Welcome Exhibitors

We are so excited to see everyone in Madison this fall! It takes a lot of time and effort to prepare for Expo; read on for items to remember before leaving for WDE and additional handy hints for when you are at the greatest dairy cattle show in the world.

World Dairy Expo Dairy Cattle Show: September 27-October 2, 2026
Alliant Energy Center, 1919 Alliant Energy Center Way, Madison, Wisconsin, USA

ARRIVAL TO EXPO



Dairy Cattle Arrival

- Only exhibitors with an approved early arrival request may arrive Wednesday, Sept. 23, 10:00 a.m. - 10:00 p.m. Central Time. The Early Arrival Request Form is **due Sept. 9.**
- All exhibitors can arrive for animal health check-in beginning at 7 a.m. Thursday, Sept. 24 through midnight, Friday Sept 25.
- Animal health and stalling check-in is CLOSED Saturday, Sept 26 from 12:01 a.m. to 5:00 a.m.
- Animal health and stalling resumes Saturday, Sept 26 at 5:00 a.m. All cattle must be onsite by Noon.

Early Release has 2 Options

- **Option 1**: Junior Holstein and Milking Shorthorn exhibitors may request (with animal entry) to depart grounds on Sunday or Monday, 6 p.m. to midnight, only.
- **Option 2**: Due to HPAI Influenza A test requirements:
  - Eligible exhibitors with lactating cattle, and any heifers on the same trailer, returning to states with an USDA NMTS status of Affected or Provisional Unaffected, as of August 31, 2026 may apply for early release. Review the premium book, page 11 for full details.
  - The above stated Influenza A early release guidelines apply to any Junior Holstein or Milking Shorthorn remaining after Monday.
  - **Register with the application found in your Entry Dashboard - #6 by September 18.**
- All exhibitors that apply for an early release option will receive a WDE email confirmation of approval or denial.



Stalling

- Call the Stalling Hotline - 608-224-6455 x4 - Sept. 10-22, to confirm and/or update the number of animals in your string.
- *AFTER* Sept. 22, call the Superintendent's Office (608-267-3924) with stalling changes.
- No stalling information/locations will be given over the phone. Stalling locations will be assigned on site in the Superintendent's Office.
- Stall space is assigned for the number of animals on grounds, NOT the number of animals entered.



Health Requirements & Check-In

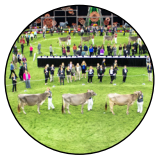
- WDE adheres to the health and import requirements set by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP).
- The Vet Instruction Sheet for Health Regulations will help your veterinarian complete the Certificate of Veterinary Inspection (CVI) properly for WDE. Ensure the full 15-digit ID in the animals' ear, on the CVI and on the test results all match.
- **The CVI must be issued within 30 days of arriving at Expo. Bring 2 copies of your CVI(s)** with cattle.
- **Lactating cattle from NMTS Affected or Provisionally Unaffected states and lactating cattle traveling WITH cattle from these states must have a negative Influenza A PCR test. Please review the WDE Health Regulations.** The test collection date, lab, accession number, departure or shipping date, and result must be written clearly on the CVI or attached sample result report.
- New World Screwworm: If animals originate in a state where NWS has been identified, see additional requirements at NWS webpage.



No Dogs or Pets

- No Dogs or other domesticated animals are permitted at AEC facilities. Service dogs are permitted if they are on a leash. Service dog does not include emotional support or companion animals.

SHOW PREP



Animal Availability for Judging Contests

- The National Judging Contest moves to Saturday, September 26.
- All animals entered at WDE must be made available for use in the National and FFA Dairy Cattle Judging Contests. Failure to comply will result in forfeiture of all premiums and the exhibitor may be barred from participating in WDE.
- Selected animals must be washed and clipped.



Exhibitor Admission Tickets

- Gate Admission is required, ages 9 and up, Tuesday, Sept. 29 - Friday, Oct. 2.
- Discounted exhibitor season tickets may be purchased online through your Dairy Cattle Show entry dashboard account by 11:59 p.m., Sept. 15. ***All tickets are electronic.***
- Admission purchased until Sept 28: $15 daily | $40 season.
- Admission purchased Sept. 29-Oct. 2: $20 daily | $50 season.
- No admission tickets will be mailed or handed out.
- Refunds will not be authorized for any reason.



Breed Show Check-in, Exhibitor Meetings & Backtag Pick-Up

All cattle must checked-in by 5 p.m. the evening before the start of the breed's show.
Receive backtags and get updates on Showring rules and additional show information.

- All meetings will be held in the Sale Pavilion.
- Meeting schedule:
  - *Saturday 4:00 p.m. - ALL BREEDS to review Show and Ethics Information*
  - *Junior Holstein and Milking Shorthorn: Saturday 4:00 p.m.*
  - *Ayrshire and Jersey: Sunday 4:00 p.m.*
  - *Brown Swiss: Monday 4:00 p.m.*
  - *Guernsey and Red & White: Tuesday 4:00 p.m.*
  - *Holstein: Wednesday Noon*



Premier Breeder & Exhibitor

- ***Premier Breeder and Exhibitor entries are online only***, opening Wednesday, Sept. 23.
- Entries can be made on any computer or smart device, via WDE's Dairy Cattle Show - Exhibitor Information webpage. A computer will also be available in the Dairy Cattle Show Office.
- **Entries are due by 11:59 p.m. the night of your Breed Meeting.**

1st Pull Notifications in the App!

- Download the World Dairy Expo App from the App Store or Google Play.
- Login with your World Dairy Expo Dashboard email and password.
- in App Preferences, choose your 'Breed show updates' to recieve notifications for: class 1st Pull, class results, show reminders and more.

ExpoTV - *Subscription*

- An ExpoTV subscription unlocks full access to live and on-demand coverage of the shows, recorded presentations and educational offerings. Commentary will be available this year for the International Jersey Show and International Holstein Show, exclusively on ExpoTV.
- Subscribe at worlddairyexpo.com.
- Rate is $30 USD (plus tax) per user for access through December 31, 2026.
- 2026 ExpoTV content will be stored and may be viewed free of charge on YouTube after January 1, 2027.

REMINDERS TO SET YOUR STRING



Electrical Safety

- Maximum electrical connections for each exhibitor string:
  - 1 Refrigerator must be plugged directly into a power source. Up to 3 smaller appliances may be plugged into one GFCI power strip/outlet. No hot plates or griddles.
  - A single 12-guage extension cord may be used to connect appliance to power source.
  - All electrical cords must be elevated above ground. Run cords on top of stalling panel.
- Any hay/straw/bedding storage must be at least 5-feet from appliances or power sources.



Storage & Grounds Safety

- Pop-up tents MUST have an operable 2A-10B:C portable fire extinguisher positioned immediately outside of the tent. (Available at any major retailer/hardware store.)
- 10'x10' pop-up tent with tent tops attached are allowed when purchased with entries.
- Tents must be spaced at least 10' from one another - on ALL sides - and may not block emergency exits or signage.
- Inside the Pavilions and Tents, Hay/straw bales may be stacked to a maximum height of 4'.
- Exterior storage outside and between the cattle housing tents will be available beginning Saturday, Sept 26, noon.
- Limited exterior feed storage will be available around the Pavilions. Any feed and bedding stored outside the Cattle Tent must be at least 10' from the tent walls. Bales may be stacked to 8' maximum height in exterior storage zones.
- Hay/straw storage must take up no more than 25% of the exhibitor's floor space, and may never exceed an area larger than 10'x10'.
- Absolutely NO smoking or cooking with an open flame in the New Holland Pavilions/Cattle Tents. Propane Grills MUST be at least 25' from Pavilions, Tents or hay/straw storage.
- No unauthorized skidloaders are permitted on grounds at any time.
- Fire Lanes of 20-feet wide around Pavilions and Tents must be kept open at all times.



Feed & Bedding

Feed Vendor

- JRS Enterprises, Inc. is the WDE 2026 official feed vendor.
- Feed and bedding pricing can be found on the Dairy Cattle Exhibitor Information page in mid-September.
  - A representative will be on-site beginning Sept. 23 at 10 a.m.
  - Pavilion and cattle tent deliveries will be available.
  - All accounts MUST be settled prior to the close of the show. Payment must be made solely to JRS Enterprises.
  - A skidloader and operator will be available to help you unload feed and bedding brought on site. Applicable fees will apply.

Feed & Bedding Delivery Times

- Delivery times for all feed & bedding purchased from and delivered by JRS Enterprises:
  - Sept. 23: 10:00 a.m. - 6:00 p.m.
  - Sept. 24 - 25: 8:00 a.m. - 5:00 p.m.
  - Sept. 26 - Oct. 2: 6:00 a.m. - 9:00 p.m.
  - Oct. 2: as needed
- Exhibitor vehicle delivery times: 6:00 p.m. - 8:00 a.m., daily.

AT THE SHOW



Milk Disposal

- Use of Personal Protective Equipment (PPE) is encouraged when milking and dumping milk into the receiving tanks.
- Buckets for milk will not be provided. Please bring your own.
- Milk collected in the string must be emptied into milk receiving stations placed around the Pavilions and Tents. There is ***NO*** dumping of milk allowed anywhere else on grounds.
- Receiving tanks, will be routinely emptied throughout the week of the show.
- Milk receiving areas will be sanitized by Expo.

Milkhouse Schedule

- Sept. 23 (Wed.): 2:00 p.m. - 11:00 p.m.
- Sept. 24 (Thrs.): 5:00 a.m. - 10:00 a.m. & 2:00 p.m. - 11:00 p.m.
- Sept. 25 - 26 (Fri. - Sat.): 5:00 a.m. - 10:00 a.m. & 2:00 p.m. - 11:00 p.m.
- Sept. 27 (Sun.): 5:00 a.m. - 2:00 p.m. & 3:00 p.m. - 11 p.m.
- Sept. 28 - Oct. 3: Hours will be posted outside the milkhouse

---

- **Bring your own post-dip cups.**
- Use of PPE is encouraged when milking.
- The BouMatic milking parlor is a milking system that has a backflush and will include an approved disinfectant. A disinfectant will be available for exhibitors choosing to milk in their bedding pack.

Veterinary Service

- The official WDE on-grounds vets will be available with administrative services provided by Heritage Vet Partners. Reasonable charges will be made for veterinary services, additional fees may be charged for calls during Emergency Response hours.
- ***Daytime vet calls, 7 a.m. - 5 p.m.***: Fill out the notebook in the veterinary identified vehicle parked at the east end of Pavilion 2. Provide your name, contact phone number and location of your animal.
- ***Emergency Response hours, 5 p.m. - 7 a.m.***: A phone number will be posted at the Vet office, Pavilion 2.



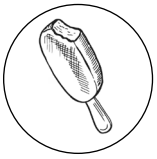
Sharps Containers

- All sharps MUST be disposed of in provided sharps containers.
- A limited number of sharps containers may be picked up outside the milking parlor Thursday - Monday or on request.



Herdsmanship

- Winners will be recognized by zone within the Pavilions and cattle tents.
- Daily winners will be selected from throughout the grounds.
- Jackets are presented by Select Sires, Inc..
- Jim Crowley, Jr. Overall Herdsmanship Award winner will recieve a pub-style table presented by Select Sires, Inc. and a semen tank presented by MVE Biological Solutions.



Youth Scoop Extravaganza ICE CREAM SOCIAL

presented by South Dakota State University: Saturday, Sept 26, 2:00 - 5:00 p.m. in The Tanbark.

- Enjoy yard games and complimentary SDSU ice cream and toppings!
- Pick up junior show shirts and (last chance!) complimentary *We Need a Show* World Dairy Expo 50th Anniversary Book.



Morning Coffee and Donuts

Get your morning fix with complimentary coffee and donuts outside the milking parlor:

- Sunday Morning, 6:30 - 9:30 a.m. courtesy of Hellenbrand Lasting Legacy Award
- Monday - Friday Morning Coffee Cart, begining at 6:30 a.m., courtesy of ABS Global



The Tanbark - Something for Everyone!

- Located in the Arena Building, The Tanbark is open for lunch and cocktails daily, beginning Monday, starting at 10:30 a.m.
- Daily industry meetings and events
- Enjoy happy hours from 4:00 - 6:00 p.m., Tuesday - Thursday.



Catering & Alcohol Policy

- For all food and beverage receptions, contact Sodexo Live! at 608-661-0525.
- World Dairy Expo encourages moderation of alcohol use and is asking your help to eliminate consumption by minors. Wisconsin's legal drinking age is 21.

HEADING HOME



Early Release for Junior Holstein or Milking Shorthorn And for Influenza A test requirements

- Exhibitors must register for early departure by Sept. 18 with your entry.
- Approved Exhibitors must pick up the Release form at the Dairy Cattle Show Office, Coliseum top floor.
- Junior Holstein and Milking Shorthorn approved early release is Sunday and Monday 6 p.m. - midnight, only.
- Influenza A test requirement approved early release may be done at the conclusion of the breed cow show (or after 6 p.m.) until 12 a.m./midnight, Tuesday, Wednesday or Thursday.
- Space for tack and animal load-out is limited around the Pavilions and Cattle Tents. Please use extreme caution!

Friday Animal Release

- Animal release for all exhibitors begins on Friday, Oct. 2 at 5:30 p.m.
- All trailers will be held in Quann Park until 5:30 p.m.
- Upon release, trailers will be directed by security, to the location of their animals on grounds.
- No cattle or trailer traffic will be allowed in the parking lot south of the Pavilions.