum booths are 10 feet (10') wide by 8 feet (8') deep. There are a few exceptions to this rule, and such exceptions would be specified on the booth contract. Due to the circular nature of the Coliseum, all dimensions given are approximate. The maximum height limitation in all cases for Standard Booths is nine feet (9') for 10'x8' and 10'x10' booths and 10 feet (10') for 10x20 booths and larger. Any height above 8' must be finished on the back side and plain - no graphics.

Use of Space
Regardless of the number of Standard Booths utilized, (e.g. 10' x 20', 10' x 30', 10' x 40' etc.) display materials should be arranged in such a manner so as to not obstruct sight lines of neighboring exhibitors. The maximum height of nine feet for 10'x8' and 10'x10 booths and is allowed only in the rear of the booth space, with a four-foot (4') height restriction imposed on all materials in the three feet closest to the aisle. Note: When three or more Standard Booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.

Corner Booth
A Corner Booth is a Standard Booth exposed to aisles on two sides. All other guidelines for Standard Booths apply.

Standard Booth
10' x 10'



All measurements are English	
English/Metric	Metric/English
1 ft. = .3 m	1 m = 3.28 ft.
1 in. = 2.54 cm	1 cm = .39 in.

Peninsula Booth

Peninsula Booths are any configuration of four or more booths that may or may not be exposed to aisles on three sides.

Dimensions

Peninsula Booths at World Dairy Expo are 20’ x 20’ or larger. When a Peninsula Booth backs up to two Standard Booths, the backwall is restricted to four feet (4’) high within the three feet (3’) closest to each aisle, in the back five feet (5’) of the booth permitting adequate line of sight for the adjoining booths. The rest of the backwall can be no higher than sixteen feet (16’). Any portion of the backwall that extends beyond the eight-foot (8’) curtain must be plainly finished with no exposed framing or structure.

Perimeter Booth

A Perimeter Booth is a Standard Booth that backs up to a wall rather than to another exhibit. Perimeter Booths are specifically those numbered 1002-1032, 2303-2333, 3000-3028, 4000-4052 and 5002-5017.

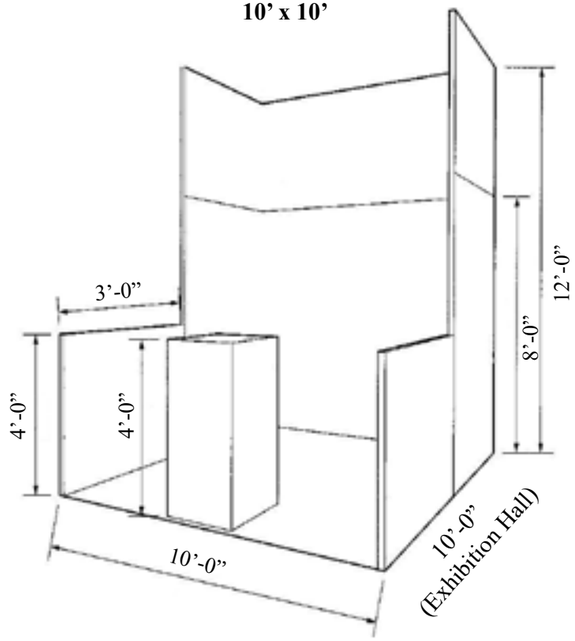
Dimensions and Use of Space

The same guidelines for Standard Booths apply to Perimeter Booths except that the typical maximum backwall height is twelve feet (12’) in those areas.

Non-Profit Tabletop Display

Non-Profit Tabletop displays are limited to a total size of 8’x3’ and are provided with a skirted 6’ table. Display must be positioned against the wall.

Perimeter Booth
10’ x 10’

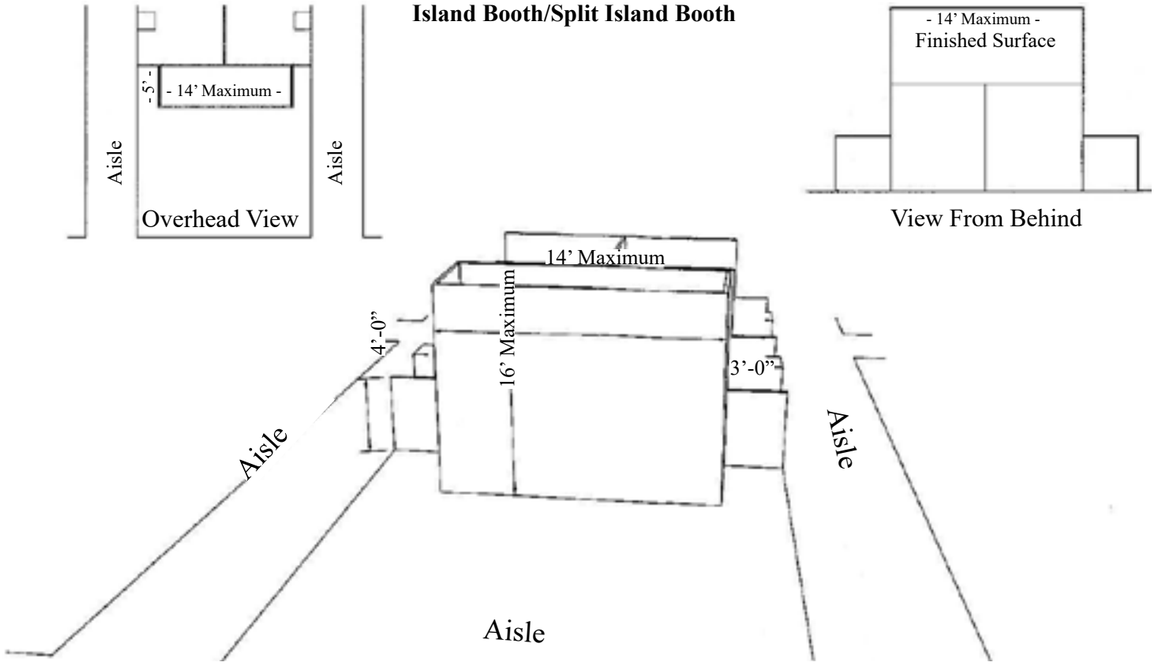


All measurements are English	
English/Metric	Metric/English
1 ft. = .3 m	1 m = 3.28 ft.
1 in. = 2.54 cm	1 cm = .39 in.

Island Booth/Split Island Booth

An Island Booth is exposed to aisles on all four sides. A Split Island Booth is a Peninsula Booth which shares a common backwall with another Peninsula Booth. In both cases, the entire cubic content of the booth may be used up to sixteen feet (16’). However, hanging signs and extended height graphics (higher than 8’) with company/brand identification that face an adjacent booth must be set back five feet (5’) from that adjacent booth. Any portion of the backwall that extends beyond the eight-foot (8’) curtain must be plainly finished with no exposed framing or structure.

Island Booth/Split Island Booth



Violation of World Dairy Expo’s Rules and Regulations will result in loss of priority for space, probation or being banned from future shows.

Written exceptions may be granted by World Dairy Expo on a one-year, case-by-case basis. Please call or email with questions or send a sketch of your booth for review by September 1.