

**Join Us!**

On behalf of the AIA Wisconsin Board of Directors and Convention Committee, it is our pleasure to invite you to showcase your products and services to the architects and allied design and construction industry leaders attending the 2008 AIA Wisconsin Convention & Building Products Exposition.

The 77th annual AIA Wisconsin Convention & Expo will be held on April 30 & May 1, 2008, at the Monona Terrace Community and Convention Center in Madison, Wisconsin. This state-of-the-art convention facility has a 40,000-square-foot Exhibition Hall at the lake level, with easy loading and drive-in access plus all the essential convention amenities.

This is your opportunity to meet today's design and construction industry leaders. Special programs and events are planned to promote maximum traffic in the Exhibition Hall, including the popular *Construction Industry Reception* and the special *Focus on Innovation* session.

The 2008 AIA Wisconsin Convention offers you the unique opportunity to:

- Introduce new products and services!
- Make new contacts and collect valuable sales leads!
- Increase the visibility of your company and its products!
- Keep in contact with your clients!
- Present information on new research and technology breakthroughs!
- Enjoy advertising opportunities in *Wisconsin Architect* magazine!
- Present Expo Information Sessions!
- Sponsor special events!
- Invite your customers and prospects to the trade show!

We look forward to seeing you on the exhibit floor next Spring!

Wm. Lee Connollee, AIA  
2008 President, AIA Wisconsin

Barry Swedeen, AIA  
Chair  
2008 AIA Wisconsin Convention & Expo

**Over 1,100 architects and allied professionals expected to attend Expo**

The AIA Wisconsin Convention & Building Products Exposition is the one trade show that attracts architects and allied design and construction industry leaders from across Wisconsin. We are confident you will want to exhibit your products and services to the decision-makers who regularly attend and participate.

**Exhibit Hall Schedule**

**Set-Up**

Tuesday, April 29  
12:00 noon-7:00 p.m.  
Wednesday, April 30  
8:00 a.m.-1:00 p.m.

**Show Hours**

***Construction Industry Reception***

Wednesday, April 30  
3:00-7:00 p.m.

***Focus on Innovation***

Thursday, May 1  
11:00 a.m.-2:00 p.m.

**Dismantle**

Thursday, May 1  
2:00-7:00 p.m.

**Special Events**

***Construction Industry Reception***

AIA Wisconsin will host its annual Construction Industry Reception in the Exhibition Hall as part of the exhibit period on Wednesday, April 30. Special entertainment and events are planned. Exhibitors receive tickets to reception for distribution to clients and prospective customers. Special invitations are sent to consulting engineers, interior designers, landscape architects, specifiers, contractors and other allied design and construction industry leaders.

***Focus on Innovation***

This special event will take place in the Exhibition Hall on Thursday, May 1. Exhibitors are invited to present educational programs on innovative new products and services. This session provides a unique opportunity for you to present the latest information on product research and technological breakthroughs.

**Expo Information Sessions**

Exhibiting companies are invited to sponsor and present 15-minute informational programs at their booth. These valuable sessions encourage additional traffic in the Exhibition Hall and offer AIA members an opportunity to learn valuable information about different technologies and techniques. In addition, exhibitors are encouraged to submit proposals for 90-minute "Spotlight" AIA/CES professional development seminars. Other sponsorship opportunities also are available.

**Exhibit Space**

Exhibit space is reserved on a first-paid basis. Submit your exhibit space contract as early as possible since exhibit space consistently sells out well in advance of the Convention. Exhibitors receive complimentary tickets to exhibit periods for distribution to customers for use in promoting your participation in the Building Products Exposition.

**Booth Rental Fees**

10 ft. x 8 ft. Exhibit Booth Numbers 25-55	\$1,300
10 ft. x 10 ft. Exhibit Booth Numbers 1-24	\$1,300
Corner Booths	\$1,350
Islands	\$5,400

Exhibitors are provided information on the services available from Valley Expo & Displays in late February. There is no obligation to use the services of Valley Expo & Displays; exhibitors may use their own personnel. Electrical service for exhibit space must be ordered directly from the Monona Terrace Community and Convention Center.

**Expo Promotion**

Through the use of direct mail, e-mail, Website, announcements in regional trade publications and news releases, AIA Wisconsin Convention & Expo events are effectively promoted throughout the state. In addition, exhibiting companies receive free admission tickets to the Expo and other materials for use in promoting your participation in the show to customers and prospects. An interactive floor plan features an email link to exhibiting companies.

# Rules & Regulations

## Move In/Move Out

- All exhibits must be set up by 1 p.m. on day one of the Convention.
- Exhibits must not be dismantled before 2 p.m. on day two of the Convention.
- All equipment must be transported into the facility through designated loading dock areas.
- Trucks and vehicles will be allowed at the dock only during official move in/move out times. Once materials have been unloaded, vehicles must be moved.
- Vehicles left unattended at the loading dock for an excessive period of time are subject to being ticketed or towed.
- All displays must be removed from Exhibit Hall by no later than 7:00 pm the final day of the Convention.

## Booths, Displays, Decorations and Signs

- No materials may be attached, taped, nailed, pinned or otherwise fastened to any ceiling, floor, permanent drapery, painted surface or wall of Monona Terrace Community and Convention Center. Duct tape may not be adhered to any surface, including the floor.
- The maximum height of displays against the back-wall of an exhibit booth is 16'. To avoid the possible obstruction of neighboring exhibit booths, the height limitation of displays in balance of exhibit booth is 3', except for product display that in itself exceeds this height.
- Glitter, decals, gum, confetti and stickers may not be distributed or affixed inside the facility. Helium balloons are not allowed.

## Food and Beverage

Monona Catering is the exclusive caterer. No food or beverages shall be brought onto Monona Terrace premises except through the building caterer.

## Shipping/Handling of Exhibit Materials

All exhibitor shipments should be coordinated through the service contractor, Valley Expo & Displays.

## Parking

- No parking is allowed in the loading dock area.
- Any unattended vehicles parked in loading areas (with the exception of designated move-in or move-out times) are subject to being ticketed or towed at the owner's expense.

## Fire Codes / Smoking

- Exhibitors, service contractors and event promoters must comply with all federal, state and local fire codes which apply to places of public assembly.
- All exhibitor materials must be flame proof.
- Exhibitors are responsible for any floor damage caused by spillage of fuels, oils or similar substances.
- In compliance with City Ordinance 23.05, smoking is not permitted in the building.

## Floor Load

The floor load capacity on the exhibition hall floor is 250 pounds per square inch.

## Americans with Disabilities Act

- Aisles and exits must be kept clean and free of obstructions.
- All exit signs must remain unobstructed at all times.
- Easels, signs, etc. may not be placed beyond the booth area.

## Liability and Insurance

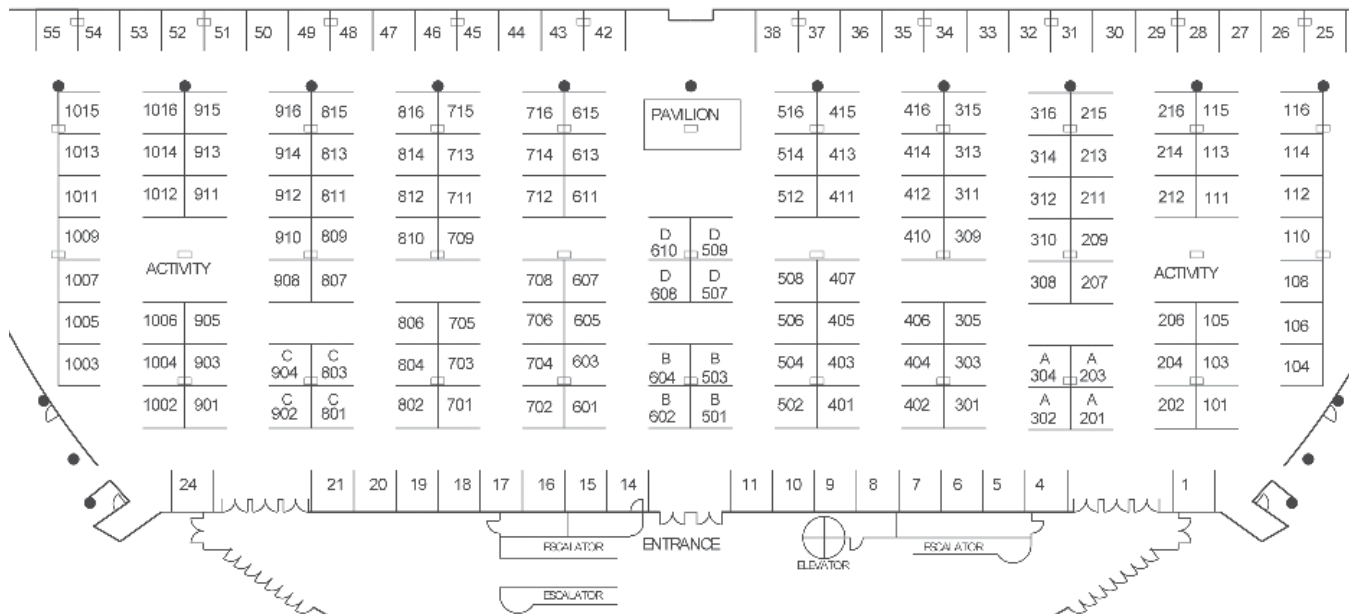
Exhibitors assume the entire responsibility and liability for losses, damages and claims arising out of injury from or damage to their displays, equipment and other property and shall indemnify, hold harmless and defend AIA Wisconsin, City of Madison and their officers, officials, employees and agents from any and all such losses, damages and claims.

## Cancellations

Deposits are non-refundable. Payment in full is due February 15, 2008. No cancellations and no refunds will be provided after February 15, 2008.

## Exhibit Booth Layout

Every effort is made to accommodate exhibitor preferences as availability of exhibit space permits. Exhibit booth space is assigned on a first-paid basis. AIA Wisconsin reserves the right to modify floorplan and reassign booth space in the best interest of the trade show.



# 2008 Exhibit Space Application/Contract



## Convention & Building Products Exposition

April 30 & May 1, 2008

Monona Terrace

Madison, WI

### IMPORTANT INSTRUCTIONS:

- Make checks payable to AIA Wisconsin.
- Return this Application/Contract to:

#### AIA Wisconsin

321 S. Hamilton St.

Madison, WI 53703-4000

Fax: (608) 257-0242

### COMPANY INFORMATION:

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Web Site: \_\_\_\_\_

Products to be displayed: \_\_\_\_\_

### EXHIBIT CONTACT:

This person will serve as your company's liaison and will receive exhibitor mailings, Exhibitor Service Kit and all other pertinent information.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Same as above Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

### PROGRAM CONTACT:

This person will be listed in the show brochure.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Same as above Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

### SPACE REQUIREMENTS:

Preferred Exhibit Space:

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

### BOOTH RENTAL FEE:

A \$250 non-refundable deposit must be received with Application/Contract.

Corner booths \$1,350 each

Aisle booths \$1,300 each

Islands \$5,400 block of four

### ACCEPTANCE AS A BINDING CONTRACT FOR EXHIBITOR:

To reserve a booth space for the AIA Wisconsin 2008 Exhibition, attached is a deposit to reserve space for the above named company. All balances are due on or before February 15, 2008.

Signature: \_\_\_\_\_

Check  Visa  MasterCard Amount \$ \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_ / \_\_\_\_\_

Authorized Signature: \_\_\_\_\_