

Wisconsin Land Information Association 2010 Annual Conference

EXHIBITOR PROSPECTUS



February 24 - 26, 2010
Radisson Paper Valley Hotel
Appleton, Wisconsin

The ABC's of GIS
ACCESS, BUILD, COMMUNICATE

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

WLIA Exhibitor Fact Sheet

Wisconsin Land Information Association
2010 Annual Conference
Radisson Paper Valley Hotel, Appleton, WI
February 24 - 26, 2010

Exhibitor Hours:

February 25, 2010 (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 26, 2010 (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, a reception, electricity if needed and one 2010 full conference registration for one person per booth, which includes the lunches on Thursday and Friday, as well as the breakfasts and sessions. Discounted rates are available for additional exhibit staff.

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 email 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 24, 2010 from Noon - 6:00 pm
Removal Time: Friday, February 26, 2010 from 11:00 am - 3:00 pm

Hotel Information: The WLIA conference will be held at the Radisson Paper Valley Hotel, 333 West College Ave, Appleton, WI 54912. WLIA has a block of rooms at \$70 single for those who qualify for state rate and \$98 for everyone else. The government rate will apply upon check-in with proper identification. Call the hotel directly for reservations at 800/242-3499 or 920/733-8000.

Exhibitor Guidelines

February 24 - 26, 2010

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, 2010. 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 12, 2010, one-half of the total price will be retained by WLIA. c). If the assigned space is canceled or reduced by exhibitor after February 12, 2010, 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 Highway 41 take the College Avenue exit in Appleton and go east approximately 5 miles. The hotel will be on your right. To park, go to the corner and turn right on Superior Street in the bank parking ramp (on your left). The fee is \$1 upon entry. For more detailed directions go to www.radisson.com/appletonwi

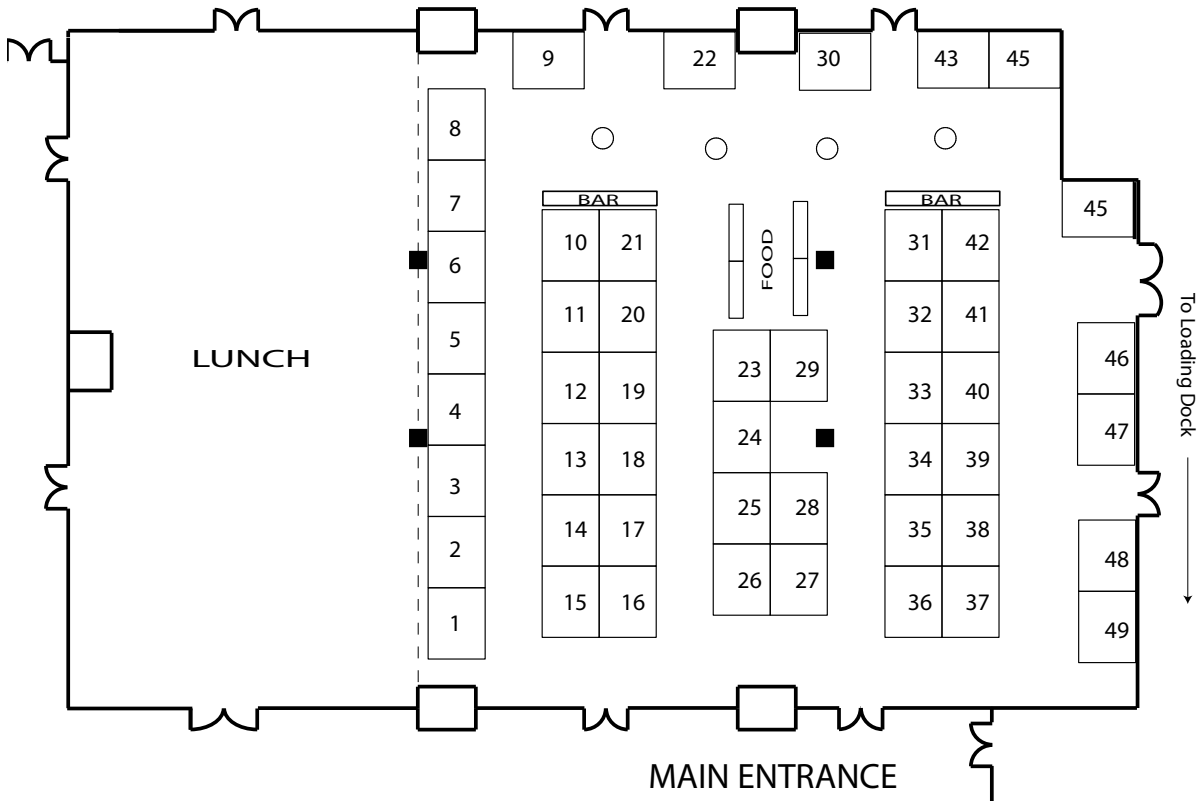


*Thank you to Jamie Hagen of
Applied Data Consultants, Inc.
for designing the
2010 Annual WLIA Conference Logo!*

Exhibitor Floor Plan

for WLIA 2010 Annual Conference, Radisson Paper Valley Hotel, Appleton, WI
February 24 - 26, 2010

2010 WLIA Conference
February 24-26, 2010
Radisson Paper Valley Hotel
Ballrooms A & B



EXHIBITOR SHOWCASE - *NEW THIS YEAR* . . . As an incentive for those who register

early for a booth, we have a special track called "Exhibitor Showcase" for exhibitors only. Exhibitors who send in their application by December 1st are eligible to choose a time slot in which to showcase their product or service. This track will coincide with the educational sessions times and are 15 minutes in length with a 5 minute set up or transition time.

>You can choose from the following time segments:

Thursday, February 25, 2010

- a. 9:00 - 9:20 am
- b. 9:20 - 9:40 am
- c. 9:40 - 10:00 am
- d. 10:00 - 10:20 am

*Break in exhibit hall from 10:30 - 11:00 am

- d. 3:30 - 3:50 pm
- f. 3:50 - 4:10 pm
- g. 4:10 - 4:30 pm
- h. 4:30 - 4:50 pm

*Please note there is a LION meeting scheduled from 3:30 - 5:00 pm

and

Friday, February 26, 2010

- i. 8:00 am - 8:20 am
- j. 8:20 - 8:40 am
- k. 8:40 - 9:00 am
- l. 9:00 - 9:20 am
- m. 9:20 - 9:40 am
- n. 9:40 - 10:00 am

WLIA Exhibitor Registration Form

WLIA 2010 Annual Conference

February 24 - 26, 2010 at the Radisson Paper Valley Hotel in Appleton, 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 2010 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 Full Conference Registrant Information: (excluding registered exhibitor above)

*Registrants must join now for \$50 to obtain member rates. It is a 2010 calendar year membership.

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

1. Name/Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

2. Name/Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

3. Name/Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

continued on next page...

WLIA Exhibitor Registration Form page 2

WLIA 2010 Annual Conference

February 24 - 26, 2010 at the Radisson Paper Valley Hotel in Appleton, 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 _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

2. Name/Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

3. Name/Title _____

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 _____

NEW THIS YEAR>>>>> Exhibitor Showcase - Please indicate time segment CHOICE (see page 4)

Please indicate your time segment choices below:

Session Time: 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 29, 2010. We will use this description in the Final Program, which is distributed at the conference.

Please email the description by Friday, January 29, 2010 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 2010 Annual Conference
February 24 - 26, 2010 at the Radisson Paper Valley Hotel in Appleton, WI
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 2010
 3. Full Conference 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....\$ _____
Full conference registrants must join now at \$50 to obtain the \$75 conference fee.
\$50 Individual Annual Membership Dues from January to December 2010
 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 _____

- Please register by January 29, 2010 to be in the Final Program •