



WSTA FALL CONFERENCE & EXHIBITS
OCTOBER 21-23, 2019
[October 21 & 22 Exhibit Days]

SUBJECT: Exhibit Space
WSTA Fall Conference – October 21-22, 2019

WHO: Wisconsin State Telecommunications Association (WSTA)

WHAT: Fall Conference and Exhibits

WHEN: October 21 and 22, 2019

WHERE: Holiday Inn Hotel & Convention Center, Stevens Point, WI

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: Expo Hall – Holiday Inn – 65 Single [Doubles also available]

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] / Double Booth [Includes 2 Registrations]
\$550 [Member] / \$850 [Non-Member]
[When signing up online, sign up for two single booths if you wish to have a double booth.]

EXHIBIT HOURS: Monday, October 21 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 22 10:00 AM to 12:30 PM – Trade Show
12:30 PM to 1:30 PM – Lunch Directly Outside of Exhibit Hall

Exhibitors, you do not have to start tearing down your booth until after lunch, if you wish. We have asked Wisconsin Expo, Inc. to not start tearing down the booth pipe and draping until 3:00 PM.

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 online, 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 from 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 **Exhibitor Service Kit Tab** and send to Wisconsin Expo, Inc.
3. If you have large equipment, please choose booth(s) close to Booth #63-#65 – near the loading door. Large equipment **MUST** fit in the 8' x 10' or 8' x 20' booth.

- DEADLINES:**
1. Submit the online exhibitor registration *before September 27, 2019*.
 2. No refunds or cancellations of exhibit space will be made after September 30, 2019.

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

NOTE: Gold/Silver/Bronze ANNUAL Partners are given first priority for 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 22. Please contact WSTA with any special requests.

EXPO COMPANY: Booth set up and draping will be done by Wisconsin Expo, Inc. N113 W18750 Carnegie Drive, Germantown, WI 53022 • phone 262.670.1300 • email orders@wi-expo.com.

The **basic booth will include** black and red 8' high back drapes and 3' high side divider drapes with one (1) 2'x8'x30" skirted table, two (2) folding chairs, **one (1) 110 electrical outlet will be provided, if requested when you register** and one (1) 7"x44" identification sign. Any additional booth necessities can be ordered from Wisconsin Expo, Inc. You will be billed separately for any chairs, freight, or any other items provided by Wisconsin Expo, Inc. They are not included in the exhibiting fee.

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

The exhibit area in the Holiday Inn Convention Center is entirely carpeted. If you wish to have additional carpeting for your comfort, it may be ordered from Wisconsin Expo, Inc.

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

ADVANCED SHIPPING: Wisconsin Expo, Inc. 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, Inc. at the number listed above.

The Exhibitor permits Wisconsin Expo, Inc. 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, Inc. N113 W18750 Carnegie Drive, Germantown, WI 53022 or call 262.670.1300. There is no Direct to Show Shipping option per the Holiday Inn policy.

Shipments need to arrive between September 16 and October 14, 2019 [Monday through Friday ONLY – 8:00 AM to 3:30 PM] at the Wisconsin Expo, Inc. 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, Inc. in advance with detailed handling instructions. Bill of Lading will also be required for any outbound shipments upon show closing.

Advanced 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: Please read carefully Page 4 of the Exhibitor Kit for Outbound Shipping Procedure. You are responsible for ensuring that your specified carrier checks in with Wisconsin Expo, Inc. no later than 3:30 PM on Tuesday, October 22, 2019.

TIMES

SET UP: The display space will be available for set up on Monday, October 21st beginning at 9:00 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: This may begin at 12:30 PM on Tuesday, October 22nd [**NO SOONER, PLEASE**]. All exhibits must be dismantled **before 11:00 PM on Tuesday, October 22nd**. As mentioned earlier under **EXHIBIT HOURS**, exhibitors do not have to tear down their booths until after lunch.

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** at 11:00 AM Monday, October 21st.

GENERAL SESSIONS: Monday, October 21st from 1:00 PM to 3:00 PM
Tuesday, October 22nd from 8:00 AM to 10:00 AM

BREAKOUTS: Tuesday, October 22nd 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.
- Vehicles must be clean and free of debris (upper area as well as undercarriage)
- Vehicles must be rolled in or driven in on heavy plastic or similar material to protect the carpet.
- Vehicle tires must rest on heavy plastic or similar material.
- Plastic, metal tray or large sheet of plastic should be under the engine or any part of the vehicle that may leak on to carpet.
- Please disconnect the battery and do not leave the keys in the motor vehicle.
- If there is any leaking of any kind, the vehicle will need to be removed. Replacement carpet tiles are \$40 each.
- The vehicle must fit inside your booth space.
- If you have any questions regarding the Special Rules, *please call Chris Jackson at 715.254.9933 at the Holiday Inn.*

Exhibitor understands that it is their responsibility to decorate their own booth with signs, etc., 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."

SECURITY: The entire Convention Center will be locked in the evening.

HOTEL ROOMS: Please see the [Housing Information](#) to make your hotel reservations no later than October 4, 2019!

RECEPTION: Please join us for a fun event at the WSTA Fall Conference... Make Sure YOU attend the **"Meeting after the Meeting"** with cocktails and heavy appetizers on Tuesday, October 22nd from 5:30 PM to 7:30 PM. This will be a casual/social event for you to network with your present and prospective clients. This event is included in your registration fee!

- 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) five (5) 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.

New this Year!

TIPS AND TRICKS: Tips and Tricks for a Successful Exhibiting Experience at the WSTA Fall Conference & Exhibits!

- **What is your goal with WSTA members?**
Sales? Relationship Building? Awareness of your company/product? Make sure your materials and your mindset are appropriate for a booth. For example, the sales cycle often takes YEARS to complete, do you expect to sign contracts at this conference, or are you laying the groundwork or cementing relationships that will turn into sales?
- **Position your table to the back or side of the booth.**
This makes your space more inviting to conversations with attendees. Placing your table at the front of the booth creates a barrier between you and the customer.
- **The Exhibit Hall is not your remote office.**
Unless you are demonstrating something on your laptop, keep it tucked away. Same thing with your phone. You are much less likely to have a conversation with someone if you are on your phone or computer when they are walking by. **BE ENGAGED!**

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 at the General Session on Monday, October 21, 2019 – 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 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 2019 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.

