



ATTENTION APWA WISCONSIN SPONSORS AND VENDORS

On May 11, 2017, the Wisconsin Chapter is proud to host its spring conference in Madison at the premier Monona Terrace Community and Convention Center. This experience will be a great opportunity for your company to showcase your products and services to Public Works officials and employees with the most interactive show we've had. This conference expo will truly be the "get back what you put into it" show!

Special in 2017:

1. WE WANT EQUIPMENT!

- The venue, Monona Terrace, is large and equipped to handle all of the equipment attendees want to see. Booth sizes range from 10'x10' to 40'x20' (see preliminary expo layout attached and pricing below).
- Your equipment is important to drawing public works supervisors, foreman, operators and mechanics to the show.
- Scheduled times to showcase your equipment are part of the show. Vendors can get dedicated times to provide training on equipment to attendees. These sessions will include static and "moving" equipment.

2. WE WANT YOUR EXPERTISE!

- The conference program includes a schedule for "vendor showcase" sessions to place your products and services front and center. These 20-minute spotlight classes are intended to educate and promote the exhibitors' products and services to attendees. Showcase time space will be limited; submit a topic early.

3. WE WANT THE EVENT AND YOUR COMPANY TO SUCCEED!

- APWA strives to be inclusive to everyone involved in public works so we want to make sure the right people attend. As part of the registration options, vendors have the ability to "invite" others to come see the show and visit their booth.

4. SPONSORSHIPS

- Are you a current chapter or event sponsor, or have you been thinking about being one? If so, 2017 is the year! This conference will give priority for booth choice and speaking times to sponsors to show our appreciation of your generosity.
- Sponsors will receive 2 free lunch tickets for Thursday's show to distribute as they wish to make sure the right people are at the show.

General Expo Information:

Vendor Showcase & Equipment Demonstrations:

To provide a better expo experience and to let the vendors shine, the show is offering the ability for vendors to give a 20-minute showcase of products and services. Our vision is for the equipment sessions to explain the equipment and/or provide safety sessions on the equipment. The other vendor showcase topics would focus on a specific product or specialty service or project to meet requirements for CEUs.

Equipment:

All equipment is welcome. There are large bay doors and high ceilings to accommodate moving of equipment. Any vendor performing an equipment demonstration shall contact the show organizers for demonstration rules. Generally, all "moving" demonstrations are allowed that do not require an engine start up with fumes.

Lunch Show passes:

Because this show is focused on vendors, we want to ensure the right people attend. Vendors and sponsors will have the opportunity to register and invite "special" participants with a 2-hour lunch pass. These will be exclusive passes intended to give the vendors an opportunity to invite existing and/or potential clients to the show to meet face to face and get a glimpse of APWA.

Lunch show passes: \$35 each; \$25 group rate (4 or more); chapter and event sponsors get 2 free

Exhibitor Fees:

(Note: each exhibitor registration includes one (1) full conference registration).

Standard Booth options: 10' x 10' - \$450

Equipment/Product Booth Options: 20' x 10' - \$600 20' x 30' - \$800

20' x 20' - \$700 20' x 40' - \$850

Act now:

With questions or to reserve your part of the show, please contact Eric Dundee at 608-266-4913, or email at edundee@cityofmadison.com.