



# 2012 EXHIBITOR MANUAL

## LOCATION

**Alliant Energy Center**  
1919 Alliant Energy  
Center Way  
Madison, WI 53713

## EVENT HOURS

Friday	March 30	2 pm - 9 pm
Saturday	March 31	9 am - 7 pm
Sunday	April 1	9 am - 4 pm

## SET UP HOURS

Thursday	March 29	1 pm - 7 pm
Friday	March 30	8 am - 1 pm

***All exhibits must be completely set up by 1 pm Friday, March 30.***

## IMPORTANT DEADLINES

- **Payment Balance to Target Communications to qualify for refunds** **January 15, 2012**
- **Booth Insurance Certificate to Shoff-Darby** (our insurance agent) **ASAP**  
Phone: 203-445-2123, FAX: 203-268-0687, E-Mail: steeves@shoffdarby.com  
Send prior to 5:00 pm Eastern Time, the Wednesday prior to the expo
- **Alliant Energy Center** 608-267-3950 or [www.alliantenergycenter.com](http://www.alliantenergycenter.com) **ASAP**  
Tables & Chairs Order form  
Electrical Service  
Phone / Internet (Facility has FREE Wi-Fi)  
Signs and Banners
- **Hotel Reservations** (go to [www.deerinfo.com](http://www.deerinfo.com) for hotel listings) **ASAP**
- **Concession fee** (food consumed on-site) call Donna 608-661-0525
- **Exhibitor Badge Registration Form** **March 23, 2012**
- **Advertising Deadlines**
  - 1) Giant Postcard (Coupons) -- MI 1-4-2012; OH 2-8-2012; IL 2-15-2012; WI 2-21-2012.
  - 2) Internet (banners, exhibitor list spotlights, embedded videos) -- See Advertising Rate Card; deadlines vary.
  - 3) On-Site (banners, video clip) -- See Advertising Rate Card; deadlines vary.

## CONTACT INFO

Phone: 800-324-3337      Email: [judy@deerinfo.com](mailto:judy@deerinfo.com)  
FAX: 262-242-7391      Website: [www.deerinfo.com](http://www.deerinfo.com)



# 2012 Wisconsin Information, Rules & Regulations



## ALLIANT ENERGY CENTER

1919 Alliant Energy Center Way, Madison, WI 53713  
Phone: 608-267-3976, FAX: 608-267-0146



## DIRECTIONS:

For driving directions to the Alliant Energy Center go to [www.alliantenergycenter.com/Directions/LocationMaps/tabid/73/Default.aspx](http://www.alliantenergycenter.com/Directions/LocationMaps/tabid/73/Default.aspx)



## EVENT HOURS:

Friday	March 30	2 pm - 9 pm
Saturday	March 31	9 am - 7 pm
Sunday	April 1	9 am - 4 pm



## EXHIBITOR ENTRANCE:

Exhibitor entrance will be at the Exhibitor Badge Pick-up Table in the West Concourse just inside that entrance.



## CHECK-IN:

Exhibitors must check-in before starting to set up in order to insure you are in the correct booth and area. Exhibitor registration will begin Thursday, March 29 at 1 pm at the registration office. Please

look at Registration & Move-In Procedures page.



## BADGES:

1. To receive your badges, please fill out the badge request form within this manual and email ([anna@deerinfo.com](mailto:anna@deerinfo.com)) or FAX (262-242-7391) it to

our office by March 23, 2012. Email is preferred.

2. You are eligible to receive four (4) badges for your first 10' x 10' booth space and two (2) for each additional 10' x 10' booth space.
3. **EVERYONE** working in a booth **MUST HAVE and WEAR** an exhibitor badge during **ALL EXPO HOURS**.
4. Badges will be available for pick-up:
  - a) at the Show Office on the main north/south concourse during booth registration hours before the expo opens, and,
  - b) at the Exhibitor Badge Pickup Table in the west concourse just inside that concourse entrance after the expo opens.
5. Door guards will check badges every day when you enter the building. **NO ONE will be admitted to the exhibit floor without the appropriate badge.** Your badge must be immediately visible and checkable for easiest, fastest admittance.
6. Replacement badges are \$15, so remember your badge.



## DECORATOR:

Alliant Energy Center, Phone: 608-267-3950  
[www.alliantenergycenter.com](http://www.alliantenergycenter.com) click on exhibitor-services to download and order forms:

- Tables • Chairs • Booth furnishings (carpet)



## DRAPERY COLORS:

Backdrops and side curtains will be red and white.



## UNLOADING & LOADING:

- Before you start unloading you **MUST** register and pick up your badges from the Exhibitor Check-In Office at the front of the building.
- There are 3 overhead doors on the West side of the Energy Center that are the designated areas for unloading.

- **Thursday** only small vans and cars can drive in.
- **Friday** no driving in allowed.

- **DO NOT** set up your booth as you unload. Unload first, park your vehicle, then set up your booth. The Alliant Energy Center **WILL** tow any vehicle left unattended at the unloading docks for a long period of time.
- Large Equipment Unloading - If you have large equipment that requires unique unloading needs please contact us before the expo so we can schedule you to move in before the designated setup times.
- If your booth setup requires the use of a fork lift please contact the Alliant Energy Center in advance to set-up a time for forklift services. You may order forklift service on-site, but you should expect waits of up to three hours.



## SET UP TIMES & INFO:

**Thursday** March 29 1 pm - 7 pm  
**Friday** March 30 8 am - 1 pm

- All exhibits must be completely set up by 1 pm

Friday, March 30. Booths vacant after 1 pm are considered abandoned and are subject to being filled by companies on a last minute waiting list. In case of emergency call 1-800-324-3337 for instructions or notification of late arrival.

- Bring your own hand carts or dollies, since the facility does not supply them.



## TEAR DOWN TIMES & INFO:

- **Tear down begins at 4:00 pm Sunday.**
- **NO** early tear down. All exhibits must remain in place until the official close of the expo. Anyone leaving early will lose their booth choice for next year. All exhibitors must be out no later than 12:00 am Sunday night.



## SHIPPING TO THE FACILITY:

Contact the Alliant Energy Center at [www.alliantenergycenter.com](http://www.alliantenergycenter.com) about how and where to ship materials for the Expo.



## ANTLERS & MOUNTS:

- **Whitetail deer antlers, 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 displays as separate from the trophy contest entries. Contest entries cannot be displayed in an exhibitor's booth; they must be on contest boards.
- Any exhibitors selling shed antlers must provide a container or bag at the time of purchase to prevent the risk of injury to attendees from the shed being carried around on the exhibit floor.

## NEW PRODUCTS

### NEW PRODUCTS DISPLAY AREA:

- Starting at 1:00 pm Friday, bring your product to the display area to fill out claim receipt. (Expo staff will be there to hand out receipt forms)
- Product must be displayed until 3:30 pm Sunday. Products can be picked up with claim receipt after 3:30 pm Sunday.



### PARKING:

Parking passes can be purchased Thursday at the Service Desk near the loading docks. Cost is \$15.00 for all weekend or \$6.00/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.



### INSURANCE:

Forms due to Shoff Darby the Wednesday prior to the expo. If your insurance agent can not provide an approved certificate you will be insured through event insurance, that is included in your booth fee ([www.deerinfo.com/pdf/insurance.pdf](http://www.deerinfo.com/pdf/insurance.pdf)).



### SELLING PRODUCT:

- Wisconsin Tax Rate - 5.5%. May be subject to change.
- All exhibitors selling product must complete an application. Contact the Department of Revenue at 608-266-2776 or go to [www.dor.state.wi.forms/sales/index.html](http://www.dor.state.wi.forms/sales/index.html)



### RE-STOCKING:

- Hand carts and dollies can be used before the show opens from 8 am-9 am.
- If you need to restock your booth during show hours you must carry all items into the facility by hand. NO use of hand cart or dollies are allowed during the expo.



### HOTELS:

We have a list of hotels in the vicinity of the Expo. Please see the website for complete hotel listing [www.deerinfo.com/WI\\_hotels.asp](http://www.deerinfo.com/WI_hotels.asp).



### FOOD SALES:

All food sales and distribution must be approved by Target Communications and the Expo. Call Chris Colegrove, Centerplate Catering at 608-661-0525 (Ext 22) or visit [www.cityofmadison.com/healthenvhealth/tmprest.html](http://www.cityofmadison.com/healthenvhealth/tmprest.html)



### RAFFLES:

- Cannot hold a raffle unless nothing of value is required to enter. Class A or B license required.
  - Go to [www.doa.state.wi.us](http://www.doa.state.wi.us) / Gaming / Raffle Information
- Note: the show office does not page winners for raffles.**



### CAMPING:

The Alliant Energy Center offers camping facilities in the North parking lot. Stalls are 13' wide with electric and water service, 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.



### GASOLINE ENGINES:

- Less than one gallon of gas must be in the fuel tank.
  - The fuel cap must be taped shut.
  - The battery must be disconnected.
- Note: Transfer of fuel is not allowed on the Alliant Energy Center grounds.**



### FIRE REGULATIONS:

Exhibits must comply with all local, state and federal codes as they apply. Only fire-proof material should be used in decoration and displays. Contact the Alliant Energy Center at 608-267-3976 for specific fire regulations and codes.



### PETS:

Live animals are not allowed in the building unless they are an approved exhibit, display or performance. Owners are responsible for the clean up, waste removal and any damage done the animals may cause.



### SOUND CONTROL:

Any DVD's, music, or other audio devices must be kept to a minimum. Please respect your neighboring exhibitors and avoid sound pollution.



### FIREARMS:

Firearms in display 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 at 608-267-3976.



### AUCTIONS:

No items may be sold by auction without written consent from Target Communications.



### SERVICES:

Alliant Energy Center, Phone: 608-267-3950  
[www.alliantenergycenter.com](http://www.alliantenergycenter.com)  
• Phone • Internet • Electricity



### WI-FI:

The Energy Center does offer free WI-FI.



### GREATER MADISON CONVENTION & VISITORS BUREAU:

Information on the city of Madison including restaurants, sights, and additional hotels. Call 800-345-4386 or go to [www.visitmadison.com](http://www.visitmadison.com)



### SECURITY:

We will maintain security for the facility during show hours and at night.



### EXHIBITOR RECEPTION:

7:00 pm Saturday, in the Food Court Area at the north end of the North/South main concourse. Complimentary beer, soda and snacks provided by CVB. Please join us and your fellow exhibitors.

**BADGE PICK-UP**

- **DURING SET-UP** -- Show Office (north/south concourse, enter through glass doors on east side of building)
- **FRIDAY AFTER 2:00 pm** -- Exhibitor Badge Pick-up Table on the West Concourse, just past the ticket sales kiosks

**BADGE Submission Deadline: March 23, 2012**

- FAX 262-242-7391
- Email [anna@deerinfo.com](mailto:anna@deerinfo.com) (preferred)
- Postal 7626 W. Donges Bay Rd., Mequon, WI 53097

# EXHIBITOR BADGE REGISTRATION

## 2012 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. Cost is \$15.
- 1) Exhibitors must **pre-register** all booth workers by name, using this form. **No name ... no badge...no admittance.**
  - 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

**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.

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COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_ BOOTH #(s): \_\_\_\_\_

PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

EMAIL: \_\_\_\_\_

<p>• <b>First 10'x10' Booth -- Free Badges</b></p> <p>1) _____</p> <p>2) _____</p> <p>3) _____</p> <p>4) _____</p> <p><b>Non-Profit Organizations only --</b></p> <p>5) _____</p> <p>6) _____</p>	<p>• <b>Additional 10'x10' Booths and/or Purchased Badges</b></p> <p>Booth 2 1) _____</p> <p>2) _____</p> <p>Booth 3 1) _____</p> <p>2) _____</p> <p>Booth 4 1) _____</p> <p>2) _____</p> <p>Booth 5 1) _____</p> <p>2) _____</p>
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**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.

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Return this form by **March 23, 2012**

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

FAX: 262-242-7391  
 E-Mail: [anna@deerinfo.com](mailto:anna@deerinfo.com)

*If you have questions, please call: 800-324-3337*

# WI DEER & TURKEY EXPO

» MARCH 30 - APRIL 1, 2012 «

Join us in Madison, Wisconsin

*for the*

Wisconsin Deer & Turkey Expo

March 30 - April 1, 2012

**DISCOUNTED HOTEL RATES AVAILABLE  
STARTING JULY 10, 2011**

**MAKE YOUR RESERVATION BY MARCH 13, 2012  
TO BE ENTERED TO WIN A \$25 GAS CARD**

*Winners will be notified by email. A total of 4 prizes will be awarded.*

**MAKE YOUR RESERVATION NOW.**

Contact Laura Senz with questions:  
[senz@visitmadison.com](mailto:senz@visitmadison.com) or 800-373-6376

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GOING > BEYOND > VISIT™  
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