



WSTA FALL CONFERENCE & EXHIBITS OCTOBER 9-10, 2017

SUBJECT: Exhibit Space
WSTA Fall Conference – October 9-10, 2017

WHO: Wisconsin State Telecommunications Association (WSTA)

WHAT: Fall Conference and Exhibits

WHEN: [October 9 and 10, 2017](#)

WHERE: Glacier Canyon Lodge & Conference Center [Wilderness], Wisconsin Dells, Wisconsin

WHY: Visit with your current and future clients. Take advantage of the opportunity to exhibit your goods and services while interacting with the telecommunications companies in Wisconsin. There's no replacement for face-to-face interaction and relationship building.

BOOTHS

AVAILABLE: Sandstone Ballroom – Glacier Canyon – _60_ Single [Doubles also available]
With additional overflow available, if needed!

SIZE: Single booths are all 8' deep and 10' wide
Double booths are all 8' deep and 20' wide

COST: **Single Booth [Includes 1 Registration] \$520 [Member] / \$820 [Non-Member]**
[When signing up on line, sign up for two single booths if you wish to have a double booth.]

EXHIBIT HOURS:

Monday, October 9	3:00 PM to 6:00 PM	– Trade Show
	4:30 PM to 6:00 PM	– Reception
	5:00 PM to 6:00 PM	– Appetizers
Tuesday, October 10	10:00 AM to 12:30 PM	– Trade Show
	12:30 PM to 1:30 PM	– Lunch Across from Exhibit Hall [Tundra A-D]

Exhibitors, you do not have to start tearing down your booth until after lunch, if you wish.

WSTA is always looking for ways to increase foot traffic for our exhibitors. This year we will again have General Sessions on both Monday and Tuesday prior to the opening of the exhibit hall. **NO EVENTS OVERLAP THE EXHIBIT HALL HOURS.** The Fall Conference Committee will also bring back the popular "Blue Light Special" (see details below).

HOW: If you wish to exhibit at the WSTA Fall Conference and Exhibits, please:

1. Complete the online exhibitor registration for exhibit space with your request for a single or double booth, and your choice of booth space. When signing up on line, sign up for two single booths if you wish to have a double booth. If you have chosen a double booth, please select two booth numbers next to each other on the floor plan.
2. If you need to rent anything that is not included in the basic booth package, please complete the necessary information under the Exhibitor Service Kit tab and send to Wisconsin Expo.
3. If you have large equipment, please choose a booth(s) close to Booth #24, Booth #36 and Booth #48 near the loading overhead door. Large equipment **MUST** fit in the 8'x10' or 8'x20' booth.

- DEADLINES:**
1. Submit the online exhibitor registration *before September 15, 2017*.
 2. No refunds or cancellations of exhibit space will be made after September 18, 2017.

- RULES/REQUESTS:**
1. Booths are assigned on a first-come, first-serve basis.
 2. **No booth space will be assigned until the Association office receives the *completed on-line registration and payment via check or credit card***.

NOTE: Gold/Silver/Bronze ANNUAL Partners are given first-priority to booth assignment.

3. We request that all displays remain intact through closing time on Tuesday and not be dismantled until after 12:30 PM on Tuesday, October 10. Please contact WSTA with any special requests.

EXPO COMPANY: Booth set up and draping will be done by the Wisconsin Expo, N113 W18750 Carnegie Drive, Germantown, WI 53022 • phone 262.670.1300 • fax 262.670.1360 • email orders@wi-expo.com. The **basic booth will include** burgundy and silver 8' high back drapes and burgundy 3' high side divider drapes with one 2'x8'x30" silver skirted table, two folding chairs, ***one (1) 110 electrical outlet will be provided, if requested when you register*** and one 7"x44" identification sign. Any additional tables and chairs, etc. can be ordered from Wisconsin Expo. You will be billed separately for any chairs, freight, or any other items provided by the Wisconsin Expo. They are not included in the exhibiting and hospitality fee.

There is complimentary Wireless Internet throughout the Hotel and Conference Center.

The exhibit area in the Glacier Canyon Lodge Conference Center is entirely carpeted. If you wish to have additional carpeting for your comfort, it may be ordered from Wisconsin Expo.

The WSTA office will be emailing you a letter confirming your booth assignment.

ADVANCE SHIPPING: Wisconsin Expo can take care of all your material handling and shipping needs. The Shipping/Freight Handling form, explaining these services, is included under the **Exhibitor Service Kit Tab**. If you need assistance, please call Wisconsin Expo at the number listed above.

The **Exhibitor** permits Wisconsin Expo to handle the receiving, unloading/reloading, delivery to the booth, and processing of freight shipments made to the exposition as described on the bill of lading. All shipments must be prepaid. Please advise all persons in charge of your exhibits how, when, and where shipments were made. This will help in tracing missing or delayed shipments. Address all inquiries to Wisconsin Expo, N113 W18750 Carnegie Drive, Germantown, WI 53022 or call 262.670.1300. For your convenience and peace of mind, we suggest shipping to the Wisconsin Expo warehouse.

Shipments need to arrive between September 11 and September 29, 2017 [Monday through Friday ONLY – 8:00 AM to 3:30 PM] at the Wisconsin Expo warehouse noted below in red.

Bills of Lading – Shipments must be prepaid and should be on straight bill of lading. Please address carefully to indicate number of pieces and weight. If there are heavy items which require special handling or care, please notify Wisconsin Expo in advance with detailed handling instructions.

Advance Warehouse Shipping

To: Name of Company Exhibiting & Booth Number
For: WSTA Fall Conference & Exhibits
Address: c/o Wisconsin Expo, Inc.
N113 W18750 Carnegie Drive
Germantown, WI 53022

OUTBOUND SHIPPING: YTC Freight is the designated outbound show carrier and has been contacted for your shipping convenience. If you plan to use an alternate carrier (i.e. UPS, Fed Ex, etc.), you are responsible for making the outbound shipping arrangements with that carrier. You are responsible for ensuring that your specified carrier checks in with Wisconsin Expo no later than 3:30 PM on Tuesday, October 10, 2017.

TIMES

SET UP: The display space will be available for set up on Monday, October 9th beginning at 7:00 AM. (If you need more time to set up than this allows – please call Chris Nachreiner at the WSTA office.) All exhibits must be set up before exhibits open at 3:00 PM Monday.

TEAR DOWN: Tear down may begin at 12:30 PM on Tuesday, October 10th **[NO SOONER, PLEASE]**. All exhibits must be dismantled before 4:00 PM on Tuesday, October 10th. As mentioned earlier, exhibitors do not have to tear down their booths until after the lunch across from the exhibit hall from 12:30 PM to 1:30 PM.

REGISTRATION: Please register ALL the individuals who will be attending when you register online. If you do not know exactly who will be attending when you complete your application online, please put in TBD when you register and then call the name(s) into Sue Edington [Extension 2456] or Chris Nachreiner [Extension 2454] at WSTA as soon as you know.

The exhibit fee includes advance registration for **ONE** company representative attending the Conference. **Everyone in the exhibit booth must be registered.**

Badges and exhibitor ribbons will be available for **EXHIBITORS** starting at 11:00 AM Monday, October 9th.

GENERAL SESSIONS: Monday, October 9th from 1:00 PM to 3:00 PM [Wilderness Ballroom]
Tuesday, October 10th from 8:00 AM to 10:00 AM [Wilderness Ballroom]

BREAKOUTS: Tuesday, October 10th from 2:00 PM to 4:50 PM

SPECIAL RULES: Any exhibitor bringing in a **motor vehicle** for the display will have to abide by special safety rules.

- They may not have more than five gallons of fuel per vehicle when entering the building.
- The vehicle shall not be started or run during the exhibit.
- The vehicle **must** fit inside your booth space.
- Please disconnect the battery and do not leave the keys in the motor vehicle.
- If you are bringing in heavy equipment, please let us know when you register on line as your booth will need to be located near the loading doors.
- If you have any questions regarding the Special Rules, please contact – Event Detailing Manager – *Megan Thill* at 608.253.9729, Extension 50207 or mthill@wildernessresort.com.

OSHA requires Glacier Canyon to have on file a Material Safety Data Sheet (MSDS) for any chemical brought into the facility. Exhibitors displaying or using any chemicals are required to provide MSDS sheets for any chemical they are using.

Exhibitor understands that it is their responsibility to decorate their own booth with signs, et al., and to arrange their equipment, supplies, and material in said booth space. It is also exhibitor's responsibility to obtain their own music license if exhibitor intends to use copyrighted music in their booth. Show management reserves the right to remove an exhibit if it displays "inappropriate material."

Exhibitors may distribute food/beverage samples relevant to their business **with prior approval** from Glacier Canyon Lodge – Event Detailing Manager – *Megan Thill* at 608.253.9729, Extension 50207 or mthill@wildernessresort.com. Exhibitors distributing samples must provide a food and/or beverage license. Food/beverage samples not relevant to an exhibitor's business must be purchased through the Glacier Canyon Conference Center. There will be a chef's fee when Glacier Canyon staff or equipment is used to prepare exhibitor's food items. No deep fryers or electric griddles are allowed.

- SECURITY:** The entire Conference Center will be locked in the evening.
- HOTEL ROOMS:** Please see the [Housing Instructions](#) to make your hotel reservations!
- BLUE LIGHT SPECIAL:** Again, this year the WSTA Associate Member Group Committee is planning to have the **Blue Light Special** raffle prize opportunity. The **Blue Light** will be roving in different areas of the exhibit hall to create higher traffic flow. More information will be coming your way at a later date.
- SECRET SHOPPER:** This year we will again have the Secret Shopper Police going through the exhibit hall checking to see if an Active Member [your clients and potential clients] are talking to the right exhibitor at the right time. If they are, the Secret Shopper Police will give them a raffle ticket to be entered into a drawing.
- VENDOR TICKETS:** Again, this year the Fall Conference Committee has decided to give each Vendor (Exhibitor) three (3) Raffle Tickets for each day [Monday & Tuesday] that they can hand out to present or prospective clients during the exhibit hours. The Vendor company name will be on the ticket so when the winner is drawn the Vendor and winner will be announced. This is in addition to the Blue Light and Secret Shopper raffle prizes.
- MEETING MEMBERS:** Again, this year in an attempt to build relationships with members, when you complete your online exhibit registration, please list [ONE to THREE](#) Active Member companies you wish to meet. What area of interest are you looking for, i.e. Plant, Marketing, Accounting, General Manager, Other. We will do our best to pair you up with one company representative.

What's New? What's It Do?

The Fall Conference Committee is again having the *What's New? What's It Do?* segment of the program at the WSTA Fall Conference.

When you are completing your online exhibit registration under *What's New? What's It Do*, please:

1. Give the Product Name
2. What does it do [keep it simple]?
3. Contact Person

The WSTA Associate Member Group Committee will review the submissions and decide which companies [approximately 5] will be chosen to talk about their new product.

If you are chosen:

1. You will have 30 seconds to talk about your new product and what it does on Monday, October 3, 2016 – at approximately 2:50 PM.
2. You can bring small items or an illustration of your product on stage.
3. You may also submit a single Power Point slide with a picture of the product, company logo, and your contact information.
4. The MC [Cliff Albertson] will encourage all conference attendees to see the products and all of the other products at the exhibit booths.

Active and Associate members have expressed strong positive reactions to the exhibits. We hope the 2017 Fall Conference and Exhibits will prove to be another success for all! The exhibitors will again be an important part of this Fall Conference and we hope you will display. If you decide not to display, you are cordially invited to attend. Every effort will be made to make your participation pleasant, productive and profitable.

We look forward to working with you to make this Fall Conference the most successful on record.

