

How to: Register Booth Staff

Exhibitors must register all persons working in the booth.

Complimentary passes are for exhibit staff working in the booth, not guests of exhibitors. Complimentary registration passes are included as noted below:

Complimentary Exhibits & Networking Events Registrations

Four free Exhibits passes will be provided for each 10 x 10 space purchased.

Complimentary Full Registrations

Exhibiting companies will also receive one free Full Seminars and Exhibits Registrations for each 10 x 10 space:

- 1 10 x 10 Exhibit Space – 1 Free Full Seminars and Exhibits Registration
- 2 10 x 10 Exhibit Spaces – 2 Free Full Seminars and Exhibits Registrations
- 3 10 x 10 Exhibit Spaces – 3 Free Full Seminars and Exhibits Registrations, etc.

The deadline for advanced registration ends April 6th. Any registrations needed after April 6th, will need to register onsite.

Follow these steps to register booth staff.

For any questions or edits to registrations, please contact events@wischeesemakers.org.

- 1 Navigate to <https://cheeseexpo.org/>



Join the global dairy industry at CheeseExpo 2026!

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

[Register Now](#)

CheeseExpo brings together over 4,000 leaders, suppliers, and professionals from across the cheese, butter, whey and cultured dairy products processing industry. It's the only event that combines in-depth educational sessions, high-value networking, exciting celebrations honoring industry excellence, and a massive exhibit floor showcasing the latest innovations.

Your hosts Wisconsin Cheese Makers Association (WCMA) and the Center for Dairy Research (CDR) promise an exciting event. You won't want to miss it!



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- 2 Hover over the “Exhibitor” tab on the top menu bar. Click “Exhibitor Service Center”.

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Join the global dairy industry a CheeseExpo 2026!
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CheeseExpo brings together over 4,000 leaders, suppliers, and professionals from across the cheese, butter, whey and cultured dairy products processing industry. It's the only event that combines in-depth educational sessions, high-value networking, exciting celebrations honoring industry excellence, and a massive exhibit floor showcasing the latest innovations.

Your hosts Wisconsin Cheese Makers Association (WCMA) and the Center for Dairy Research (CDR) promise an exciting event. You won't want to miss it!

“Best show ever!” -Anthony Connolly

- 3 Enter your Booth Number and Password within the “Please Sign In” section. Your password can be found in the CheeseExpo Booth Confirmation email you received from ‘events@wischeesemakers.org’. Once your information is entered, select “Sign In”.

Note: If you need the password to be resent, please contact events@wischeesemakers.org.

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EXHIBITORS

- > Exhibitor Information
- > Exhibitor Sign Up
- > Exhibit Floor Plan
- > Exhibitor List
- > **Exhibitor Service Center**

Exhibitor Service Center

Within the Exhibitor Service Center you will:

1. Update Exhibitor Directory Profile
 - Exhibitor Profile utilized within the Printed Official Show Program and Online Floor Plan
2. Register Booth Staff
 - Find Complimentary Booth Staff Registration Allotments within the [Exhibitor Contract](#).

Utilize the login information received within your booth confirmation message. This automated email was sent from 'events@wischeesemakers.org' after your booth selection. Contact [WCMA](#) to get this information resent.

PLEASE SIGN IN

Booth Number:

Password:

Sign In

How to: Register Booth Staff

4 Once logged in, click “Register Booth Staff Here”.

5 To begin a registration, click “Start”.

This page outlines:

- Complimentary passes remaining.
- A registration roster of currently completed registrations (located at the very bottom of the page. If no registration roster is listed, no registrations have been completed for your company).

EXHIBITOR STAFF REGISTRATION	
Complimentary Full Registration 6 Left.	<p>Exhibiting companies receive one free Full Registration for each 10 x 10 space purchased.</p> <p>Full Registration Includes seminars and events <u>except Optional Add-Ons.</u></p> <p>Includes:</p> <ul style="list-style-type: none"> • Tuesday: Welcome Reception • Wednesday: Continental Breakfast, Seminars, Exhibits, Lunch, Reception & Championship Cheese Auction • Thursday: WCMA Recognition Breakfast, Seminars, Exhibits, Lunch, Champions Reception, Afterglow Reception <p>Does <u>not</u> include Optional Add-Ons. These can be added to your registration below under 'Add-Ons'.</p>
Complimentary Exhibits 24 Left.	<p>Exhibiting companies receive four free Exhibits passes for each 10 x 10 space purchased. These passes are for company staff working in the booth.</p> <p>Includes access to Exhibits on Wednesday and Thursday.</p> <p>Also includes the following networking events:</p> <ul style="list-style-type: none"> • Tuesday: Welcome Reception • Wednesday: Continental Breakfast, Lunch, Reception and Championship Cheese Auction. • Thursday: WCMA Recognition Breakfast, Lunch, Champions Reception, Afterglow Reception <p>Does <u>not</u> include seminars, and does not include Optional Add-Ons. These can be added to your registration below under 'Add-Ons'.</p>

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6 Enter all required information.

Notes:

- This information is for the individual who will be using the pass.
- If someone else would like to receive the confirmation email which includes the receipt of the purchase, add their email into the “If desired, send CC” section.

First Name*	<input type="text" value="John"/>
Last Name*	<input type="text" value="Smith"/>
Job Title*	<input type="text" value="Marketing Manager"/>
Email*	<input type="text" value="Jsmith@company.com"/>
Work Phone	<input type="text"/>
If desired, send CC to	<input type="text" value="purchaser@company.com"/>

7 Click “Continue”.

Address1*	<input type="text" value="123 Street"/>
City*	<input type="text" value="Madison"/>
State*	<input type="text" value="Wisconsin"/>
Zip Code	<input type="text" value="53718"/>
Country	<input type="text" value="United States"/>

Please contact WCMA's Events Team by [email](#) or 608-286-1001 for more information.

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8 Select the preferred registration type.

The complimentary passes are listed first. Under this section, the amount of complimentary passes available is listed.

Once you use all of your complimentary passes, you are able to purchase additional passes in this section.

You may add on additional events that are not included in the above registration pass.

<input checked="" type="checkbox"/>	EXHIBITOR STAFF REGISTRATION	PRICE
<input type="checkbox"/>	Complimentary Full Registration 8 Left. Exhibiting companies receive one free Full Registration for each 10 x 10 space purchased. Full Registration includes seminars and events except Optional Add-Ons. Includes: <ul style="list-style-type: none"> Tuesday: Welcome Reception Wednesday: Continental Breakfast, Seminars, Exhibits, Lunch, Reception & Championship Cheese Auction Thursday: WCMA Recognition Breakfast, Seminars, Exhibits, Lunch, Champions Reception, Afterglow Reception Does not include Optional Add-Ons. These can be added to your registration below under 'Add-Ons'.	Complimentary
<input type="checkbox"/>	Complimentary Exhibits 24 Left. Exhibiting companies receive four free Exhibits passes for each 10 x 10 space purchased. These passes are for company staff working in the booth. Includes access to Exhibits on Wednesday and Thursday. Also includes the following networking events: <ul style="list-style-type: none"> Tuesday: Welcome Reception Wednesday: Continental Breakfast, Lunch, Reception and Championship Cheese Auction. Thursday: WCMA Recognition Breakfast, Lunch, Champions Reception, Afterglow Reception Does not include seminars, and does not include Optional Add-Ons. These can be added to your registration below under 'Add-Ons'.	Complimentary
<input checked="" type="checkbox"/>	EXHIBITOR STAFF REGISTRATION	EARLY PRICE
<input type="checkbox"/>	Additional Exhibitor Staff - Full Registration See 'Complimentary Full Registration' information above for details.	\$530.00
<input type="checkbox"/>	Additional Exhibitor Staff - Exhibits See 'Complimentary Exhibits' information above for details.	\$45.00
<input type="checkbox"/>	Additional Exhibitor Staff - Wednesday Single Day Wednesday Single Day Registration includes all events on Wednesday: <ul style="list-style-type: none"> Continental Breakfast, Seminars, Exhibits, Lunch, Reception & Championship Cheese Auction. Also includes networking events noted below: <ul style="list-style-type: none"> Tuesday: Welcome Reception Thursday: WCMA Recognition Breakfast, Exhibits, Lunch, Champions Reception, Afterglow Reception Does not include Optional Add-Ons. These can be added below.	\$420.00
<input type="checkbox"/>	Additional Exhibitor Staff - Thursday Single Day Thursday Single Day Registration includes the following Thursday events: <ul style="list-style-type: none"> WCMA Recognition Breakfast, Seminars, Exhibits, Lunch, Champions Reception, Afterglow Reception Also includes networking events noted below: <ul style="list-style-type: none"> Tuesday: Welcome Reception Wednesday: Continental Breakfast, Exhibits, Lunch, Champions Reception, Afterglow Reception Does not include Optional Add-Ons. These can be added below.	\$420.00
<input type="checkbox"/>	Additional Exhibitor Staff - Only Attending Awards Banquet	\$90.00
<input checked="" type="checkbox"/>	ADDITIONAL REGISTRATION ADD ONS	PRICE
<input type="checkbox"/>	Young Professionals Reception (must be under 40) Exhibitor Tuesday, April 14, 2026, 7:00 PM - 9:00 PM (- The New Fashioned)	\$40.00
<input type="checkbox"/>	World Champions Awards Banquet Exhibitor Thursday, April 16, 2026, 5:30 PM - 9:00 PM (Room: Baird Ballroom, 4th Floor - Baird Center)	\$90.00

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9 Once selections are finalized, click “Continue”.

<input checked="" type="checkbox"/>	Also includes networking events noted below: <ul style="list-style-type: none"> • Tuesday: Welcome Reception • Wednesday: Continental Breakfast, Exhibits, Lunch, Champions Reception, Afterglow Reception <p>Does not include Optional Add-Ons. These can be added below.</p>	\$420.00
<input type="checkbox"/>	Additional Exhibitor Staff - Only Attending Awards Banquet	\$90.00
ADDITIONAL REGISTRATION ADD ONS		PRICE
<input checked="" type="checkbox"/>	Young Professionals Reception (must be under 40) Exhibitor Tuesday, April 14, 2026, 7:00 PM - 9:00 PM (- The New Fashioned)	\$40.00
<input type="checkbox"/>	World Champions Awards Banquet Exhibitor Thursday, April 16, 2026, 5:30 PM - 9:00 PM (Room: Baird Ballroom, 4th Floor - Baird Center)	\$90.00

Please contact WCMA's Events Team by [email](#) or 608-286-1001 for more information.

10 If more registrations are needed, select “Add Additional Booth Staff”. Repeat steps 6-9.
Note: If more than one registration is purchased, the first person registered will receive the overall confirmation for everyone. Each individual will receive their own confirmation email.

Qty	Description
John Smith	
1	Additional Exhibitor Staff - Thursday Single Day
1	Young Professionals Reception (must be under 40) Exhibitor Tuesday, April 14, 2026, 7:00 PM - 9:00 PM
Balance Due	
Group Balance Amount	

If you have a discount code, enter it in the box provided below and select the Apply Discount button.

Group Registration

Select the button below to add additional staff.

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- 11 On the next page, review and confirm all registrations are accurate. If needed, delete a registration using the trash bin icon or click on the person icon to make edits.

Qty	Description	Amount
John Smith		
1	Additional Exhibitor Staff - Thursday Single Day	\$420.00
1	Young Professionals Reception (must be under 40) Exhibitor Tuesday, April 14, 2026, 7:00 PM - 9:00 PM	\$40.00
	Balance Due	\$460.00
Jane Smith		
1	Additional Exhibitor Staff - Wednesday Single Day	\$420.00
	Balance Due	\$420.00
Joe Smith		
1	Additional Exhibitor Staff - Full Registration	\$530.00
1	Young Professionals Reception (must be under 40) Exhibitor Tuesday, April 14, 2026, 7:00 PM - 9:00 PM	\$40.00
	Balance Due	\$570.00
Group Balance Amount		\$1,450.00

- 12 Once all registrations have been completed, click "Continue".

1	Additional Exhibitor Staff - Full Registration	\$530.00
1	Young Professionals Reception (must be under 40) Exhibitor Tuesday, April 14, 2026, 7:00 PM - 9:00 PM	\$40.00
	Balance Due	\$570.00
Group Balance Amount		\$1,450.00

If you have a discount code, enter it in the box provided below and select the Apply Discount button.

Apply Discount

Group Registration

Select the button below to add additional staff.

Add Additional Booth Staff

Please contact WCMA's Events Team by [email](#) or 608-286-1001 for more information.

Back
Continue

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- 12 On the confirmation page you will find:
- **Payment:** Add payment and billing information if necessary. If no payment is needed, you will NOT see a payment section but instead a note of a \$0 balance.
 - **Confirmation Email:** Next, confirm confirmation email address and add in an. "Assistant's Email Address" if applicable.
 - **Terms & Conditions:** Lastly, read through the Terms & Conditions section and check both required boxes.

Once the above is complete, click "Complete Submission".

Please click here to confirm your email address above is correct.

By completing registration for CheeseExpo 2026, I acknowledge and agree to the following terms.

- **Cancellation Policy:** Any registration canceled on or before April 6, 2026 will receive a 75% refund, issued to the original form of payment. No refunds will be issued after April 6. Attendee substitutions are permitted at any time by written request to WCMA.
- **Photography and Videography:** CheeseExpo, WCMA staff, and authorized vendors may photograph and/or record activities throughout the event. By attending, you grant WCMA the right to use your likeness, name, voice, and image in promotional, informational, and archival materials, in print, online, or other in media, without compensation or further approval.
- **Event Communications:** Registered attendees will receive email communications related to CheeseExpo, including important updates and promotional information about this and other WCMA events. You may opt out of promotional emails at any time using the unsubscribe link provided.
- **Attendee List:** Your name, job title, and company information will be included in the official attendee list available to all registered participants. WCMA does not share email addresses and does not authorize third parties to use the attendee list for mass marketing purposes.

Note: Only click the Complete Your Registration button ONCE. Clicking the button twice may result in double payment and duplicate records. To update your registration in any way, click the 'Back' button below.

Please contact WCMA's Events Team by [email](#) or 608-286-1001 for more information.

Reminder: The deadline for advanced registration ends April 6th. Any registrations or registration edits needed after April 6th, will need to register onsite.

Questions? If you have any questions or need to make an edit to a registration, please contact events@wischeesemakers.org.