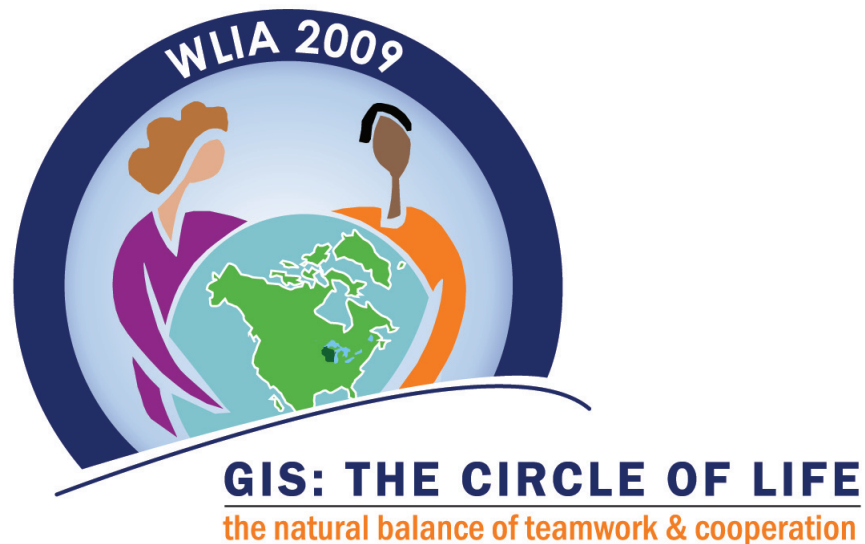


Wisconsin Land Information Association 2009 Annual Conference

EXHIBITOR PROSPECTUS



February 18 - 20, 2009
Kalahari Resort
Wisconsin Dells, Wisconsin

GIS: THE CIRCLE OF LIFE
the natural balance of teamwork & cooperation

*We invite you to exhibit at Wisconsin's largest gathering of over
500 land information professionals*

WLIA Exhibitor Fact Sheet

Wisconsin Land Information Association
2009 Annual Conference
Kalahari Resort, Wisconsin Dells, WI
February 18 - 20, 2009

Exhibitor Hours:

February 19, 2009 (Thursday) 10:00 am - Noon (lunch is from Noon - 2:00 pm) and
2:00 pm to 7:00 pm including the Grand Opening Reception from 5:00 pm - 7:00 pm
February 20, 2009 (Friday) 9:00 am - 11:00 am - Exhibits Open

Booth Registration Includes:

One 8' x 10' Booth, 8' high with pipe & drape, one 8' x 30" table, covered and skirted, two chairs, one 7" x 44" ID sign, standard electricity, a reception, and one 2009 full conference registration for one person per booth, which includes the lunches on Thursday & Friday, as well as the breakfasts and sessions. Discounted rates are available for additional exhibitors.

Exhibitor Costs: (Fees do NOT include membership, so you need to join now for \$200 to obtain member rates)

Organization Exhibitor: \$650 fee for a for-profit MEMBER organization
\$950 fee for a for-profit NON-MEMBER organization
\$100 fee for a non-profit MEMBER organization
\$400 fee for a non-profit NON-MEMBER organization

Additional Exhibitor Representatives Discount:

Additional representatives of an exhibiting organization may attend the entire conference at a discounted fee as follows: Rates do not include membership, so additional exhibitors need to join now for \$50 each.

- \$75 MEMBER FULL CONFERENCE - Allows full conference registration (limit three)
- \$50 BOOTH STAFF-Allows person to staff booth only-includes reception, but no lunches or sessions (limit three)

Additional Booths:

Additional booths are available on a first-come basis for \$275 each for members or \$375 for non-members.

Extra equipment:

Additional equipment is available and must be ordered directly through Valley Expo. A confirmation and an exhibitor service kit will be sent to you upon receipt of your registration form & payment.

Set-up & Removal Times:

Set-up Time: Wednesday, February 18, 2009 from Noon - 6:00 pm
Removal Time: Friday, February 20, 2009 from 11:00 am - 3:00 pm

Hotel Information: The WLIA conference will be held at the Kalahari Resort, 1305 Kalahari Drive, Wisconsin Dells, WI 53965. WLIA has a block of rooms at \$119 for single/double/triple or quad occupancy. This rate includes a waterpark pass for each registered guest. They will also offer \$70 single accommodations for those who qualify for State rate. That rate will apply upon check-in for one person with proper State ID. Prior to the guest arrival, the room rate quoted and confirmed will be \$119. If you'd like to stay Friday night as well, the room rate is \$179 single/double/triple/quad. Call the resort directly at 877/254-5466 or 608/254-5466 for reservations.

Exhibitor Guidelines

February 18 - 20, 2009

For more information call

Ann Barrett, WLIA Executive Services Manager at
800/344-0421

Assignment of Space: Space will be assigned by the Executive Services Manager for the Wisconsin Land Information Association (WLIA) in accordance with the policy announced at the time display space is offered for reservation. The Executive Services Manager reserves the right to relocate displays for the benefit of the exhibitor or for the betterment of the exhibition.

Payment for Booth Space: Payment is due before booth space is assigned. Payment should be sent to: WLIA, PO Box 389, Wild Rose, WI 54984 or faxed with credit card information to 715/366-4501.

Physical Arrangement of Exhibits: Exhibits shall be arranged so as to not interfere with access to other exhibits and to provide clear and sufficient use of all aisles. Exhibitors are to maintain their exhibits in a clean, orderly, and safe manner.

Cancellation of Booth Space: a). Space may be canceled or reduced by exhibitor before February 1, 2009. A cancellation fee of \$200 will be retained by WLIA. b). If assigned space is canceled or reduced by exhibitor between February 1 and February 13, 2009, one-half of the total price will be retained by WLIA. c). If the assigned space is canceled or reduced by exhibitor after February 16, 2009, the total price will be retained by WLIA.

Product Sales: The Exhibitor assumes responsibility for securing all appropriate licenses for the sale of merchandise and is solely responsible to the collection of all applicable state and local taxes.

Liability: Neither the Wisconsin Land Information Association nor the officers, employees, or agents thereof will be responsible for any injury, loss, or damage that may occur to or on account of the Exhibitor or the Exhibitor's employees or property prior, during, or subsequent to the period covered by the exhibit contract. The Exhibitor assumes all responsibility and agrees to indemnify, defend, and hold blameless the WLIA, its officers, directors, employees, servants, and agents against any claims, demands, costs, loss, or expense, including attorney fees, litigation expenses, or court costs arising out of the use of the exhibition premises.

Security: The Exhibition Area will be fully secured during non-exhibit hours.

Electrical: Electrical wiring must conform with all federal, state, and local government requirements, including the National Electric Code Safety Rules.

Fire, Health, and Safety: Exhibitor assumes all responsibility for compliance with all federal, state and local regulations and ordinances, including but not limited to those covering fire, safety, and health. Only fireproof materials may be used in displays and necessary fire precautions shall be taken by the Exhibitor. Literature on display shall be limited to reasonable quantities. No flammable liquids are allowed in the building, and smoking is prohibited in all areas except those designated by the Fire Department.

Compliance with Schedule: An attendant must be in charge of each booth during the hours when the exhibit area is open. Furthermore, each Exhibitor agrees to maintain installed display space throughout all exhibit days and hours. In the event the Exhibitor fails to install or have installed his display within the time limit set for opening the Exhibit Program or fails to comply with any provisions concerning the use of display space, WLIA reserves the right to take possession of said space and resell same or any part thereof.

Directions

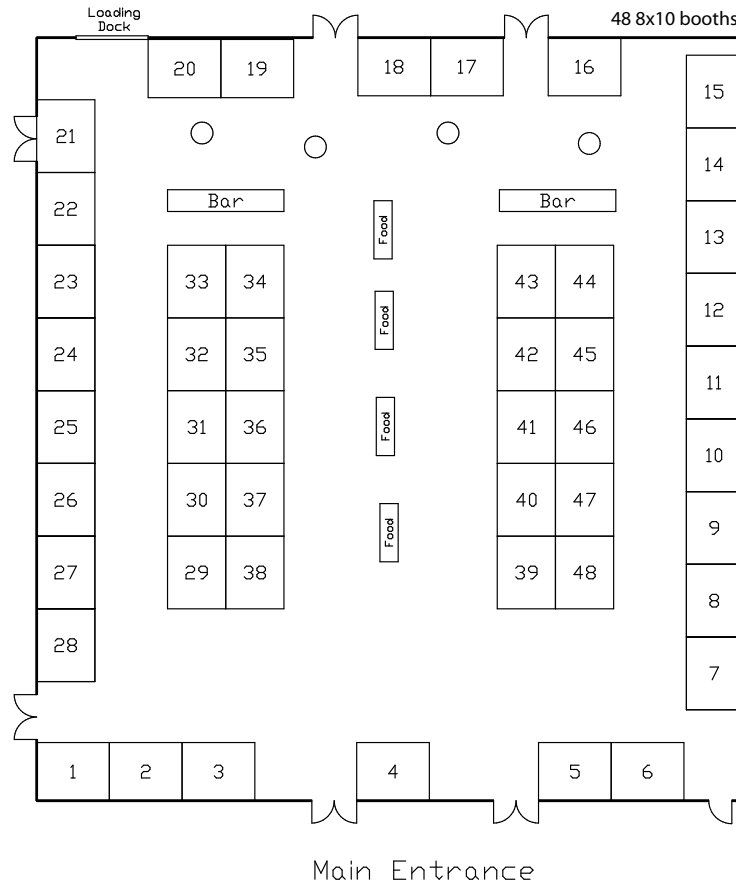
From Interstate 90-94, take exit 92 (Highway 12). Go west on Highway 12 to first stoplight, turn right on Meadow View Drive, and then right on Kalahari Drive.



Exhibitor Floor Plan

for WLIA 2009 Annual Conference, Kalahari Resort, Wisconsin Dells, WI

February 18 - 20, 2009



We hope you will join the list of those who have exhibited at past WLIA Conferences!

ACS Government Systems
 Aerial Services, Inc.
 Aero - Metric, Inc.
 American Digital Cartography
 Applied Data Consultants
 Assessment Technologies of WI, LLC
 AtPac
 Autodesk, Inc.
 Ayres Associates
 CDW Government
 Central WI Engineers & Architects
 Computer Technologies of WI, Inc.
 Continental Mapping Consultants
 Cooper Engineering
 Cott Systems
 Crispell Snyder
 Earth Information Technologies
 Environmental RemoteSensing Center
 ERDAS, Inc.
 ESRI - Minneapolis
 Extract Systems
 Federal Geographic Data Committee
 Fidar Doubleday
 GCS Software, Inc.
 General Code
 GeoAnalytics, Inc.

GEOCODE, Corp
 GeoComm
 Geospatial Services
 Graef Anhalt Schloemer & Associates
 HNTB
 HRG Technology Group
 ImageAmerica
 IMAGETek, Inc.
 Information Solutions
 Intergraph Corporation
 Kapur & Associates, Inc.
 Kucera International
 Lambda Tech
 Map Reserach Technologies
 Mapping Solutions, LLC
 Mastergraphics
 Meridian Mapping
 Miller - Bradford & Risberg
 mPower Technologies
 MSA Professional Services
 Nazca Solutions, Inc.
 NovaLIS Technologies
 NSC Software Solutions
 Patrick Engineering, Inc.
 Pictometry International Corp.
 Plangraphics, Inc.

PlanSight, LLC
 PMC ProMap Corp
 Pro-West & Associates
 R.A. Smith & Associates
 Ruckert & Mielke, Inc.
 Seiler Instrument/Trimble Navigation
 Short Elliott Hendrickson
 Smart Data Strategies
 State Cartographers Office
 Steigerwaldt Land Services
 Strategies & Solutions
 TeleAtlas North America, Inc.
 Terra Institute, Ltd
 The Sidwell Company
 Turning Point Systems Group
 TriMin Systems, Inc
 US Geological Survey
 USDA - NRCS
 USGS - Mid Continent
 UW - Madison LICGF
 Varion Systems
 Vierbicher Associates
 Woolpert LLP
 WI Geog & Natural History Survey
 WI Reg'l Planning Commissions

WLIA Exhibitor Registration Form

WLIA 2009 Annual Conference

February 18 - 20, 2009 at the Kalahari Resort in Wisconsin Dells, WI

| | | |
|-------------|---|-------------|
| Booth Fees: | MEMBER Fee: \$650 for profit or \$100 non profit organization | Total _____ |
| | NON-MEMBER Fee: \$950 for profit or \$400 non profit organization | Total _____ |
| | 2009 Organization Membership fee*: \$200 - JOIN and SAVE! @ \$200 | Total _____ |

*Company must join with this exhibit registration for member rate. It is a 2009 calendar year membership. Organization membership and conference registration goes to one person in company. It is not a group rate.

Exhibitor Contact Information: *Complete this information as you'd like it to appear in the program:*

Name _____

Title _____

Organization _____

Address _____

County _____ City _____ State _____ Zip _____

Telephone _____

Fax _____

Email _____

Website _____

>Please also email the exhibitor correspondence and service kit to the following contact:

Name _____ email _____ phone _____

Additional Registrant Information: *(excluding registered exhibitor above)*

*Registrants must join now for \$50 to obtain member rates. It is a 2009 calendar year membership.

MEMBER Full Conference rate @ \$75 each (limit of three); NON-MEMBER full conference rate is \$225.

1. Name/Title _____ @ \$50

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

2. Name/Title _____ @ \$50

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

3. Name/Title _____ @ \$50

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

continued on next page...

WLIA Exhibitor Registration Form page 2

WLIA 2009 Annual Conference

February 18 - 20, 2009 at the Kalahari Resort in Wisconsin Dells, WI

Exhibit Booth Only Registrants @ \$50 each (does not include lunches or sessions)
You do not need to be a member for this rate.

1. Name/Title _____ @ \$50

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

2. Name/Title _____ @ \$50

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

3. Name/Title _____ @ \$50

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Any additional registrants over the quantity of three can register for the full conference at \$150 per person plus \$50 membership fee or \$200 total for each. See separate attendee registration form.

BOOTH CHOICE

Please indicate your booth choices below:

Booth Space: 1st choice _____ 2nd choice _____ 3rd choice _____ 4th choice _____ 5th choice _____

Company Description

Please provide a 50 word description of your company's service or product by January 30, 2009. We will use this description in the Final Program, which is distributed at the conference.

Please email the description by Friday, January 30, 2009 to be in the Final Exhibitor's Program to Ann Barrett at: abarrett@uniontel.net

continued on next page...

WLIA Exhibitor Registration Form page 3

WLIA 2009 Annual Conference

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TOTAL CHARGES

Total Charges

1. Exhibitor Booth Registration.....\$ _____
MEMBER Fee: \$650 for profit or \$100 non profit organization
NON-MEMBER Fee: \$950 for profit or \$400 non profit organization

 2. Organization MEMBERSHIP - join now to get the member booth rate..... \$ _____
\$200 Organization annual membership dues from January to December 2009

 3. Additional Registrants..... @ \$75 = \$ _____
\$75 for a member or \$225 for a non-member (limit of three)

 4. Individual MEMBERSHIP(s) - join now to get the member conference rate....\$ _____
\$50 Individual Annual Membership Dues from January to December 2009

 5. Exhibit Booth Only Staff..... @ \$50 = \$ _____
\$50 per person, does not include lunches or sessions (limit three)

 6. Extra Booth(s).....\$ _____
\$275 for a MEMBER or \$375 for a NON-MEMBER (includes registration for one person)

 7. SPONSORSHIP (see separate form).....\$ _____
- TOTAL COST (All Categories)..... \$ _____

Payment

Return form with check made payable to the Wisconsin Land Information Association (or WLIA) and mail to:

Wisconsin Land Information Association
PO Box 389
Wild Rose, WI 54984

or fax this form with MasterCard or Visa information below to: Ann Barrett at: 715/366-4501

Credit card number _____ exp date _____

Signature _____

Total Amount to be charged to the credit card \$ _____