WORLD DAIRY EXPO®
2024 Virtual Farm Tour Application Form & Guidelines

Virtual Farm Tours offer a sponsoring company the opportunity to showcase an outstanding customer. Only four tours will be offered in 2024. Applications and supporting materials are due April 1 to be considered. Farms will be selected, and sponsoring companies notified by April 15 after a thorough review of applications.

Virtual Farm Tours:

Dates:	Tuesday, Wednesday, Thursday, and Friday of World Dairy Expo
Times:	10:00 a.m. CST
Location:	Mendota Room 1, Exhibition Hall
Length:	1-hour maximum per tour (30 - 40-minute farm presentation plus question & answer portion)
Format:	Sponsor introduction of Virtual Farm Tour host, visual tour via video or PowerPoint and question & answer portion

Sponsorship Benefits:
- Logo and listing in Expo's Official Program, published by *Dairy Herd Management*, World Dairy Expo website and mobile app
- Listing in the *Expo Daily Edition*, published by *Dairy Star*
- Listing included in WDE news release announcing tour hosts
- Company name listed on digital signage outside of the presentation room
- Company logo on sponsor banner in the presentation room
- Company representative onsite to introduce tour host
- Right to include sponsor's logo in visual production
- Virtual Farm Tours are streamed live on ExpoTV and recorded for posting on Expo's website and YouTube channel. Sponsoring company receive digital link of the presentation after the show
- Recognized as a One Star Sponsor

Sponsorship Requirements:
- The application form and supporting materials must be submitted by **April 1** to Cassi Miller, cmiller@wdexpo.com
- A specific farm must be identified on the application
- An organization may submit applications for multiple farms, the sponsoring company will be responsible for producing program materials and travel arrangements for each selected tour
- There are no geographic restrictions for the farm; not limited to the United States or North America
- Responsible for travel arrangements and expenses for the producer to attend World Dairy Expo and 'host' the virtual tour. **A farm representative must be present onsite to host their tour and answer audience questions**. *Note: If the producer has a date preference for their tour, please indicate this when you submit the application form*
- Produce a 30 - 40-minute virtual tour of the farm with the producer/farm representative
  - Video footage of the operation is preferred; however, PowerPoint format (majority photos) is also acceptable. *Multiple aspects of the operation should be illustrated including: environmental management, nutrition and feeding, milking, quality controls, herd health, profitability, herd genetics, facilities, calf raising, etc.*
  - Past presentations - https://worlddairyexpo.com/pages/2023-Virtual-Farm-Tours-Videos.php
- Upon selection, sponsorship fee of $1,000

WORLD DAIRY EXPO®
2024 Virtual Farm Tour Application Form

Sponsoring Company: _____ Company Contact: _____

Sponsoring Company Address: _____

Sponsor phone: _____ Email: _____

Onsite Presentation Date Preference (optional): _____

Farm Name: _____

Farm Representative (Main Contact): _____

Farm Address: _____

Farm Representative Phone: _____ Farm Representative Email: _____

Family Members/Partners in Operation

Farm History

Number of Employees
        Full Time _____ Part Time_____

Total Number of Livestock _____ Number of Cows in Milking Herd _____

Breed/s of Cattle _____

Rolling Herd Average _____ SCC _____

Fat lbs. _____ Fat % _____ Protein lbs. _____ Protein % _____

Milking System:

        Type/style/size of milking facility _____

        Milkings: 2x _____   3x _____   Robot _____   Other _____

Description of Housing Facilities (barn sizes and types, bedding, construction timeline, unique features, etc.)

Percentage of Herd that is Registered _____ Embryo/IVF Work Done at Farm? _____

Merchandising or Exporting Done? _____ Which Countries? _____

Breeding Program Goals and Procedures

Heifer Management

Number of Acres Operated & Crops Grown

Environmental Efforts

Community Involvement

Awards/Honors/Accomplishments

WORLD DAIRY EXPO®
2024 Virtual Farm Tour Application Form (continued)

Other Information: Why is your company nominating this dairy to host a WDE Virtual Farm Tour?

An optional short paragraph addressing any other operational information that further explains why this operation is a good tour candidate. Attach additional pages as needed.

Please also send a photograph of the farm owner(s)/partners and your company logo (color, minimum 300 dpi, .jpg or .tif file format) at time of application.

By signing below, the Sponsoring Company verifies that, if selected, the farm nominated in this application has agreed to host a Virtual Farm Tour in-person at World Dairy Expo 2024.

Sponsoring Company Contact Signature _____

Application form and all supporting materials must be submitted by April 1 to Cassi Miller, cmiller@wdexpo.com.