



September 2018 Newsletter Article

## Alliant Energy Center User Profile: World Dairy Expo

---

### World Dairy Expo — calling Alliant Energy Center home for more than 50 years

The list of events happening at the Alliant Energy Center is vast and continues to grow. Some events are relative new comers like the Reebok CrossFit Games. Others like World Dairy Expo have called the Alliant Energy Center home for decades. 2018 will mark the 52nd year the Alliant Energy Center campus has hosted World Dairy Expo and brought together tens of thousands of dairy producers, enthusiasts and industry leaders for the world's largest dairy-focused trade show and dairy cattle event. World Dairy Expo has grown as the Alliant Energy Center expanded and this year it is expected that 70,000 visitors from approximately 100 countries will flock to Madison for five days in early October.

Hosting World Dairy Expo is both prestigious for Madison and pumps tens of millions of dollars annually into the local economy. When thousands of visitors flock to Alliant Energy Center each October, they not only visit exhibits and cattle shows, but they enjoy the city's restaurants, businesses and natural beauty. They stay in hotels and purchase gas, food and other necessities from local retailers. World Dairy Expo officials report the direct economic impact of spending in restaurants, hotels and tourist-related businesses is nearly \$30 million and the overall direct and indirect economic annual impact is more than \$50 million annually.



“World Dairy Expo provides an exceptional experience for anyone involved in the dairy industry. We're proud that every year we attract visitors from all across the country and from around the world,” said

Scott Bentley, general manager for World Dairy Expo. “When we first came to Madison in 1967, the cattle show was held in the Arena building with some activities in the Coliseum. Today we use every inch of the Alliant Energy Center campus — the Exhibition Hall, New Holland Pavilions, Willow Island - the entire campus.”

“We never miss coming to World Dairy Expo,” said a dairy producer from Virginia who is a World Dairy Expo regular. “In our business, we can't afford to not come to Madison every October. It's where we get all of the most current industry information, see some of the best cattle in the world and connect with our peers. For my family, it's Christmas and then it's World Dairy Expo.”

World Dairy Expo staff works closely with the Alliant Energy Center team to maximize the facility in order to meet the event's growing needs. Expo's success is made possible by a strong partnership with the Alliant Energy Center and collaborations with businesses throughout the greater Madison area. Bentley explains that World Dairy Expo constantly looks for opportunities to grow and expand its programs to meet the expectations of its attendees.

“We're always looking for ways to make World Dairy Expo the best experience for our visitors,” Bentley explained. “We'd welcome an expansion of the Exhibition Hall at the Alliant Energy Center and any enhancements to help maximize the facility's flexibility and make the campus even more welcoming and more functional.”

As World Dairy Expo looks ahead to the next 50 years, Alliant Energy Center will continue to help it be the biggest and best trade and cattle show in the dairy industry.

To learn more, visit <https://worlddairyexpo.com>

