

EXHIBITOR SERVICE MANUAL

Wisconsin FFA Convention Expo

Alliant Energy Center

June 12, 2024

PRE-EXPO INFORMATION 3

EXPO INFORMATION 4

SITE INFORMATION 5

HOUSING 5

EXHIBITION REGULATIONS 6

PRE-EXPO INFORMATION

BADGES

Badge registrations are due to the Wisconsin FFA Foundation **no later than 5/28/2024**.

Badge names may be submitted via the online form: [Wisconsin Expo Name Badge Submission Form \(google.com\)](#). Available booth space may be viewed at our event site: https://wisconsinaged.org/Conv_Expo.

While onsite badge registration is possible, it will delay the exhibitor's ability to check-in during move-in. Please make every effort to register your booth personnel prior to the deadline to prevent onsite delays and backlogs with onsite badge printing.

ORDERING SERVICES FOR YOUR BOOTH

Exhibitor ordering is really simple!

1. Go to <https://www.alliantenergycenter.com/exhibitors>.
2. Select "Order Booth Furnishings" on the right-hand side of the page.
3. Select the event you are attending.
4. Enter Booth Number and press continue.
5. Select any items that you require for your booth. Please note there are multiple pages to the order form.
6. When you are finished, you can go to your shopping cart and proceed to checkout.
7. Once you have paid you can expect all furnishing to be in place by the time you move in!

Advance pricing is available until 6/1/2024 unless otherwise stated by the Alliant Energy Center.

SHIPPING – IN-BOUND AND OUT-BOUND

The Alliant Energy Center will receive shipments for exhibitors. The minimum freight charge for shipments from 0 to 50 pounds is \$25.50 plus tax. For shipments over 50 pounds we charge \$50.00 plus tax per hundred weight (\$.51/pound plus tax). AEC does not accept any COD or Collect Shipments; they will be refused.

The Alliant Energy Center does not accept CODs or collect shipments! So, if you will be shipping items to the AEC and are unsure of the total weight, please estimate. If there is a large difference after the shipment(s) is received, AEC will email to notify you of any additional cost.

ALL FREIGHT HANDLING FEES must be paid prior to delivery to the booth. If you have sent items but not prepaid, either go online before ingress or to the service desk during ingress and make payment. Your freight will be delivered as time allows. Please prepay to avoid delays.

MEDIA, PRINTING, GIVEAWAYS

Guidelines regarding the use and publication of the FFA logos may be found [here](#). We encourage you to post on social media about or during Expo. Pertinent social media accounts:

(Expo)	Wisconsin FFA Foundation – Facebook , LinkedIn
(Convention)	Wisconsin Association of FFA – Facebook , Instagram

EXPO INFORMATION

WEDNESDAY, JUNE 12, 2024

LOAD-IN: 7:30 AM - 8:45 AM

EXHIBIT HOURS: 9:00 AM – 2:00 PM

LOAD-OUT: 2:00 PM - 4:30 PM

CHECK-IN

Exhibitors must check-in at Loading Dock B starting at 7:30 AM to retrieve their Exhibitor Packet. ***The Exhibitor Packet must be claimed prior to entering the Expo Hall, as a badge is required for entry.*** Unregistered booth staff or those missing badges will be required to provide their names for immediate badge printing; the badge must be picked up before the expo hall opens at 9:00 AM. We have no limit to the number of badges an exhibitor may request, so [submit your names in advance](#) for a smooth check-in!

Before leaving the counter, please familiarize yourself with the exhibitor packet and confirm that all badges, lunch tickets, etc. are accounted for. Questions may be addressed to the onsite volunteers or FFA staff.

LOAD-IN / LOAD-OUT

Exhibitors should utilize Exhibit Hall B loading dock for both load-in and load-out. [Click here](#) for directions to access loading dock B.

FOOD & BEVERAGE

Lunch tickets must be purchased in advance. If you pre-purchased lunch tickets, the tickets will be in the Exhibitor Packet that is picked up during exhibitor move-in. Lunch may also be purchased from kiosks in the lobby outside of Exhibit Hall A.

Please confirm all purchased tickets when retrieving your Exhibitor Packet!

GIVEAWAYS, DOOR-PRIZES, ETC.

Distribution of door-prize items is the sole responsibility of the exhibitor. All giveaways must meet the parameters in the Exhibition Regulations. Exhibitors who violate any Exhibition Regulations may be removed from the Exhibit Hall and/or banned from future events.

FFA BUCKS

Convention Expo exhibitors are asked to interact with FFA members to learn about the exhibitor which results in the earning of “FFA Bucks.” This interaction can be completed through questions, games, general inquiries, or other creative educational methods. Each exhibitor will receive a supply of FFA Bucks during check-in. FFA members will use the FFA Bucks earned during the Convention Expo and other convention activities to win prizes.

QUESTIONS

Email: expo@wisconsinffaoundation.org

SITE INFORMATION

[Alliant Energy Center](#)

1919 Alliant Energy Center Way
Madison, WI 53713

[Parking / Directions](#)

Enter the Alliant Energy Center at the Main Entrance (Rimrock Rd) or via the Rusk Entrance (E Rusk Ave). We recommend parking in the South or Southeast Lots.

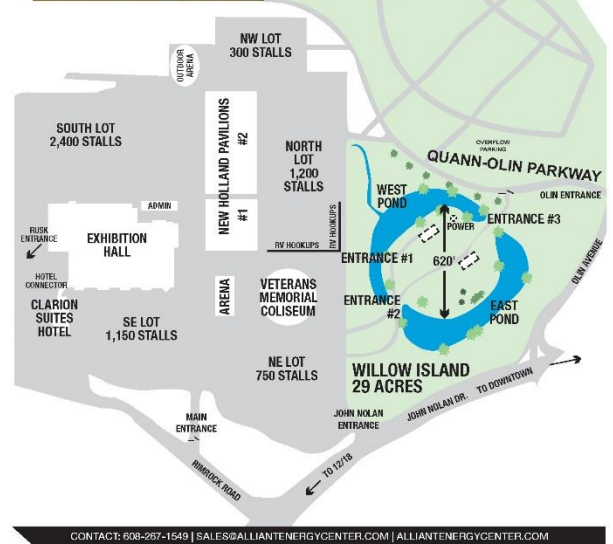
[Loading Dock](#)

Drive around the Exhibition Hall to the South Lot and turn to face the Exhibition Hall. Find the large roll-door labeled "B." Unload equipment onto supplied carts and drop off at your booth. *Be sure to move your car to a parking spot before setting up your booth!*

PARKING AT THE ALLIANT ENERGY CENTER



Paved & Lit Parking	5,800 Stalls
Overflow Parking	50+ Acres
RV/Camper Parking	Available
Distance from State Capitol	2.5 Miles
Distance from Milwaukee	75 Miles
Distance from Chicago	145 Miles
Distance from Minneapolis	250 Miles



HOUSING

Wisconsin FFA uses a single point of access housing system for all hotel reservations provided by [Destination Madison - the Madison Convention and Visitors Bureau](#). All housing block hotel reservations must be made utilizing this service. There are 14 hotels in our block. Complete instructions regarding bookings and reservations can be downloaded [here](#).

[Book your hotel room here!](#)

Reservations are open until Sunday, May 19th. To modify or cancel an *existing reservation*, please refer to the "Request for Change" link provided at the bottom of your confirmation email. If you need your confirmation recent, contact the Destination Madison Housing Department at services@visitmadison.com. Please **do not** contact the hotel directly unless it is within 72 hours of your arrival.

For assistance with advanced payment or tax exemption, please contact the hotel directly after receiving confirmation numbers.

EXHIBITION REGULATIONS

1. INSTALLATION, EXHIBITION, AND TEAR DOWN – On Wednesday, June 12, 2024, the Exhibition Hall will be open for setup from 7:30am to 9:00am; all exhibits must be ready to show, from 9:00am to 2:00pm; no display shall be dismantled or removed from the Exhibit Hall until the end of the Exhibit Show at 2:00pm; and all displays must be removed by 4:30pm, unless prior permission of the Expo Manager is obtained. Staff members of the Exhibition Hall at the Alliant Energy Center are NOT authorized to grant permission for late tear down and any exhibit remaining on the floor after 4:30pm on June 12, 2024 may be dismantled and moved to accommodate another activity or for any other reason. The Exhibitor agrees to pay any extra charges incurred for the removal of displays and to release the Foundation from any liability for loss by theft or damage caused in moving property of the Exhibitor after 4:30pm June 12.

2. PAYMENT FOR BOOTH – All booth fees must be paid in full prior to occupying the booth space. If payment is not received with the booth registration, the space is not secured and the Foundation may release the space to make it available to other interested parties who are ready to commit with full payment, and the Foundation will retain any payments made by the Exhibitor. If an Exhibitor fails to make required payments as described in this Contract, or is otherwise in breach of this Contract, the Foundation may terminate the Exhibitor's participation in Expo without further notice and without obligation to refund moneys previously paid.

3. REFUNDS – Notice of cancellation of all or any exhibit space must be submitted in writing via email and is subject to the following refund policies. If written cancellation is received at the Foundation office on or before May 1, 2024, 100% of the rent paid will be refunded. If written cancellation is received at the Foundation office on or before May 15, 2024, 50% of the rent paid will be refunded. There will be no refunds for written or verbal cancellations received after May 15, 2024. The Foundation may cancel any exhibit space for noncompliance with the terms, conditions, and regulations of this contract or for nonpayment of the rent. Further, the Foundation reserves the right to not assign exhibit space to the Exhibitor and, thereby, terminate any obligation of the Exhibitor and the Foundation under this contract, in which case, the Foundation will so notify the Exhibitor and refund any payments made by the Exhibitor under this contract.

4. BOOTH ALLOCATION – Assignment is in the order of receipt of a signed contract and payment. The method for assigning space is established by the Foundation and may be changed from time to time without prior notice to exhibitors in order to accommodate what the Foundation perceives as the best interest of Expo. Booth space is not secured until full payment is received. Further, the Exhibitor acknowledges that the booth registration does not guarantee a specific booth number or location but grants the Exhibitor the right to a booth space at Expo, except when in violation of this Contract or when deemed inappropriate for or detrimental to Expo and/or FFA.

The Wisconsin FFA Foundation reserves the right to refuse booth space to any organization for any reason.

5. RELOCATION OF EXHIBITS – The Foundation reserves the right to alter locations of Exhibitors or of booths, as shown on the official floor plan, at its sole discretion if deemed advisable in the best interests of the show or to separate competitors.

6. BOOTH SPECIFICATIONS – Rent includes the 10-ft. wide by 10-ft. deep booth with 8-ft. draped backdrop and 30-in. draped side rail dividers, 1 *undraped* 6-ft table, 2 basic-level exhibition hall chairs, and 1 waste basket. Table skirting, counters, additional chairs, electrical outlets, rugs, freight, and storage are not included in the booth rent. Instructions for ordering optional services and equipment will be sent approximately 1 month prior to the event. The Exhibitor is required to make any arrangements for equipment and services and assume the cost of same. The convention sponsors assume no obligations for these arrangements.

7. USE OF SPACE – Exhibitor shall not sublet, divide, or share exhibit space with any person not identified in the Exhibit Space Contract without written permission of the Foundation. Exhibitor shall not sell any products or services during the show. Distribution of advertising materials is limited to the area of each exhibit space and as outlined in the Contract. Exhibits will be arranged so that nothing is attached to the walls and no tacking or marring is permitted. Disturbing noises or other objectionable forms of attracting attention will not be permitted. The Foundation reserves the rights to restrict exhibits which may become objectionable and prohibit or remove any exhibit which may detract from the general character of the display. This includes persons, things, conduct, printed matter, or anything which may not be in keeping with the character of Expo and/or Convention. The Exhibitor agrees not to interfere with the ordinary use by others of any portion of the building or grounds. Exhibitor shall not obstruct the aisles adjacent to exhibit space. No booth structure or sign will be allowed to obscure adjoining exhibits or project more than four feet outward from the backdrop.

8. CARE AND SURRENDER OF EXHIBIT SPACE – Exhibitor agrees it will not in any way injure, damage, mar, or deface the building premises, furniture, fixtures, or equipment on or about the Exhibition Hall at the Alliant Energy Center and shall be liable for any such damage or injury caused by it, its employee, agents, or other persons admitted to the premises by the Exhibitor, its agents, or employees. Exhibitor agrees to quit and surrender the exhibit space at the time set forth herein and to comply with the Alliant Energy Center system for handling vehicular traffic in and out of dock area.

9. FOOD PRODUCTS – Exhibitor will comply with Public Health Madison-Dane County food permit and inspection restrictions unless foods are shelf-stable and are brought to the event individually pre-packaged or if they have a current State of Wisconsin Department of Agriculture Traveling Retail Food License (must bring to the event). Cooking is prohibited.

10. BANNED ITEMS – Helium balloons; racial, religious, and/or political propaganda; and weapons, or items that may be used as a weapon, are strictly prohibited. "Weapons" may be defined as (but should not be limited to) guns, knives, bats, sticks, swords, explosives, etc. Organizations that use and/or distribute prohibited items at Expo may be banned from participating at future FFA events.

11. FIRE SAFETY – Flammable booth decorations must be flame proofed. All hangings must clear the floor. Electrical wiring must conform to Town of Madison and County of Dane safety rules. No open flame candles or other open flame fixture, whether equipped with a guard or not, shall be used in any place of assembly. If inspection indicates that any Exhibitor has neglected to comply with these regulations or otherwise incurs fire hazards, the right is reserved to cancel all or such part of the exhibit as may be irregular. Motor vehicle Exhibitors must comply with the City of Madison and the County of Dane regulations regarding the display of such vehicles.

12. NO SMOKING – Smoking is prohibited in the Exhibition Hall at the Alliant Energy Center.

13. HARASSMENT – The Foundation wishes to create a welcoming environment and expects all participants to refrain from harassing behavior and speech. Any person who has been subjected to harassment, or who has witnessed harassment, is encouraged to notify Foundation staff. The Foundation reserves the right to take any action it deems appropriate in response to such conduct by any person, including removal of that person from the Event and prohibiting attendance at future events.

14. LIABILITY – The Exhibitor agrees to indemnify and hold harmless the Foundation, its officers, agents, and employees from and against any and all claims, demands, or suits alleging liability for losses, damages, expenses, costs, and disbursements, including reasonable attorney's fees, and any other relief, for any actual or claimed injury or death to any person or damage to any property sustained as a result of the Exhibitor's use of or presence on the premises described in the Exhibit Space Contract, regardless of whether proximity caused by the negligence of the Foundation, its officers, agents, or employees, unless Exhibitor can prove that such injury, death, or damage was caused solely by the active negligence of the Foundation, its officers, agents, or employees. If the convention is canceled due to circumstances substantially beyond control of the Foundation, the Foundation's sole liability to Exhibitor due to cancellation shall be to refund the rent paid, or if cancellation occurs during the convention period, a prorated portion thereof. Recovery of such amount shall be the Sponsor's or Exhibitor's sole and exclusive legal remedy.

15. REGISTRATION & BADGES – Convention badges for exhibit attendants are furnished. There is no registration fee required for any booth attendant. Names should be submitted no later than twenty (20) days prior to the event; pre-printed badges can be found in the Exhibitor Packet.

16. FREIGHT – Freight delivered to the unloading dock with handling instructions will be taken to the Exhibitor's booth by the freight handler, with costs charged to the Exhibitor. The Foundation assumes no obligation for these arrangements and the Exhibitor must assume all costs.

17. OFFICIAL REGULATIONS – Exhibitor will comply with all laws of the U.S. and of the state of Wisconsin and all ordinances of the City of Madison and all rules and requirements of the police and fire departments or other municipal authorities of the City of Madison and will not permit anything to be done in its exhibit space in violation of any such law, ordinance, rule, or regulation. Exhibitor will also conform to rules and regulations adopted or prescribed by the Alliant Energy Center.

18. AMERICANS WITH DISABILITIES ACT – Exhibitor shall be responsible for compliance with the Americans with Disabilities Act as it relates to their participation in Expo, their booth, promotional materials, and other services and activities conducted by the Exhibitor during Expo.

19. OTHER MATTERS – Any and all matters pertaining to Expo not covered by the Exhibitor Service Kit shall be subject to final determination by the Wisconsin FFA Foundation, Foundation staff, and/or Foundation Board member(s) as they serve in their capacity as Foundation representatives.

The Wisconsin FFA Foundation reserves the right to refuse booth space to any organization for any reason.