



**2017 APWA – WI Spring Conference
Exhibitor Information Packet
City of Madison, WI May 10-12, 2017
Vendor Expo – Thursday, May 11th**



In 2017, the American Public Works Association – Wisconsin Chapter will be bringing its spring conference to Madison at the Monona Terrace Convention Center and this exhibitor and attendee experience will be different than you have seen or been a part of before.

The Wisconsin chapter spring conference has always been a great opportunity for your company to exhibit your products and services to Public Works officials and employees who are responsible for specifying and/or purchasing equipment, materials and services related to the public works industry. Attendees come from across the state of Wisconsin, Minnesota and Illinois. These decision makers are in charge of engineering, streets, construction, surveying, parks, facilities, asset management and solid waste purchasing. They are the people you want to talk to!

Specifically, the vendor show will be an all day event on Thursday, May 11th, and includes opportunities for interactive vendor equipment, safety and services presentations. Booth sizes range from 10'x10' to 20'x40' and are first come, first serve. Space is limited; reserve your spot today!

To see an updated floor plan of space available, go to:
<http://wisconsin.apwa.net/EventDetails/10268>

Our conference planning team also includes a request for donations of door prizes. These door prizes can be used during the vendor show as raffles during vendor presentations or for the conference luncheon drawing on Friday, May 12th. If you would like to donate a prize for this event, space is provided on the enclosed Exhibitor Registration Forms. Your generosity and support of this event is appreciated.

Want more benefits and exposure during the exhibitor show? Consider signing up your organization as a Conference or Chapter sponsor to receive extra perks. Check out the Sponsorship Program details at www.wisconsin.apwa.net.

Thank you for your support of APWA-WI's 2017 Spring Conference – it's sure to be a win for exhibitors and attendees alike.

Eric Dundee

Eric Dundee, P.E.
Principal Engineer
City of Madison
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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, specialty service or project to meet requirements for CEUs. To reserve a spot, contact Eric Dundee at edundee@cityofmadison.com. Sign up early as there is only so much time in the day!

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. There is an additional registration item to promote more attendance to the show with a 2-hr pass. This registration item provides vendors and sponsors the opportunity to register and invite “special” participants who may not normally attend. Use this 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, or group pricing (4 or more) - \$25 each. Chapter and event sponsors get 2 free.

Exhibitor Fees:

(Note: each exhibitor registration includes one (1) full conference registration, back and side drape, 7”x44” identification sign, 8” skirted table with 2 chairs) All items provided by Valley Expo & Displays.

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

Other services:

Valley Expo & Displays has been contracted as the provider of expo materials. Exhibitors who require power or additional supplies, please contact Valley Expo directly; Tina Walter at 815-873-1500 ext 118.

<https://valleyexpodisplays.boomerecommerce.com/images/static/APWA%20WI%202017%20Spring%20Conference.pdf>



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EXHIBITING FIRM:

Firm Name:
Contact Name:
Street Address:
City/State/ZIP:
Website:
E-mail Address:
Phone Number: Fax:

Booth Fee Includes One (1) full conference registration Attendee.

Attendee Name:
Thursday banquet meal choice: Steak or Chicken

Additional Attendee(s) per conference pricing:

Blank lines for additional attendee pricing information.

TERMS, CONDITIONS AND FEES:

- 1. Exhibitor Space Terms:
A. Hours of vendor exhibits:
• Setup- Wednesday, May 10th, 2017 setup begins at 12:00 p.m. All equipment required to be in place by 2:00p.m.
• Show - Thursday, May 11th, 2017 from 10:00 a.m. to 4:00 p.m.
B. Exhibits must be removed by 6:00 p.m., Thursday, May 11th.
C. Exhibit space must be reserved by April 3rd and assigned in the order they are reserved.
2. Exhibitor Space & Fee(includes one (1) full conference registration):
10'x10' - \$450, 10'x20' -\$600, 20'x20' -\$700, 20'x30' -\$800, 20'x40' -\$850
3. Sponsorship full conference registration(see chapter sponsorship packet for more information):
Event Sponsorship: \$400, Annual Chapter Sponsorship: \$900
4. Golf Outing: \$50.00 per golfer (includes lunch)

Total Exhibitor Fees Enclosed: \$

Make check payable to: "APWA – Wisconsin Chapter"

Mail (form and check) to:
City of Madison-Engineering
210 Martin Luther King Jr. Blvd,
City-County Building, Room 115
Madison, WI 53703

Register online at: http://wisconsin.apwa.net/EventDetails/10268



**2017 APWA – WI SPRING CONFERENCE
 ADDITIONAL EXHIBITOR REGISTRATION FORM
 City of Madison, Wisconsin May 10th-12th, 2017**



EXHIBITING FIRM:

Firm Name: _____
 Street Address: _____
 City/State/ZIP: _____
 Website: _____
 E-mail address: _____
 Phone Number: _____ Fax: _____

ADDITIONAL VENDOR REGISTRANT #1:

Registrant Name: _____	All Meals: \$250 \$ _____
Street Address: _____	Wed. Reception: \$ 60 \$ _____
City/State/ZIP: _____	Thurs. BF & Lunch: \$ 60 \$ _____
E-Mail Address: _____	Thurs. Banquet: \$ 75 \$ _____
Phone Number _____	Friday BF & Lunch: \$ 60 \$ _____

ADDITIONAL VENDOR REGISTRANT #2:

Registrant Name: _____	All Meals: \$250 \$ _____
Street Address: _____	Wed. Reception: \$ 60 \$ _____
City/State/ZIP: _____	Thurs. BF & Lunch: \$ 60 \$ _____
E-Mail Address: _____	Thurs. Banquet: \$ 75 \$ _____
Phone Number _____	Friday BF & Lunch: \$ 60 \$ _____

ADDITIONAL VENDOR REGISTRANT #3:

Registrant Name: _____	All Meals: \$250 \$ _____
Street Address: _____	Wed. Reception: \$ 60 \$ _____
City/State/ZIP: _____	Thurs. BF & Lunch: \$ 60 \$ _____
E-Mail Address: _____	Thurs. Banquet: \$ 75 \$ _____
Phone Number _____	Friday BF & Lunch: \$ 60 \$ _____

ADDITIONAL VENDOR REGISTRANT #4:

Registrant Name: _____	All Meals: \$250 \$ _____
Street Address: _____	Wed. Reception: \$ 60 \$ _____
City/State/ZIP: _____	Thurs. Lunch: \$ 60 \$ _____
E-Mail Address: _____	Thurs. Banquet: \$ 75 \$ _____
Phone Number _____	Friday Lunch: \$ 60 \$ _____

Total Vendor Fees Enclosed: \$ _____
Make check payable to: "APWA – Wisconsin Chapter"

**Return form with check to: City of Madison-Engineering
 210 Martin Luther King Jr. Blvd,
 City-County Building, Room 115
 Madison, WI 53703**

Thursday Evening Banquet Meal Choice(s):
 (A vegetarian dinner is available upon special request)

REGISTRANT #1
 Roasted Garlic Sirloin _____
 Rosotto Stuffed Chicken _____

REGISTRANT #3
 Roasted Garlic Sirloin _____
 Rosotto Stuffed Chicken _____

REGISTRANT #2
 Roasted Garlic Sirloin _____
 Rosotto Stuffed Chicken _____

REGISTRANT #4
 Roasted Garlic Sirloin _____
 Rosotto Stuffed Chicken _____