

SCHEDULE OF EVENTS

(AR) Arena Building

(C) Coliseum

(EH) Exhibition Hall

(SP) Estrumate Sale Pavilion

Tuesday, Sept. 29

- 7:30 a.m.** International Junior Holstein Show (C)
International Ayrshire Show (C)
- 8:00 a.m.** Central National FFA Judging Contest & Events (SP)
- 1:00 p.m.** Expo Seminar (EH)
- 2:00 p.m.** Virtual Farm Tour (EH)
- 3:00 p.m.** International Jersey Show – Heifers (C)
International Milking Shorthorn Show – Heifers (C)
- 7:00 p.m.** Top of the World Jersey Sale (SP)

Wednesday, Sept. 30

- 7:30 a.m.** International Jersey Show – Cows/Groups (C)
- 10:00 a.m.** Dairy Forage Seminar (AR)
- 11:00 a.m.** Expo Seminar (EH)
- Noon** Virtual Farm Tour (EH)
- 12:30 p.m.** International Milking Shorthorn Show – Cows/Groups (C)
- 1:00 p.m.** Expo Seminar (EH)
- 1:30 p.m.** Dairy Forage Seminar Stage (AR)
- 2:00 p.m.** International Brown Swiss Show – Heifers (C)
Virtual Farm Tour (EH)
- 5:00 p.m.** World Dairy Expo's Dinner with the Stars Reception (EH)
- 6:30 p.m.** World Dairy Expo's Dinner with the Stars (EH)
(Advanced tickets required)
- 7:00 p.m.** World Ayrshire Event Sale (SP)

Thursday, Oct. 1

- 7:30 a.m.** International Brown Swiss Show – Cows/Groups (C)
- 10:00 a.m.** Dairy Forage Seminar (AR)
- 11:00 a.m.** Expo Seminar (EH)
- Noon** Virtual Farm Tour (EH)
- 1:00 p.m.** Expo Seminar (EH)
- 1:30 p.m.** International Guernsey Show – Heifers (C)
International Red & White Show – Heifers (C)
Dairy Forage Seminar (AR)
- 2:00 p.m.** Virtual Farm Tour (EH)
World Premier Brown Swiss Sale (SP)
- 6:00 p.m.** World Dairy Expo Youth Showmanship (C)

Friday, Oct. 2

- 7:30 a.m.** International Red & White Show – Cows/Groups (C)
International Guernsey Show – Cows/Groups (C)
- 10:00 a.m.** Dairy Forage Seminar (AR)
- 11:00 a.m.** Expo Seminar (EH)
- Noon** International Holstein Show – Heifers (C)
Virtual Farm Tour (EH)
- 1:00 p.m.** Expo Seminar (EH)
- 1:30 p.m.** Dairy Forage Seminar (AR)
- 2:00 p.m.** Virtual Farm Tour (EH)
International Guernsey Classic Sale (SP)
- 5:00 p.m.** International Reception (EH)
- 7:00 p.m.** World Classic '15 Holstein Sale (C)

Saturday, Oct. 3

- 8:00 a.m.** International Holstein Show – Cows/Groups (C)
- 10:00 a.m.** Dairy Forage Seminar (AR)
- 11:00 a.m.** Expo Seminar (EH)
- Noon** Virtual Farm Tour (EH)
- 5:00 p.m.** Parade of Champions and Selection of the 2015 Supreme Champion (C)
- 6:00 p.m.** World Dairy Expo 2015 Closes

WORLD DAIRY EXPO TO OFFER HOTEL SHUTTLES

New this year at World Dairy Expo will be a free shuttle service running during the show, Sept. 29 to Oct. 3, 2015, from the Alliant Energy Center to downtown hotels.

The two 31-passenger shuttles will begin their routes around 6:30 a.m. and conclude at 6:30 p.m. each day. Five properties have been selected for shuttling this year and will make a loop in this order:

- The Graduate Madison (formally The Campus Inn) on Langdon,
- The Edgewater on Langdon,
- The Madison Concourse and Governor's Club on Wisconsin/Dayton,
- Inn on the Park,
- Hilton Madison Monona Terrace and Alliant Energy Center.

Each loop takes approximately 45 minutes and will visit each property twice an hour.

Schedule subject to change. Visit www.worlddairy-expo.com for current schedule information and details.

ADMISSION:

12 and older: **\$10**
Season Pass: **\$30**

Parking included with admission

TRADE SHOW:

Hours:

Tuesday to Saturday,
9 a.m. to 5 p.m.

Locations:

- Arena Building
- Coliseum: Arena Level, Main Concourse and International Lounge
- Exhibition Hall
- New Holland Trade Center
- Outdoor Trade Mall

INFORMATION BOOTHS:

Located in the Exhibition Hall Lobby and the Coliseum West Lobby.



PURPLE COW GIFT SHOP

Open Tuesday through Saturday from 9 a.m. to 5:30 p.m. in the north end of the Exhibition Hall Lobby. See available products at www.facebook.com/purplecowgifts.



World Dairy Expo's dairy cattle shows are webcast live on www.worlddairyexpo.com. It's the next best thing to being ringside. Free coverage is made possible by the following sponsors: Afimilk, Merial, Milk Source Genetics and New Holland.

FOOD VENUES:

Outdoor Food Court – Located in the Outdoor Trade Mall.

Expo Bistro – Located in the Atrium of the Exhibition Hall. Open 11 a.m. to 2 p.m.

Expo Bistro Express – Located in the West Lobby of the Coliseum. Open 11 a.m. to 2 p.m.

Concession Stands – Five stands within the Exhibition Hall, six stands in the Coliseum, one stand in each New Holland Pavilion. Each stand features different menu items.

ATMS:

Located in the West Lobby of the Coliseum, the Lobby of the Exhibition Hall, in the front of New Holland Pavilion 1, next to the Estrumate Sale Pavilion and near the Dining Hall in the Outdoor Food Court.

TAXI SERVICES:

Available outside of the East Lobby of the Coliseum.

Contact:

Badger Cab Co. Inc. (608) 256-5566
Green Cab of Madison Inc. (608) 255-1234
Madison Taxi (608) 255-8294
Union Cab of Madison Cooperative (608) 242-2000

SEE MORE ONLINE!

Visit www.worlddairyexpo.com for show coverage and up-to-the-minute cattle show results. View class highlights under "Photos & Videos" and utilize the Dairy Cattle Show Animal and Exhibitor On-Grounds search tool to locate dairy cattle in the New Holland Pavilions. See a full list of commercial exhibitors, create a customized "Must See" list and view company contact information with Expo's searchable, interactive maps. Check out "Innovation Unveiled" to browse the latest products featured. Cattle Logs and the Expo Daily Edition, published by Agri-View, are also posted online for viewing.



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Explore our Pinterest page at pinterest.com/worlddairyexpo



We need a Show

Book celebrates 50 years of World Dairy Expo



World Dairy Expo was started in 1967 with an idea, dedication and perseverance. Fifty years and a lot of hard work later, Expo is known world-wide as the meeting place of the dairy industry.

To celebrate the 50th anniversary taking place in 2016, volunteers have collaborated to create a historical book reminiscing on years of Expo memories. Taking more than two years to research and write, "We Need a Show" is a complete history of World Dairy Expo to date.

This limited edition commemorative book celebrates the first 50 years of Expo and gives insight into what we can look forward to in the next 50.

For sale exclusively during the 2015 World Dairy Expo, the books will be available for purchase in the Purple Cow Gift Shop and in the west lobby of the Coliseum. **Books will sell for \$25 plus tax.**