

# CHEESE EXPO

Hosted By



## 2026 EXHIBITOR MARKETING GUIDE

**April 14-16, 2026 | Baird Center | Milwaukee, Wisconsin**  
Exhibit Floor Open: Wednesday, April 15th 9:30AM-4:30PM &  
Thursday, April 16th 9:30AM-3:30PM

**Boost your booth traffic using these marketing tools!**

**Questions? Email [events@wischeesemakers.org](mailto:events@wischeesemakers.org)**

This toolkit offers everything to promote your participation as an exhibitor and connect your business with thousands of dairy industry CEOs, marketers, distributors, plant managers, human resource leaders, and more!

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## QUICK LINKS

### EXHIBITOR PLANNING PORTAL

Find full exhibitor planning details on the [Exhibitor Planning Portal](#).

### EXHIBITOR ORDERING SITES

GES will serve as the CheeseExpo General Service Contractor again for 2026. Find full information on booth orders, shipping, rigging and more within the [Exhibitor Ordering Page](#).

### EXHIBITOR SERVICE CENTER

Visit the [Exhibitor Service Center](#) to update your Exhibitor Directory Profile and to register booth staff. Find helpful guides [here](#).

### QUESTIONS?

We're here to help. Contact us at [events@wischeesemakers.org](mailto:events@wischeesemakers.org).

### BRANDING GUIDE

Use the official CheeseExpo colors, fonts, and logos for a cohesive, professional look.

#### CHEESEEXPO LOGOS:

Click the below images to download high-resolution logos.



#### BRAND GUIDE:

##### COLORS:



RGB: 7 49 68  
HEX: #073144  
CMYK: 96 72 50 48



RGB: 249 157 42  
HEX: #F99D2A  
CMYK: 0 45 94 0



RGB: 101 111 126  
HEX: #656F7E  
CMYK: 54 40 28 27



RGB: 252 183 106  
HEX: #FCB76A  
CMYK: 0 32 66 0

##### FONTS:

*Use for headlines & sub-headlines*

##### OSWALD

ExtraLight

Light

Regular

Medium

SemiBold

Bold

##### SOFIA PRO

Light

Regular

Semi Bold

Light Italic

Regular Italic

Bold

*Use for website text*

##### ARIAL

Regular

Italic

Bold

Bold Italic

### SOCIAL MEDIA: CAPTIONS AND IMAGES

Follow us on [Facebook](#) and [LinkedIn](#) to like and share ready-made content, connect with customers, and join the CheeseExpo conversation!

**FACEBOOK:** CheeseExpo

**LINKEDIN:** Wisconsin Cheese Makers Association

**EVENT HASHTAG:** #CheeseExpo

#### NEED CONTENT IDEAS? TRY THESE:

“It’s almost time - we’re gearing up for [@]CheeseExpo 2026. We’re excited to connect, share, insights, and showcase our latest innovations. Stop by Booth #[Booth Number] on Wednesday, April 15 and Thursday, April 16 and say hi! #CheeseExpo”

“What are you most excited to see at [@]CheeseExpo 2026? We can’t wait to show you [latest product or service]. Learn more at Booth #[Booth Number] on Wednesday, April 15 and Thursday, April 16.”

### HIGH-RESOLUTION ANIMATED GRAPHICS AND IMAGES

Click the images below to access animated graphics and images to share on your social media pages!

#### STILL GRAPHICS



#### ANIMATED GRAPHICS



### EMAIL MARKETING

#### E-BLAST THROUGH EVENT TECHNOLOGIES

Boost traffic to your booth and maximize your sales prospects with customized CheeseExpo email marketing - available now through our partners at Event Technologies. Find program details on the [Exhibitor Planning Portal](#).

#### LOOKING FOR AN ATTENDEE LIST?

A pre-event attendee list will be sent out to all exhibit planning contacts one week prior to CheeseExpo. A final attendee list will also be sent one week post show.

**Note:** These lists will not include attendee email addresses. Neither WCMA nor CheeseExpo sells attendee lists. **If you are approached to purchase a list, it is fraudulent.**

#### DOWNLOAD READY-TO-USE EMAIL FOOTERS FOR OUTREACH!

Click the images below to access animated graphics and images to share on your social media pages!

CHEESE EXPO

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Register Now!

CheeseExpo.org

Find us at CHEESE EXPO

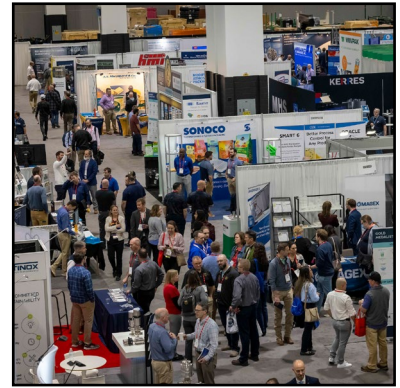
April 14-16, 2026 | Baird Center | Milwaukee, Wisconsin

Register Now!

CheeseExpo.org

### PROMOTIONAL GRAPHICS

Click the images below to access high-resolution images to share on your social media pages!



### HOW TO DOWNLOAD:

**Note:** A Gmail account is required to access the photos. If a Gmail account is not available to use, please email [events@wischeesemakers.org](mailto:events@wischeesemakers.org) for assistance.

Select a photo to proceed. The photo will open in a [Google Drive folder](#) containing a large collection of CheeseExpo images. These images are available for use in your promotional materials.

Please select the desired photos and click Download to save them.

## GUEST PASS PROGRAM

Invite your dairy processor customers to join you at CheeseExpo! This program is designed to help you invite customers to the show and connect with them onsite. Guest passes provide access to the exhibit hall and networking events.

### GUEST PASSES RECEIVED

Each exhibiting company will receive **two (2) complimentary Exhibits & Networking passes** to share with dairy processor customers or prospects. The passes will be accessed by utilizing a provided unique discount code that your guest will enter during the registration process.

### WHO CAN USE A GUEST PASS

Guest passes are valid only for individuals from dairy processing companies. A dairy processor is defined as a company that:

- Converts milk, cheese, or whey into dairy products, produces processed cheese, or primarily markets, brokers, or distributes cheese.

The unique pass code will function only for dairy processor registrants selecting an Exhibits and Networking registration pass during the registration process.

### WHAT IS INCLUDED WITHIN A GUEST PASS

Each guest pass includes access to the below CheeseExpo events:

- Tuesday, April 14:** Welcome Reception

- Wednesday, April 15:** Continental Breakfast, Exhibits, Lunch, Reception & Championship Cheese Auction

- Thursday, April 16:** WCMA Recognition Breakfast, Exhibits, Lunch, World Champions Reception, Afterglow Reception

### HOW TO ACCESS YOUR GUEST PASS CODE

WCMA will email your unique guest pass code to each exhibitor on January 22, 2026.

Once received, you may share the code with eligible customers and prospects.