

## How to: Update Directory Profile

Your Exhibitor Directory Profile will be utilized on the live floorplan as well as within the printed Official Show Program.

DEADLINE to submit edits to the printed Official CheeseExpo Program has passed. Any edits made to your profile will only show online.

Follow these steps to update your Exhibitor Directory Profile.

For any questions or edits to registrations, please contact [events@wischeesemakers.org](mailto:events@wischeesemakers.org).

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



The screenshot shows the homepage of the CheeseExpo 2026 website. At the top, the event title "CHEESE EXPO" is displayed in large, bold letters, with "CHEESE" in orange and "EXPO" in dark blue. Below the title, the dates "April 14-16, 2026" and location "Baird Center | Milwaukee, Wisconsin" are listed, along with the website "CheeseExpo.org". A navigation bar contains links for HOME, ATTENDEES, LODGING, EXHIBITORS, MARKETING OPPORTUNITIES, MORE, and SPONSORS. The main content area features a headline "Join the global dairy industry at CheeseExpo 2026!" with the same dates and location. A "Register Now" button is prominently displayed. A paragraph describes the event as a gathering of over 4,000 industry professionals for education, networking, and showcasing innovations. A photograph on the right shows attendees at a cheese sampling station, with one woman in the foreground holding a plate of cheese samples.

**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”.

The screenshot shows the top navigation bar with the following items: HOME, ATTENDEES, LODGING, EXHIBITORS, MARKETING OPPORTUNITIES, MORE, and SPONSORS. The EXHIBITORS menu is open, showing options: Exhibitor Information, Exhibitor Sign Up, Exhibit Floor Plan, Exhibitor List, and Exhibitor Service Center. The Exhibitor Service Center option is circled in red. Below the menu is a promotional banner for "Join the global dairy industry at CheeseExpo 2026!" with a "Register Now" button. To the right is a photo of people at a cheese display.

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](mailto:events@wischeesemakers.org).

The screenshot shows the "Exhibitor Service Center" page. The left sidebar has a menu with "EXHIBITORS" selected and "Exhibitor Service Center" highlighted. The main content area lists the services provided: "1. Update Exhibitor Directory Profile" and "2. Register Booth Staff". On the right, the "PLEASE SIGN IN" form is circled in red. It contains fields for "Booth Number:" (with "123" entered) and "Password:" (with "....." entered), and a "Sign In" button that is also circled in red.

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- 4 Once logged in, click “Update Company Listing Here”.

### Welcome

This site will allow you access to:

- **Update Company Profile**
  - Your company profile will be utilized on the live floorplan as well as within the printed Official Show Program.

Update Company Listing Here

- **Register Booth Staff** - Advanced Registration Closes April 6, 2026
  - **Complimentary Booth Staff Registration Allotments:**

**Exhibits-Only Registrations:** Four complimentary Exhibits passes for each 10x10 booth space purchased.

**Full Registrations:** One complimentary Full Registration, which includes both Seminars and Exhibits access, for each 10x10 booth space purchased.

Register Booth Staff Here

- 5 Enter all required information.

save
Preview Profile

**Directory Information**

<b>Company Name</b>	<input type="text"/>
<b>Address1</b>	<input type="text" value="123 Street"/>
<b>Address2</b>	<input type="text"/>
<b>City</b>	<input type="text" value="Madison"/>
<b>State</b>	<input type="text" value="Wisconsin"/> ▼
<b>Zip Code</b>	<input type="text" value="53718"/>
<b>Country</b>	<input type="text" value="United States"/> ▼
<b>Website</b>	<input type="text" value="cheeseexpo.org"/>
<b>Upload Logo</b> File types: jpg, jpeg, gif, png Resolution: >600 dpi Size Limit: 1MB	<input type="button" value="Choose File"/> No file chosen  <input type="checkbox"/> Delete Uploaded File

# How to: Update Directory Profile

6 Select appropriate Product Categories for your company.

**Product Categories**

Select All:

<input type="checkbox"/> Air or Water Treatment <input type="checkbox"/> Banking & Investments <input type="checkbox"/> Building Construction <input type="checkbox"/> Building Design & Engineering <input type="checkbox"/> Business Appraisal & Brokerage <input type="checkbox"/> Computer Hardware & Software Providers <input type="checkbox"/> Consulting Services <input type="checkbox"/> Dairy Processor <input checked="" type="checkbox"/> Distribution & Product Storage <input type="checkbox"/> Equipment: Dairy Processing <input type="checkbox"/> Equipment: Packaging & Materials <input type="checkbox"/> Equipment: Whey Processing <input type="checkbox"/> Floor & Wall Systems	<input type="checkbox"/> Futures & Trading <input checked="" type="checkbox"/> Ingredients <input type="checkbox"/> Insurance <input type="checkbox"/> Labels & Scales <input type="checkbox"/> Legal Services <input type="checkbox"/> Marketing & Promotion <input type="checkbox"/> News & Publications <input type="checkbox"/> Process Automation <input checked="" type="checkbox"/> Process Engineering <input checked="" type="checkbox"/> R&D & Quality Control <input checked="" type="checkbox"/> Sanitation & Maintenance <input checked="" type="checkbox"/> Supplies & Services
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save
Preview Profile

7 Click "Preview Profile" to cross check your information.

**Address1\***

**City\***

**State\***

**Zip Code**

**Country**

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

Back
Continue

## How to: Update Directory Profile

8 Once all edits are made, click “Save”.

**Product Categories**

Select All:

<input type="checkbox"/> Air or Water Treatment	<input type="checkbox"/> Futures & Trading
<input type="checkbox"/> Banking & Investments	<input checked="" type="checkbox"/> Ingredients
<input type="checkbox"/> Building Construction	<input type="checkbox"/> Insurance
<input type="checkbox"/> Building Design & Engineering	<input type="checkbox"/> Labels & Scales
<input type="checkbox"/> Business Appraisal & Brokerage	<input type="checkbox"/> Legal Services
<input type="checkbox"/> Computer Hardware & Software Providers	<input type="checkbox"/> Marketing & Promotion
<input type="checkbox"/> Consulting Services	<input type="checkbox"/> News & Publications
<input type="checkbox"/> Dairy Processor	<input type="checkbox"/> Process Automation
<input checked="" type="checkbox"/> Distribution & Product Storage	<input checked="" type="checkbox"/> Process Engineering
<input type="checkbox"/> Equipment: Dairy Processing	<input checked="" type="checkbox"/> R&D & Quality Control
<input type="checkbox"/> Equipment: Packaging & Materials	<input checked="" type="checkbox"/> Sanitation & Maintenance
<input type="checkbox"/> Equipment: Whey Processing	<input checked="" type="checkbox"/> Supplies & Services
<input type="checkbox"/> Floor & Wall Systems	

save
Preview Profile

**Reminder:** Deadline to update your company profile is February 13, 2026.

**Questions?** If you have any questions, please contact [events@wischeesemakers.org](mailto:events@wischeesemakers.org).