



EXHIBITOR CHECKLIST

- ASAP** View the WCIC Online Floor plan. This will be updated in real time. Check back often to view updates and who your neighbors will be.
- ASAP** Review WCIC Sponsorship and Advertising Opportunities
- ASAP** When you receive your exhibit space confirmation, click the link and login to update your ebooth company information.
- January 23** Registration Early Bird 20% off pricing ends
- February 12** Advertising deadline for official show program
- February 12** Advertising deadline for Dairy Foods Magazine
- February 27** Registration Early Bird 10% off pricing ends
- March 10** Lead Retrieval Early Bird pricing ends
- March 24** Advertising deadline for Cheese Market News
- March 27** Lead Retrieval Advance pricing ends
- March 31** Advertising deadline for Cheese Reporter
- March 31** Advance order deadline for Alliant Energy Center
- April 4** Advanced registration ends. All registrations after this date will take place on-site

WCIC EXHIBITS

- April 11** Optional Exhibitor Move In 12:00 p.m. to 5:00 p.m.
- April 12** Additional Exhibitor Move In time: 7:00 a.m. to 10:00 a.m.
- April 12** Exhibits Open 10:30 a.m. to 5:00 p.m.
- April 12** Exhibit Dismantling 5:00 p.m. to 11:00 p.m.