



EXHIBITOR GUIDE

LOCATION

Exhibition Hall at Alliant Energy Center
1919 Alliant Energy Center Way
Madison, WI 53713
(608) 267-3976

EXHIBITOR MOVE-IN

Thursday, January 26 10 a.m. - 6 p.m.
Friday, January 27 8 a.m. - noon

We provide a labor crew and carts to assist your move-in. Please adhere to your scheduled move-in time located on your "Move-In Permit". Vehicles **CANNOT** drive onto the show floor during move-in/out unless pre-arrangements are made with show management.

EXHIBIT HOURS

The Lake Home & Cabin Show will officially open at 2 p.m., Friday, January 27, 2012. Daily show hours are as follows:

Friday, January 27 2 p.m. - 8 p.m.
Saturday, January 28 10 a.m. - 6 p.m.
Sunday, January 29 10 a.m. - 4 p.m.

On Saturday, January 28 and Sunday, January 29 exhibitors with badges will be admitted into the show beginning one hour prior to the show opening in order to maintain complete security.

EXHIBITOR MOVE-OUT

Sunday, January 29 4 p.m. – 10 p.m.

Our crew will assist you as quickly as possible. Your patience and cooperation are essential for an efficient move-out. All exhibits and materials must be out of the building no later than 10 p.m., Sunday, January 29. During the move-out it is very important to secure any valuables such as computers, electronics or merchandise. Don't make it easy for someone to walk out with part of your display.

EXHIBITOR PARKING

The fee is \$6.00 per day and will grant in/out access anytime throughout the day. Parking fees only apply beginning approximately two hours before opening hour on show days. There is no parking fee during move-in/move-out.

SHOW OFFICE

The show office will be located at the front of the hall near the show entrance. Staff will be available to assist you with Exhibitor Badges and questions. The office will be staffed from Thursday, January 26 through Sunday, January 29. The phone number is (952) 471-1192.



DIRECTIONS

From The North On 1-90/94

Where 90 and 94 split, stay on I-90 to Chicago and Janesville. After 4 miles, take exit 142A onto Hwy 12/18 (beltline) west to Madison. After 5 miles, you'll see the white dome roof of the Coliseum building on your right; take the John Nolen exit.

From The South On I-90

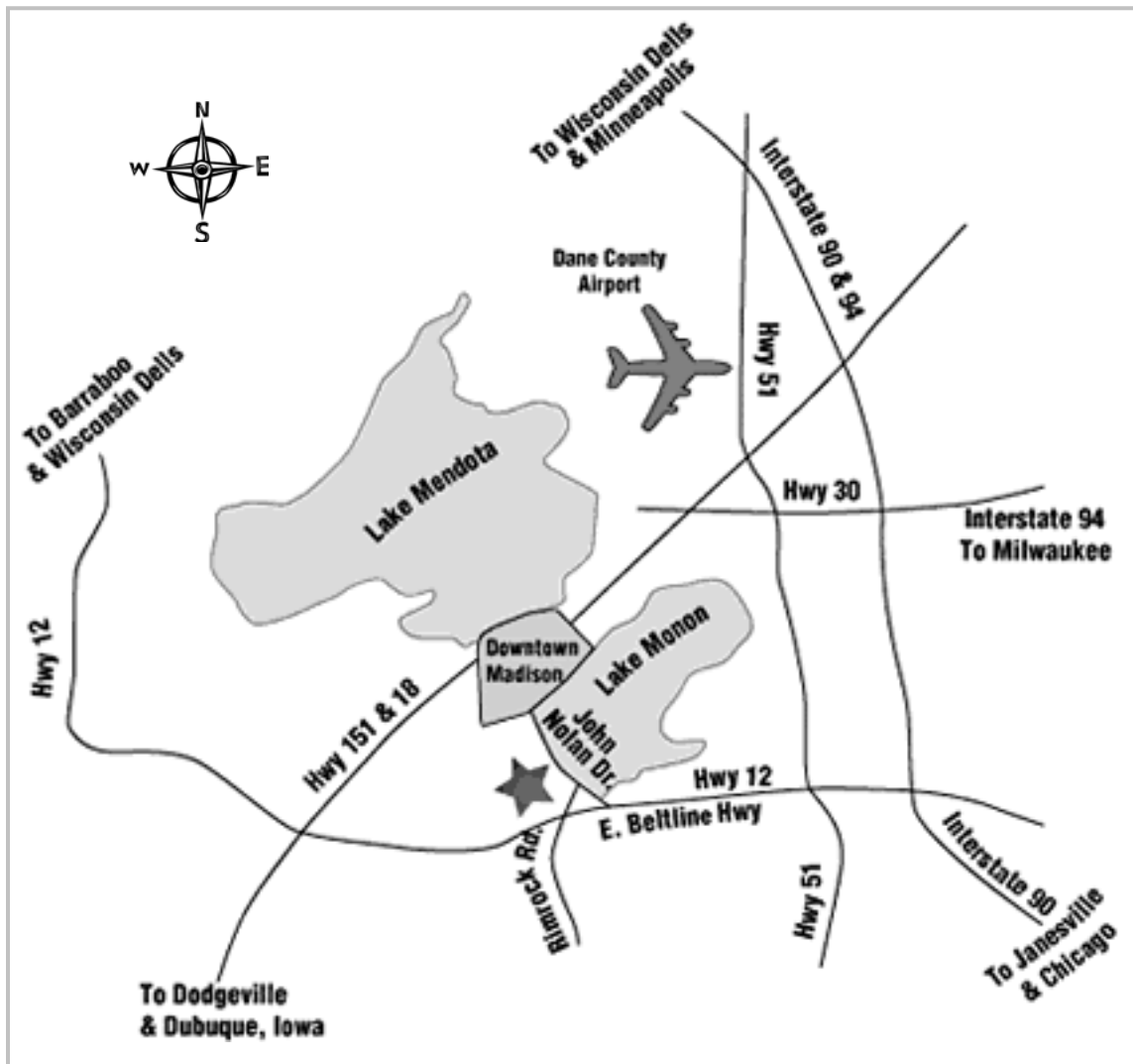
Exit 142A onto Hwy 12/18, proceed as above

From The East On 1-94

At Madison, get onto 1-90 to Janesville & Chicago, then proceed as above.

From The West

Get onto the beltline, Hwy 12/18 going east; exit at Rimrock Road (Exit #262).



BOOTH SERVICES

(Electrical Service, Furniture, Carpet, Telephone & Internet Service)

Alliant Energy Center
1919 Alliant Energy Center Way
Madison, WI 53713
(608) 267-3950

Order these services online at the Alliant Energy Center web site, www.alliantenergycenter.com. Go to Exhibitors, click "Order Booth Furnishings & Services", select The Lake Home & Cabin Show, and enter your booth number.

DISCOUNT ADMISSION TICKETS

Regular \$10 tickets may be purchased for \$6. These tickets are to be used by exhibitors for their guests only, and under no circumstances are to be resold. Upon receipt of your order and payment, the tickets will be mailed to you, or you can purchase them at the show office.

EXHIBITOR BADGES

All exhibitor personnel need to have their own Lake Home & Cabin Show Exhibitor Badge to enter the show.

The Exhibitor Badge application should be completed online ASAP to avoid any delay in processing your badges. From our website click on Madison Show, click on Exhibiting at the Show, click on Exhibitor Forms and Materials click on Exhibitor Badge Request. We will not be mailing badges to you prior to the show. Badges will be available at the show office beginning Thursday, January 26, 2012.

Exhibitor Badges are issued in the company name of the exhibitor and are for the sole use of the people assigned by the company to work the exhibit. They are not for use by customers or another exhibitor (see Discount Admission Tickets). Persons whose names do not appear on the Exhibitor Badge Application WILL NOT be issued badges.

HEADQUARTERS HOTEL

Clarion Suites

2110 Rimrock Road
Madison, WI 53713
(608) 284-1234

\$89.00 Studio - One Queen Bed

\$99.00 Studio - Two Queen Beds

\$99.00 Suite - One Queen Bed

Free Breakfast, Free Internet, Free Parking

(Special hotel rate offer expires January 2, 2012)

A direct link for making your hotel reservations is located in the "Exhibiting at the Show" section on our website.

REMOVAL OF EXHIBITS

While we realize that you will be tired and anxious to pack your exhibit and get started for home, our policy is that no goods, literature, exhibit material or portions of exhibit material can be removed from the exhibit space, nor can the exhibit be dismantled prior to the closing of the show at 4 p.m., Sunday, January 29. PLEASE ADHERE TO THIS SHOW POLICY.

SHIPPING EXHIBIT MATERIALS

If you are shipping exhibit materials to the show, the least expensive way is to schedule shipments to arrive on or after Thursday, January 26. "Collect" shipments will not be accepted.

For Shipments To Arrive On Or After Thursday, January 26:

Instruct your common carrier, van line, Fed Ex or UPS – Do Not Deliver Before January 26, 2012. Put January 26, 2012 on the shipping label and Bill of Lading. Your shipment will be delivered from the loading dock to your booth. You will incur a material handling charge for this service.

Ship To:

Lake Home & Cabin Show
Your Company Name & Booth #
Exhibition Hall at Alliant Energy Center
1919 Alliant Energy Center Way
Madison, WI 53713

For Shipments To Arrive Before Thursday, January 26:

You will incur a material handling charge for this service through the Alliant Energy Center. For rates please contact Alliant Energy Center at (608) 267-3950.

Ship To:

Your Company Name & Booth #
c/o Lake Home & Cabin Show
Exhibition Hall at Alliant Energy Center
1919 Alliant Energy Center Way
Madison, WI 53713

SALES TAX

Wisconsin Law requires that any vendor selling merchandise must complete form S-240. This form is available online at: www.dor.state.wi.us/forms/sales/s-240.pdf. The sales tax rate is 5.5%.

SECURITY

We are not responsible against loss. We suggest that you provide a trunk or box equipped with a lock where small items you want to leave overnight can be safely kept. It is wise to secure a cover over your exhibit at the close of each show day.

BOOTH DIMENSIONS POLICY FOR 10' WIDE X 10' DEEP BOOTHS

To create a fair and equal sales environment for all exhibitors the following booth dimensions policy will be enforced.

HEIGHT: No part of a booth or display may extend higher than eight feet.

WIDTH: You may extend the sides of your booth up to eight feet, but only within three feet of the back of the exhibit space. The maximum side height beyond three feet from the back of the exhibit space is three feet (the height of the draped side rail).

