



Canadian Dairy XPO (CDX)  
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Dear Valued Exhibitors/Sponsors,

We sincerely thank everyone for your continued support of the Canadian Dairy XPO (CDX).

The management at CDX along with our Steering Committee made up of exhibitors, sponsors, producers, vets and AG marketers have made the very tough decision to cancel the 2022 CDX. This decision has come with the following factors in mind:

- Provincial government restrictions as of today prevent CDX from operating
- International travel restrictions for out of country exhibitors
- Corporate policies restricting travel/participation in trade shows for 2022
- Vast uncertainty of government restrictions between now and April 2022
- CDX 2022 current requirement to inject non-recoverable funds to plan/promote

We are disappointed and broken-hearted to defer the XPO to 2023, we were planning for a safe in person return this year but have found no other option but to cancel the nearly sold out 2022 CDX. Our goal is to protect the Canadian Dairy XPO for both exhibiting/sponsoring companies and attending Canadian dairy farm families. We plan to take this extra time to extensively plan for the 2023 XPO and come back stronger than ever, as we will not be operating a virtual XPO in 2022. The next operation dates of CDX will be planned for April 5-6, 2023 LIVE!

All current exhibitors and sponsors will have two options as we move into deferring the 2022 show to 2023:

- Keep your current paid funds with CDX and apply them completely to the 2023 XPO, in your current booked location and/or sponsor category
- Receive a full refund and re apply for CDX 2023. Billing for CDX 2023 will start August 2022

We want to assure all CDX exhibitors/sponsors that your investment in CDX is 100% protected.

In lieu of CDX this year, we have launched the "CDX Milk House Calendar". Moving forward this calendar will become an annual project that will run April to April (CDX calendar year), and can be found in the April edition of Milk Producer. We are currently running a contest on our Facebook page to find photos for each month from industry professionals and producers. Please visit the CDX page to learn more about how your best photo can appear in our calendar!

We have heard loud and clear from dairy producers - once we overcome COVID, there will be an immediate need for producers to re-connect with each other, industry and innovation. We sincerely thank the industry and producers that have shown immense support for the CDX project over these unprecedented times. The encouragement has been both overwhelming and inspiring.

Our commitment is continued communication, to ensure the Canadian Dairy XPO helps the industry and producers connect for the next 100 plus years.

CDX 2023, April 5-6 - Mark Your Calendar in Ink!

Team CDX