



WISCONSIN CHEESE MAKERS ASSOCIATION

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NEWS RELEASE

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WCMA to Open New Exhibit Booth Sales for CheeseExpo Beginning September 21

MADISON, WI — Mark your calendars: September 21 kicks off new booth sales at CheeseExpo.org for industry supplier partners interested in exhibiting at CheeseExpo 2022. With over 200 exhibitors already confirmed, remaining space on the 200,000-square-foot trade show floor is limited. Don't miss this opportunity to showcase your company to thousands of cheese industry leaders at this exceptional event, hosted by the Wisconsin Cheese Makers Association (WCMA) and the Center for Dairy Research (CDR).

"CheeseExpo is a dynamic event that changes to meet the needs of the industry. One thing that has remained the same each year is the outstanding quality of the technical exhibits," stated WCMA Executive Director John Umhoefer. "There's simply no better place to get your company in front of the global dairy processing community. Paired with stimulating educational seminars and unmatched networking opportunities, WCMA is excited for a world-class event in 2022."

Exhibitors who previously secured booth space for the postponed CheeseExpo 2020 and continued their commitments were given priority in securing exhibit space for 2022. All remaining industry suppliers who are WCMA members have been placed in a "Priority Point" list in ranked order based on over ten years of participation in Association events. Companies will be provided with a time slot and login information to purchase remaining booth space. Companies may select a space anytime after their assigned time slot, but only 65 booths remain available, so be prepared to reserve your space promptly.

For more information on securing your space at the world's largest technical cheese and whey processing expo, visit CheeseExpo.org. Questions can be directed to WCMA Events Manager Caitlin Peirick at cpeirick@wischeesemakers.org.

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