



EXHIBITOR GUIDE

MADISON

January 24-26, 2020

Alliant Energy Center
Madison, WI



PO Box 73 • Excelsior, MN 55331

Phone: 952-471-1192 • Fax: 952-471-0051

LOCATION

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

EXHIBITOR MOVE-IN / MOVE-OUT

There is a scheduled move-in and move-out time for all exhibits. Your Exhibitor Move-In Passport lists your company name, booth number and scheduled move-in date and time. In order for show management to run the most efficient show possible, it is critical that you adhere to your scheduled times.

We provide a labor crew and carts to assist your move-in. Vehicles **CANNOT** drive onto the show floor during move-in/out unless pre-arrangements are made with show management. 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 26.** 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.

Open Hours of Move-In

Thursday, January 23	8 a.m. - 6 p.m.
Friday, January 24	8 a.m. - noon

Open Hours of Move-Out

Sunday, January 26	4 p.m. - 10 p.m.
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EXHIBIT HOURS

The Lake Home & Cabin Show will officially open at 2 p.m., Friday, January 24, 2020. Daily show hours are as follows:

Friday, January 24	2 p.m. - 8 p.m.
Saturday, January 25	10 a.m. - 6 p.m.
Sunday, January 26	10 a.m. - 4 p.m.

On Saturday, January 25 and Sunday, January 26 exhibitors with badges will be admitted into the show beginning one hour prior to the show opening in order to maintain complete security.

EXHIBITOR PARKING

The fee is \$7.00 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 23 through Sunday, January 26. 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

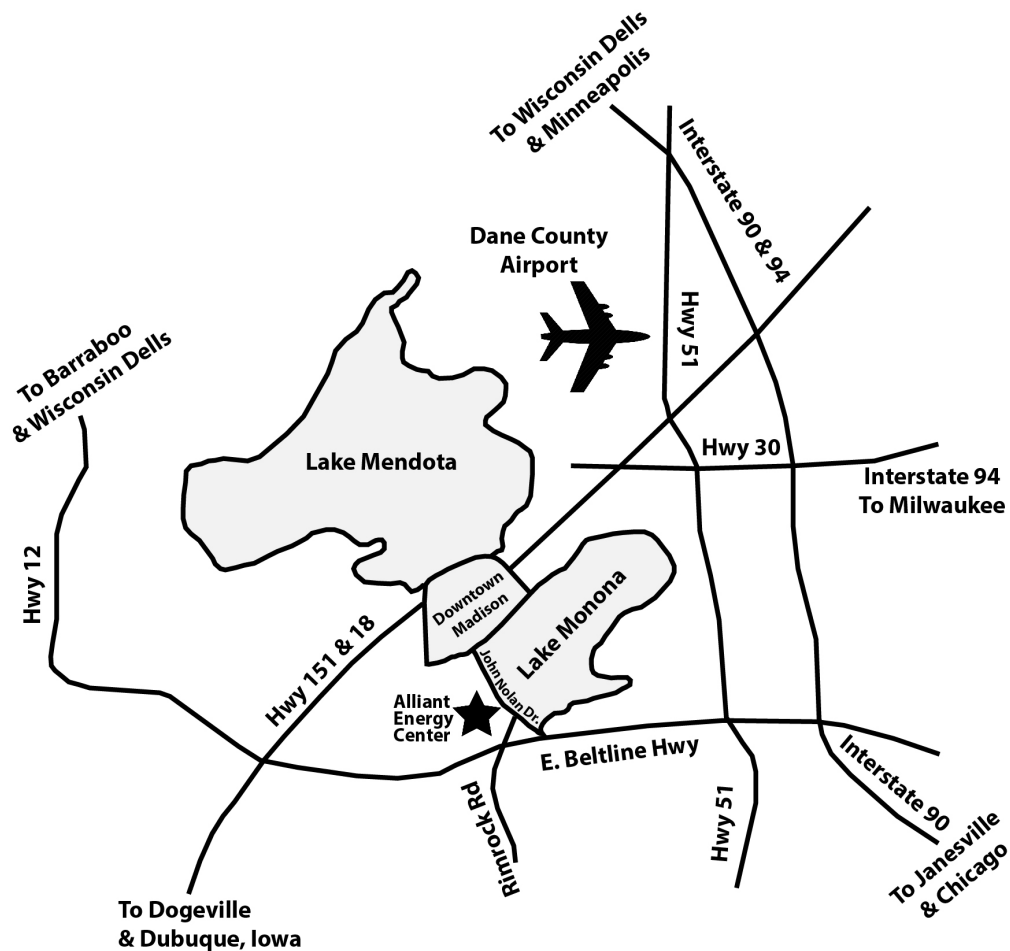
Exit 142A onto Hwy 12/18, proceed as above

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

To receive the best prices, you MUST order these services online at www.alliantenergycenter.com. Click on Exhibitors, click "Order Booth Furnishings & Services," select "Lake Home & Cabin Show," and enter your booth number. **ADVANCE ORDER DEADLINE = JANUARY 10, 2020.**

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. Exhibitor Badges are for the sole use of company personnel working the exhibit. They are not for use by customers or other exhibitors.

Each company exhibiting at the show will receive a set number of badges based on their booth size:

Standard Booth		Bulk Space	
8x10	= 4	20x20	= 4
10x10	= 4	20x30	= 6
10x20	= 6	20x40	= 8
10x30	= 8	20x50	= 10

If you need additional Exhibitor Badges, you can purchase more by completing the order form on the show website. We will not be mailing badges to you before the show. They will be available at the show office during the move-in.

HEADQUARTERS HOTEL

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

\$109.00 Studio - One Queen Bed
\$109.00 Studio - Two Queen Beds
Free Breakfast, Free Internet, Free Parking
(*Special hotel rate offer expires December 23, 2019*)

Please call the Clarion Suites directly to make reservations. You will need to ask for the Lake Home & Cabin Show discounted rate.

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 26. 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 23. "Collect" shipments will not be accepted.

For Shipments to Arrive on Or After Thursday, January 23:

Instruct your common carrier, van line, Fed Ex or UPS – Do Not Deliver Before January 23, 2020. Put January 23, 2020 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 23:

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 please adhere to the following booth dimensions policy.

HEIGHT: No part of a booth or display should extend higher than the eight feet back wall.

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).

