



WISCONSIN Deer & Turkey EXPO
APRIL 9-10-11, 2010
 ALLIANT ENERGY CENTER OF DANE COUNTY
 EXPO BUILDING
 1919 Alliant Energy Center Way, Madison, WI 53713

2010 Exhibitor Manual

This Exhibitor Manual contains information and forms you may need to complete for exhibitor booth planning. Please check the website for updates:

www.deerinfo.com

EVENT HOURS (incl. Tradeshow Friday)	Friday Apr. 9	2 pm - 9 pm
	(Open to Public and Dealers - same hours)	
	Saturday Apr. 10	9 am - 7 pm
	Sunday Apr. 11	9 am - 4 pm

Target Communications' Mission Statement

We are proud of our reputation -- that we produce top-quality, focused expos that provide information and entertainment the public seeks.

We believe an attendee has the right to know what to expect when he/she walks in the door. We want each expo to offer the widest selection possible of hunting products, accessories and services; hunting-related lifestyle items; quality seminars and outdoor appreciation, in a clean, attractive setting for men, women and youth. In doing so, we provide for you -- the exhibitor -- an effective marketing, promotion and sales development environment.

We are DEER & TURKEY EXPOS!

Here is what you'll find inside:

- Important Deadlines
- Facility Rules and Regulations
- TCC Expo Information
- Registration & Move-In Procedures
- Exhibitor Badge Registration Form

Event Office: 608-266-4917

(incoming calls only)

We will take important messages for exhibitors at this number

*** Upon arrival, register at Show office and pick-up badges at East Side of the Expo Hall (look for signs). Then drive to West Side to unload.**

1-800-324-3337
www.deerinfo.com

TARGET COMMUNICATIONS CORPORATION

2010 Wisconsin Deer & Turkey Expo

IMPORTANT DEADLINES

- **Payment Balance to Target Communications to qualify for refunds** **January 15, 2010**

- **Booth Insurance Certificate to Shoff-Darby** (our insurance agent) **ASAP**
 - Send prior to 5:00 pm Eastern Time, the Wednesday prior to each expo (forms enclosed)

- **Alliant Energy Center: www.alliantenergycenter.com or 608-267-3950** **ASAP**
 - Tables & Chairs Order form
 - Electrical Service Form
 - Signs and Banner
 - Telephone and internet

- **Hotel Reservations** (go to www.deerinfo.com for hotel listings) **ASAP**

- **Advertising Deadlines- Deer & Turkey *Preview Online Magazine***
 - Michigan January 4, 2010
 - Illinois January 5, 2010
 - Ohio February 4, 2010
 - **Wisconsin** **February 18, 2010**

- **Advertising Deadlines-- *Giant Postcard* (pre-expo)**
 - Michigan January 4, 2010
 - Illinois January 5, 2010
 - Ohio February 4, 2010
 - **Wisconsin** **February 18, 2010**

- **Advertising Deadline-- WEBSITE** (www.deerinfo.com)
 - Any time, beginning NOW! Begins when ad is posted.
 - Hunting Season (Aug., Sept., Oct., Nov)
 - Expo Season (Dec., Jan., Feb., Mar)
 - Summer (Apr., May., June., July)

- **Concession fee** (food consumed on-site) call **Centerplate: 608-661-0525**

- **Exhibitor Badge Registration Form** **March 26, 2010**
 - ***No one can sell your product or service like you can.***
 - ***No one knows your product or service like you do.***
 - ***The valuable face-to-face contact you have with prospects at expos creates season-long sales ripple effects.***

This is Grassroots Marketing at its Best!

2010 WISCONSIN Facility Rules and Regulations

- **ALLIANT ENERGY CENTER (AEC)** 1919 Alliant Energy Center Way, Madison, WI 53713
Ph: 608-267-3976; Fax: 608-267-0146
- **EXHIBITOR ENTRANCE**
 - Exhibitor entrance is at the loading dock on the west side of Exhibition Hall. It will be marked with an orange banner.
- **PETS**
 - Live animals are not allowed in the building unless they are an integral part of an exhibit.
- **FIREARMS:**
 - Firearms in displays accessible to the attending public must be modified so they cannot be discharged. Ammunition sales regulations vary from facility to facility; check with Facility Management. (Ph: 608-267-3976).
- **GASOLINE ENGINES:**
 - Gas tank caps must be taped over; gas tanks cannot be more than 1/8 full; batteries must be disconnected in the booth.
- **DRIVE-IN POLICY**
 - No driving-in allowed. There will, however, be two unloading docks on the west side, which will speed things up.
- **PARKING**
 - Parking passes can be purchased Thursday at the Service Desk. Cost is \$15.00 for all weekend or \$5.50/day. Once the expo opens, parking passes can be purchased at the Admission Gates. Exhibitor parking is on the west side behind the unloading docks, which is closest to the Exhibitor Entrance.
- **RAFFLES** Go to www.doa.state.wi.us/docview.asp?docid=232&locid=7
- **FOOD SALES & SAMPLING IN BOOTH / • CONCESSION FEE**
 - For temporary food permit go to www.cityofmadison.com/health/envhealth/tmprest.html
 - If you sell food items which can be consumed on-site Call Donna at 608-661-0525 for more information.
- **SHIPPING PRODUCT:** Go to www.alliantenergycenter.com
- **TAXES**
 - **Wisconsin Tax Rate -- 5.5%.**
All exhibitors selling product must complete an application. Contact the Department of Revenue at 608-266-2776.
- **CAMPING, RVs**
 - The AEC offers camping facilities in the North parking lot. Stalls are (13' wide) with electric and water service, available on a first-come, first-served basis sewer stations are available along the North edge of the camping area. Please use the envelope provided at the Camper Self-Registration box at the Northeast corner of the camping area. The envelope also is used as the permit for your vehicle. Rates are \$20 per night.
- **GREATER MADISON CVB** •Call 1-800-373-6376 or go to www.visitmadison.com

2010 WISCONSIN TCC EXPO INFORMATION

• CANCELLATION

- Cancellations received on or before January 15 -- deposit will be forfeited. (See contract.)
- Cancellations received after January 15 -- forfeit entire booth payment. (See contract.)

• MOVE-IN & MOVE-OUT HOURS

Thursday	Apr. 8	1 pm - 7 pm
Friday	Apr. 9	8 am - 1 pm

• MOVE-OUT:

- Begins at 4:00 pm Sunday. All exhibitors must be out no later than midnight (12:00 am). No early tear-down. All exhibits must remain in place until the official close of the event. Anyone leaving early will lose their booth choice for next year.

Please bring your own hand carts. Facility does not supply.

• NEW PRODUCTS REGISTRATION FORM

- Pick up form at Event Office or New Product Area beginning at 1:00 pm Friday

• YOUR BOOTH INCLUDES

- Back draping - 8' height side draping - 3' height
Overnight security and aisle janitorial service.

• BOOTH DRAPERY COLORS

- Red & White

• ANTLERS & MOUNTS

- **Whitetail deer, bear mounts or replicas** displayed in any booth must be identified accordingly. Pick up the tags in the Event Office when you check in. This is a security measure to identify exhibitor display deer as separate from trophy contest deer heads. Trophy contest deer cannot be displayed in an exhibitor's booth; they must be on contest boards.

• HOTELS Go to www.deerinfo.com

• EXHIBITOR LOUNGE See the floor plan in the Event Office.

MADISON

GOING > BEYOND > VISIT™

We are pleased to have the Greater Madison Convention & Visitors Bureau sponsor the 2010 Exhibitors Reception. Look for a representative to stop by your booth prior to Saturday evening to personally invite you.

EXHIBITOR RECEPTION

7:00 pm Sat, in the Food Court Area at the north end of the North/South main concourse. Complimentary beer, soda and snacks. Please join us.

Registration & Move-In Procedures

2010 Wisconsin Deer & Turkey Expo

NOTE: * You must be registered and have 2010 WI exhibitor badges before you can get in line at the back dock entrance.

• TO REGISTER --

- 1) Enter at the Event Office .
- 2) Park in the east parking lot, in front of the Exhibition Hall.
FOLLOW THE SIGNS.
- 3) Register at the Event Office -- near the intersection of the two concourses.
- 4) Entrance to the Event Office is through the identified east glass doors.
FOLLOW THE SIGNS.

• TO MOVE IN (Loading Docks)

IF YOU HAVEN'T REGISTERED, YOU CAN NOT GET IN LINE.

- 1) Be sure you have your 2010 Wisconsin exhibitor badge.
- 2) Be prepared to show your exhibitor badge at the gate.
- 3) Get in line at the back dock gate whenever you're ready. There is no numbering system for move-in; it's first-come/first-served once you have registered.
- 4) PARKING FOR "WAREHOUSING":**
Special arrangements needed.
Contact Cheryl Keller (800-324-3337)

• TO UNLOAD --

- 1) Unload your booth and its contents.
- 2) Take booth and contents to your booth space.
- 3) Remove your vehicle from the dock and park it. This allows fellow exhibitors to move in and unload more quickly.
- 4) Return to your booth and begin setting up.

• MOVE-IN NOTES:

- 1) Big trucks (18-wheelers & special displays) will move in early so they are in position and out of your way when regular move-in begins at 1:00 p.m. Thursday.
- 2) **Carts -- a) Exhibition halls no longer provide them.**
b) Carts used in the concourses **MUST HAVE** rubber tires. No metal wheels allowed in either concourse on marble floors.

BADGE PICK-UP

- DURING SET-UP -- Event Office
- FRIDAY AFTER 2:00 pm -- West entrance near Deer Registration.

EXHIBITOR BADGE REGISTRATION

2010 Wisconsin Deer & Turkey Expo

EXHIBITOR BADGE REQUIREMENTS & RULES

NOTE: Register at Show office and pick-up badges.

- You cannot unload or set-up without exhibitor badges.
 - Lost, misplaced or forgotten badges will **NOT** be replaced. You will need to purchase a new badge.
- 1) Exhibitors must **pre-register** all booth workers by name, using this form. **No name ... no badge.**
 - 2) Badges are given to registered individuals upon arrival. See specific location in BADGE PICK-UP box above.
 - 3) **LIMITS: Commercial Exhibitor --**
 - a) First 10'x10' booth Four (4) free badges
 - b) Additional 10'x10' booths Two (2) free badges / each 10' of space
 - 3) **LIMITS: Non-Profit Organization --**
 - a) First 10'x10' booth Six (6) free badges.
 - b) Additional 10'x10' booths Two (2) free badges / each 10' of space
 - 4) If **additional badges** are needed, they **can be purchased**. Each badge is \$15.
 - 5) Badges are not mailed.

• • • • • **Please print legibly** • • • • •

COMPANY: _____

CONTACT: _____ BOOTH #(s): _____

PHONE #: _____ FAX #: _____

EMAIL: _____

• **First 10'x10' Booth -- Free Badges**

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Non-Profit Organizations only --

- 5) _____
- 6) _____

• **Additional 10'x10' Booths and/or Purchased Badges**

- Booth 2 1) _____
2) _____
- Booth 3 1) _____
2) _____
- Booth 4 1) _____
2) _____
- Booth 5 1) _____
2) _____

PAYMENT -- ADDITIONAL BADGES

Billing Address: _____

City: _____ State: _____ Zip: _____

Check #: _____ or Credit Card #: _____

Exp. Date: _____ Security Code #: _____

Signature: _____

of Badge _____

Cost/Badge \$15.00

TOTAL \$ _____

Use additional sheet of paper if you have names for more than five booths.

*Return this form by **March 26, 2010***

TARGET COMMUNICATIONS
7626 W. Donges Bay Rd.,
Mequon, WI 53097

FAX: 262-242-7391
E-Mail: anna@deerinfo.com

If you have any questions please call: 800-324-3337