



AIA Wisconsin  
Convention &  
Building Products Expo  
April 28 & 29, 2010  
Monona Terrace  
Madison, Wisconsin

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# Exhibiting Information & Pre-Show Planner

## **CATALYST**

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2010 AIA Wisconsin  
Convention & Building Products Expo  
April 28 & 29, 2010  
Monona Terrace, Madison



M E M O

DATE: FEBRUARY 8, 2010  
TO: 2010 AIA WISCONSIN CONVENTION EXHIBITORS  
RE: 2010 AIA WISCONSIN CONVENTION & EXPO

We are looking forward to your participation in the 79th annual **AIA Wisconsin Convention & Building Products Expo**, "CATALYST," on April 28 & 29, 2010, at the Monona Terrace Community & Convention Center in Madison, Wisconsin.

An attractive program of speakers, seminars and special events has been assembled for AIA members and allied professionals to complement the Expo of design and construction industry products and services.

Exhibitor services can be ordered online from Valley Expo. Electrical services can be ordered through Monona Terrace. Links to online ordering information can be found at [www.aiaaw.org](http://www.aiaaw.org) in the "convention" section.

An updated Expo floorplan and exhibitor list also are available online at [www.aiaaw.org](http://www.aiaaw.org). Again this year, exhibitors can list products, new items or features of their booth in the onsite program. A survey to collect this information will be emailed to the Exhibit Booth Contact.

For your reference, information and action, the following pages include:

- Exhibitor Checklist/Contact List
- General Exhibiting Information/Rules & Regulations
- Convention Theme & Schedule of Events
- Sponsorship Packages & Marketing Opportunities
- Exhibitor-Sponsored "Spotlight" Seminars
- Expo Information Sessions
- Mailing List Rental & Parking Permit Program
- Exhibit Awards Program
- Maps & Directions
- Expo Evaluation Form

Thank you for your support of our Convention & Expo. If you have any questions, comments or suggestions, please do not hesitate to contact the AIA Wisconsin office. Please watch your email inbox for announcements, surveys and updates.

We look forward to working with you!

# CATALYST

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**2010 AIA Wisconsin  
Convention & Building Products Expo**  
April 28 & 29, 2010  
Monona Terrace, Madison



## Important Deadlines

### March 5th

**Make hotel reservation.**

Fill out and fax in **Spotlight Seminar Proposal**.

**Plan/Design your booth and display.**

**Plan your promotion.**

**Pre-order carpet, tables, etc.** from Valley Expo & Displays.

**Order electrical and Internet access** from Monona Terrace.

### April 5th

#### Review Sponsorship Program

Do you require drayage arrangements?  
Contact Valley Expo & Displays.

Send an email to your customers.  
Invite them to meet you in the Expo!

Advance Order (of supplies and services) Deadline.  
See Valley Expo & Displays and Monona Terrace Electrical.

Fill out and fax or mail Name Badge Request and Parking  
Permit Form.

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# CATALYST

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April 28 & 29, 2010  
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### Sponsor

AIA Wisconsin  
321 South Hamilton Street  
Madison, WI 53703-4000  
Phone: (608) 257-8477 or (800) ARCHITECT (toll-free in WI)  
Fax: (608) 257-0242  
Email: [aiaw@aiaw.org](mailto:aiaw@aiaw.org)  
Web: [www.aiaw.org](http://www.aiaw.org)  
Expo Contacts:  
Programming: Mary Orella, [mary@aiaw.org](mailto:mary@aiaw.org)  
Special Events & Sponsorship:  
Brenda Taylor, [brenda@aiaw.org](mailto:brenda@aiaw.org)  
Name Badges & Parking Passes:  
Tracy Drinkwater, [tracy@aiaw.org](mailto:tracy@aiaw.org)

### Site

Monona Terrace Community & Convention Center  
One John Nolen Drive  
Madison, WI 53703-3468  
Phone: (608) 261-4000  
Fax: (608) 261-4049  
Web: [www.mononaterrace.com](http://www.mononaterrace.com)  
Contact: Meg Statz, (608) 261-4008

### Exhibitor Services

Valley Expo & Displays  
4950 American Road  
Rockford, IL 61109  
Phone: (877) 332-4292  
Fax: (815) 873-1544  
Email: [events@valleyexpodisplays.com](mailto:events@valleyexpodisplays.com)  
Web: [www.valleyexpodisplays.com](http://www.valleyexpodisplays.com)  
Contact: Customer Service

### Official Convention Hotel

Hilton Madison Monona Terrace  
9 East Wilson St, Madison, WI 53703-3421  
[www.hiltonmadison.com](http://www.hiltonmadison.com)  
For Reservations: (866) 403-8838 or (608) 255-5100 Group Code: AIA  
For Hospitality Suite Reservations & Special  
Accommodation Requests: Julia Balio, (608) 255-5100

### Area Hotels

Concourse Hotel & Governor's Club  
1 W Dayton St, Madison, WI 53703  
[www.concoursehotel.com](http://www.concoursehotel.com), (608) 257-6000

Best Western Inn On The Park Capitol Square Hotel  
22 South Carroll Street, Madison, WI 53703  
[www.innonthepark.net](http://www.innonthepark.net), (608) 285-8000

Clarion Suites Madison, (608) 284-1234

Holiday Inn Express, (608) 255-7400

Sheraton Madison Hotel, (608) 251-2300

Super 8 Motel, (608) 258-8882

### At-a-Glance

#### April 27th

Expo set-up, 12:00 noon - 7:00 p.m.

#### April 28th

Expo set-up, 8:00 a.m. - 1:00 p.m.

**Exhibitor Meeting**, Pavilion, Expo Hall  
2:00 - 2:30 p.m.

Expo Hours

**Construction Industry Reception**  
3:00 p.m. - 7:00 p.m.

Reserve exhibit space for  
2011 Convention & Expo

#### April 29th

Reserve exhibit space for  
2011 Convention & Expo

Expo Hours

**Focus on Innovation**  
11:00 a.m. - 2:00 p.m.

#### After the Expo

**Dismantle Booths** —

April 29, 2:00 p.m. - 7:00 p.m.  
Please do not dismantle before 2:00 p.m.

# CATALYST

2010 AIA Wisconsin  
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### Exhibit Periods

The AIA Wisconsin Convention & Expo will feature exhibit periods during both days of the show:

- **Construction Industry Reception**  
Wednesday, April 28  
3:00 - 7:00 p.m.
- **Focus on Innovation**  
Thursday, April 29  
11:00 a.m. - 2:00 p.m.

The Exhibit Hall is open to the public and registration fees are waived for these exhibit periods. Through an extensive promotional campaign, AIA Wisconsin is inviting architects and allied professionals to be our guests for both exhibit periods. To encourage maximum attendance during the exhibit periods, several special events will be held right in the Exhibit Hall at Monona Terrace.

### Set-up/Tear-down Hours

You may begin to set up your exhibit in the Exhibit Hall at Monona Terrace at **12:00 noon on Tuesday, April 27. Your display must be set up by 1:00 p.m. on Wednesday, April 28**, for the opening of the show.

There are loading docks on both the east and west sides of the Monona Terrace Convention Center. These are accessible from John Nolen Drive. You will be allowed 15-20 minutes to unload, but **parking is not allowed.** Monona Terrace and Valley Expo staff will be available at the loading docks.

You may begin to tear down your exhibit at the close of the exhibit period at **2:00 p.m. on Thursday, April 29.** Exhibitors may dismantle and remove their displays between 2:00 - 7:00 p.m. on April 29. All displays must be removed from the Exhibit Hall by no later than **7:00 p.m. on Thursday, April 29.**

If special arrangements are necessary, please contact the AIA Wisconsin office as soon as possible. Your cooperation in complying with the set-up and tear-down hours will be appreciated.

### Shipments & Electrical Service

Each 8'x10' or 10'-x10' booth will include burgundy and silver 8' back drape and 3' side drape and a 7"x44" identification sign. Booth areas are not carpeted. Aisles are carpeted in burgundy. Additional equipment and services may be ordered from Valley Expo & Displays. For additional information, please visit [www.aia.org](http://www.aia.org) in the "convention" section for links. Passwords and user names, necessary for online ordering, have been sent via email. If you need tables, chairs or other furniture for your booth, please order them by **April 5**; on-site rates for these items are considerably higher. There is no obligation to use Valley Expo if you wish to use your own personnel and equipment.

Information on ordering electrical service for your booth also is available online. Electrical service must be ordered directly from Monona Terrace. It is important to complete and return the electrical service order form prior to the show. If you have questions, please call Monona Terrace at (608) 261-4000.

### Special Events in Exhibit Hall

To celebrate the grand opening of the Building Products Expo, AIA Wisconsin will be hosting its annual *Construction Industry Reception* from 3:00 - 7:00 p.m. on Wednesday, April 28, in the Exhibit Hall. This event includes hors d'oeuvres, cash bars, music, door prizes and more!

The *Focus on Innovation* exhibit period from 11:00 - 2:00 p.m. on Thursday, April 29, will feature a free lunch. Exhibitors are encouraged to feature displays of innovative products and services and to try innovative ways of presenting information on your products.

### Parking

Limited parking is available in the Monona Terrace ramp and in area municipal ramps. However, these ramps fill up quickly each morning and typically remain full through the middle of the day. If you are staying at the Hilton Madison Monona Terrace, parking is available.

Each contracted exhibitor has an opportunity to reserve **one parking space** in the Monona Terrace ramp. The cost is \$25.00; but you must complete and return the enclosed parking form with your payment to the AIA Wisconsin office **by no later than May 5.** Please refer to the enclosed information on the Monona Terrace parking ramp for further details.

For additional people working in your booth, we encourage the use of Block 89 and Government East Ramps for parking. This allows a better opportunity for attendees to participate in the Expo.

### Registration & Exhibitor Meeting

When you arrive at the Monona Terrace Community & Convention Center, please check in at the AIA Wisconsin Registration Desk for your registration materials and other information. Our Registration Desk will be located in the Lakeside Commons, which is the lobby area for the Exhibit Hall.

An **Exhibitor Meeting** is scheduled for 2:00 - 2:30 p.m. on Wednesday, April 28, at the Special Events Pavilion in the Exhibit Hall to review the schedule of events, established procedures and other questions you may have.

Following the Convention, exhibitors will receive a roster of all architects and allied professionals who attended the 2010 AIA Wisconsin Convention & Expo.

### 2011 AIA Wisconsin Expo

Next year's AIA Wisconsin Convention & Building Products Expo will be held on May 4 & 5, 2011, at the Monona Terrace Community & Convention Center in Madison. Current exhibitors may reserve exhibit space for 2011 at the Lakeside Commons Registration Desk. A non-refundable deposit will be required. Additional information on this advance exhibit booth reservation process will be available at the Registration Desk.



### Move In/Move Out

- All exhibits must be set up by 1 p.m. on day one of the Convention.
- Exhibits must not be dismantled before 2 p.m. on day two of the Convention.
- All equipment must be transported into the facility through designated loading dock areas.
- Trucks and vehicles will be allowed at the dock only during official move in/move out times. Once materials have been unloaded, vehicles must be moved.
- Vehicles left unattended at the loading dock for an excessive period of time are subject to being ticketed or towed.
- All displays must be removed from Exhibit Hall by no later than 7:00 p.m. the last day of the Convention.

### Booths, Displays, Decorations and Signs

- No materials may be attached, taped, nailed, pinned or otherwise fastened to any ceiling, floor, permanent drapery, painted surface or wall of Monona Terrace Community and Convention Center. Duct tape may not be adhered to any surface, including the floor.
- The maximum height of displays against the back-wall of an exhibit booth is 16'. To avoid the possible obstruction of neighboring exhibit booths, the height limitation of displays in balance of exhibit booth is 3', except for product display that in itself exceeds this height.
- Glitter, decals, gum, confetti and stickers may not be distributed or affixed inside the facility. Helium balloons are not allowed.

### Food and Beverage

Monona Catering is the exclusive caterer. No food or beverages shall be brought onto Monona Terrace premises except through the caterer.

### Shipping/Handling of Exhibit Materials

All exhibitor shipments should be coordinated through the service contractor, Valley Expo & Displays.

### Parking

- No parking is allowed in the loading dock area.
- Any unattended vehicles parked in loading areas (with the exception of designated move-in or move-out times) are subject to being ticketed or towed at the owner's expense.

### Fire Codes / Smoking

- Exhibitors, service contractors and event promoters must comply with all federal, state and local fire codes which apply to places of public assembly.
- All exhibitor materials must be flame proof.
- Exhibitors are responsible for any floor damage caused by spillage of fuels, oils or similar substances.
- In compliance with City Ordinance 23.05, smoking is not permitted in the building.

### Floor Load

The floor load capacity on the exhibition hall floor is 250 pounds per square inch.

### Americans with Disabilities Act

- Aisles and exits must be kept clean and free of obstructions.
- All exit signs must remain unobstructed at all times.
- Easels, signs, etc. may not be placed beyond the booth area.

### Liability and Insurance

Exhibitors assume the entire responsibility and liability for losses, damages and claims arising out of injury from or damage to their displays, equipment and other property and shall indemnify, hold harmless and defend AIA Wisconsin, City of Madison and their officers, officials, employees and agents from any and all such losses, damages and claims.

### Cancellations

Deposits are non-refundable. Payment in full is due February 16, 2010. No cancellations and no refunds will be provided after February 16, 2010.

### Exhibit Booth Layout

Every effort is made to accommodate exhibitor preferences as availability of exhibit space permits. Exhibit booth space is assigned on a first-paid basis. AIA Wisconsin reserves the right to modify floorplan and reassign booth space in the best interest of the trade show.



AIA Wisconsin's Web site features an interactive floorplan. Attendees can browse the exhibitor list before the show. After the show, attendees easily can reference your contact information!



2010 AIA Wisconsin Convention & Building Products Expo  
April 28 & 29 | Monona Terrace, Madison | [www.aiaw.org](http://www.aiaw.org)

The 79th Annual AIA Wisconsin Convention & Building Products Expo offers members and allied professionals an opportunity to explore emerging design, practice, technology and sustainability issues, as well as to investigate innovative products and services available to the design and construction industry.

“Stimulus in bringing about change ...”

“Catalyst” has been selected as the theme for the 2010 AIA Wisconsin Convention & Expo. Our profession and those connected to it are facing new challenges and difficult economic conditions. This year’s Convention Committee has remained passionate, focused and optimistic as it has assembled a program of outstanding speakers, timely seminars and special events into a two-day cost-effective professional-development opportunity that will provide a Catalyst for members and allied professionals alike.

“Hastening a result ...”

Architecture is collaborative. Architects work across multiple disciplines as master planners, designers, consultants, project managers and contract administrators while striving for a better built environment. As architects, we are innovators and idea generators, continually learning and absorbing and creating.

“Provokes or speeds significant change or action ...”

This year’s Convention & Expo will serve as a Catalyst to strengthen and enhance professional skills, rekindle your network of contacts, get inspired and recharge your staff. The 2010 AIA Wisconsin Convention Committee, has developed a program that will address these ideas and concepts through outstanding speakers, seminars and product displays. The Convention Committee has lined up top professionals in design, practice and sustainability to speak about their successes and challenges.

Opportunities to gain AIA/CES learning units and network with industry leaders have been added to the schedule; and, during these turbulent economic times, we are proud to offer extremely attractive registration fees for your choice of a one-day admission or both days. Please join us!

Daryl J. Dean, AIA  
Chair, 2010 AIA Wisconsin Convention Committee



### Tuesday, April 27

12:00 – 7:00 p.m.

**Expo Set-Up**

### Wednesday, April 28

8:00 – 1:00 p.m.

**Expo Set-Up**

8:00 – 9:30 a.m.

AIA Wisconsin & WAF Annual Meetings

9:45 – 11:15 a.m.

Concurrent Seminars:

*Design:* Jennifer Siegal, Assoc. AIA

*Practice:* Changing Times as a Catalyst for Opportunities | Matthys Levy

*Sustainability:* Building Systems Commissioning: A Verification Process  
for Collaborative Design and Construction | Rebecca Ellis

*Interior Perspectives:* Client-Centric Experiences Solutions: A Branded  
Environments Approach | Eileen Jones

11:30 – 1:00 p.m.

Awards Luncheon

1:15 – 2:45 p.m.

The Boldt Company Keynote Address:

Joshua Prince-Ramus presents the work of REX | Joshua Prince-Ramus

***Exhibitor-Sponsored Spotlight Seminars (2): TBD see page 12***

2:00 – 2:30 p.m.

**Exhibitor Meeting in Expo Hall**

3:00 – 7:00 p.m.

**EXPO: Construction Industry Reception + Architecture Night!**

7:00 – 9:30 p.m.

Design Awards Presentation | Architectural Performance | Julie Snow, FAIA

### Thursday, April 29

8:00 – 9:15 a.m.

WCMA Awards Breakfast

9:30 – 11:00 a.m.

Concurrent Seminars:

*Design:* Beyond Collaboration: The Hybridization of Design in the  
21st Century | Andrew Metter, FAIA

*Practice:* Developing Your Project Management Potential |  
Grant Simpson, FAIA & James Atkins, FAIA

*Sustainability:* Change Management for Sustainability: What the Green Building  
Experience Can Teach Us about Changing Organizations | Leith Sharp

11:00 – 2:00 p.m.

**EXPO: Focus on Innovation (Lunch)**

2:00 – 3:30 p.m.

Keynote Address:

David Miller, FAIA

***Exhibitor-Sponsored Spotlight Seminars (2): TBD see page 12***

2:00 – 7:00 p.m.

**Expo Tear-Down**

3:45 – 5:15 p.m.

Concurrent Seminars:

*Design:* Ann Beha, FAIA

*Practice:* Increase Profits through Effective Risk Management |  
Grant Simpson, FAIA & James Atkins, FAIA

*Sustainability:* Daylighting: Light Every Building Using  
the Sky | Abby Vogen Horn



## Platinum Sponsor Package

**\$2,500 and up (Limit 8)**

AIA Wisconsin's most exclusive sponsorship opportunity, this high profile sponsorship offers your brand maximum exposure in front of qualified buyers and specifiers prior to, during and after the Convention & Expo.

### Our Standard Platinum Sponsorship Includes the following:

**Naming Rights** for featured keynote speaker address, continuing education seminar and other special events

**Sponsor Listing** - Description of your company of up to 50 words plus corporate logo in on-site program materials

**Speaker Introductions** - Have your company representative introduce the speaker

**Recognition** in announcements and program materials, badge ribbons

**Certificate of Appreciation** - receive recognition as "Platinum Sponsor" during Awards Luncheon

**Recognition** on the AIA Wisconsin Web site and in the member's electronic newsletter

**Pre-event Attendee Direct Mail List** – 1x use through AIA Wisconsin's mail house

**Web link** – Link to your Web site on the Convention Website

**Convention Pass** – one full convention pass

**Signage** - Your company name on AIA Wisconsin supplied signage at the entrance of sponsored event and on sponsorship signage

## Silver Sponsor Package\*

**\$500**

This sponsorship offers your brand exposure in front of qualified buyers and specifiers during and after the Convention & Expo.

### Our Standard Silver Sponsorship Includes the following:

**Sponsor Listing** - Description of your company of up to 10 words in on-site program materials

**Recognition** in announcements, program materials, badge ribbons and event signage at the Convention

**Certificate of Appreciation** - receive recognition as "Silver Sponsor" during Awards Luncheon

**Recognition** on the AIA Wisconsin Web site and in the member's electronic newsletter

## Gold Sponsor Package

**\$1,500**

This high profile sponsorship offers your brand maximum exposure in front of qualified buyers and specifiers prior to, during and after the Convention & Expo.

### Our Standard Gold Sponsorship Includes the following:

**Featured Speaker Session** – 90 minute seminars featuring recognized architects and other leading professionals in break out sessions during the convention. Convention Committee members recruit these experts and your brand will be recognized for supporting the educational opportunity

**Sponsor Listing** - Description of your company of up to 25 words in on-site program materials

**Recognition** in announcements and program materials, badge ribbons

**Certificate of Appreciation** - receive recognition as "Gold Sponsor" during Awards Luncheon

**Recognition** on the AIA Wisconsin Web site and in the member's electronic newsletter

**Web link** – Link to your Web site on the Convention Website

**Convention Pass** – one full convention pass

**Signage** - Your company name on AIA Wisconsin supplied signage at the entrance of sponsored event and on sponsorship signage

## Bronze Sponsor Package\*

**\$250**

This sponsorship offers your brand exposure in front of qualified buyers and specifiers during the Expo.

### Our Standard Bronze Sponsorship Includes the following:

**Expo Door Prizes** - Recognition in Expo announcements. AIA Wisconsin will provide prizes

Sponsors of in-kind contributions will be asked to provide information on estimated market value to determine sponsorship category.

\* Sponsors at the "Silver" and "Bronze" levels must also be exhibitors in the current AIA Wisconsin Building Products Expo.

To sponsor an event, please contact:

**AIA Wisconsin**

Phone: (608) 257-8477 Email: aiaw@aiaw.org 9



### **Pre-Show Direct Mailing List Rental**

Promote your participation in the upcoming Expo to AIA Wisconsin members. This is a great way to drive decision makers to your booth with special promotions and incentives. The list will be sent to our bonded mail house. Exhibitor is responsible for printing, shipping, processing and postage. Participation Fee: \$200 Exhibitor/\$475 non-Exhibitor

### **Pre-Registration Confirmation Email**

Reach over 500 pre-registered attendees before they even go to the show! Your company name and website link will be included in the registration confirmation emails going to every pre-registered attendee. Limited availability to four exhibitors. Participation Fee: \$500 Exhibitor/\$1300 non-Exhibitor

### **Post-Show Direct Mailing List Rental *Exhibitors only***

Reach the attendees of the AIA Wisconsin Convention & Expo after the event is over. The direct mail list is available for use approximately 14 days post-show. The list will be sent to our bonded mail house. Exhibitor is responsible for printing, shipping, processing and postage. Estimated qty 1,200. Participation Fee: \$400

### **Exhibit Hall Literature Bags *Exclusive***

This is your company's opportunity to gain exposure during and after the show. Attendees will carry your bag with them as they cover the exhibit hall floor – a great branding tool that they will utilize both days of the event and will be a souvenir they will hold onto. Exhibitor is responsible for providing bags, shipping and drayage. Min qty 1,000. Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

### **Conference Pads & Pens *Exclusive***

Place your logo on notepads and pens that are handed out to conference attendees within the conference sessions. Exhibitor is responsible for providing pads, pens, shipping and drayage. Min qty 600. Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

### **Coffee Breaks**

Host your own coffee break near seminar sessions for an audience of architects and design and construction professionals. Signage at the station will recognize your support. Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

### **Afternoon Cookie Break**

Host your own cookie break near seminar sessions for an audience of architects and design and construction professionals. Signage at the station will recognize your support. Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

### **Ice Cream Cart *Exclusive***

Host the popular Ice Cream Cart in the Building Products Expo during the "Walking Lunch" on day two. Architect and design and construction professional attendees request this cart on attendee feedback forms. Exhibitor will have the opportunity to put out brochures and receive a sign in the vicinity of the station. Cost of food is in addition to the \$300 Exhibitor/\$1,300 non-Exhibitor participation fee.

### **Popcorn Cart *Exclusive***

Get your Popcorn Here! Host a Popcorn Cart on the expo floor on day one of the Building Products Expo. Treat architect and design and construction professional attendees to a bag of popcorn as they tour the Expo. Exhibitor will have the opportunity to put out brochures and receive a sign in the vicinity of the station. Cost of machine rental and food is in addition to the \$300 Exhibitor/\$1,300 non-Exhibitor participation fee.

### **Expo Pavilion Sponsorship**

Be the center of attention by sponsoring the pavilion in the center of the Expo Hall. Signage announces your support as the many attendees and exhibitors travel around the Expo. Music, door prizes, Architecture Night celebration and food can be found in the pavilion. Make sure your company's name is there too. Participation Fee: \$1,000 Exhibitor/\$1,500 non-Exhibitor

### **Badge Lanyard *Exclusive***

Captivate the attention of all who attend and exhibit at the AIA Wisconsin Convention & Expo as attendees wear your name around their necks throughout the entire event. This marketing item will be offered to every full Convention registrant as they pick up their badge. Exhibitor is responsible for providing lanyard. Min qty 800. Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

### **Registration Packet Insert**

Registration Packet Inserts are the perfect way to launch a new product, maximize brand exposure or announce a unique drawing or activity at your booth. Exhibitor is responsible for providing inserts, deadlines and size limitations apply. Min qty 800. Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

### **Promo Item Distribution**

Company-supplied, approved promotional item will be distributed to every attendee during the conference. Creative ideas welcome and assistance is available. Cost of promotional item is in addition to the sponsorship fee. (Min. 1,000 qty required) Participation Fee: \$300 Exhibitor/\$1,300 non-Exhibitor

## **Standard Exhibitor Package**

#### **Included with booth rental:**

Inclusion on Floor Plan Signage  
Convention Program listing with 5-word description, contact name and phone number  
Virtual Expo / Online Floor Plan business card (posted until September)



Exhibitors are encouraged to present 15-minute Expo Information Sessions (EIS) at their booth in the Exhibit Hall during scheduled Expo hours.

Expo Information Sessions will help encourage additional traffic throughout the Expo by offering AIA members the opportunity to learn valuable information about the latest technologies and applications. These sessions should not be “sales pitches” or “product demos.”

Examples of educational activities at an exhibit booth include: short videos, PowerPoint presentations, hands-on demonstrations, games and trivia contests and computer exercises.

Due to changes in licensing requirements in several states, AIA Wisconsin no longer will compile and report member participation in four or more 15-minute sessions for the AIA/CES credit. However, many of the exhibiting companies are Registered Providers under the AIA

Continuing Education System (AIA/CES). These companies may want to consider developing a one-hour continuing education program made up of four unique 15-minute Expo Information Sessions and reporting AIA member participation in your program for AIA/CES credit. (Note: These programs will not qualify for health, safety and welfare or sustainable design hours regardless of topic or length of session.)

### Criteria and Requirements

If you are interested in participating in the Expo Information Sessions during the AIA Wisconsin Expo, please review and consider the following criteria and details:

- The educational session offered at the exhibitor’s booth must be a minimum of 15 minutes in length.
- Participating exhibitors are responsible for developing and conducting the educational sessions at their exhibit booth. Programs should not be sales or marketing presentations for a specific product or service.

- Exhibitors will be allowed to post one 8 ½” x 11” poster promoting their Expo Information Sessions on a bulletin board near the entrance of the Exhibition Hall.
- Exhibitors participating in Expo Information Sessions are responsible for promoting their specific educational presentations and posting a schedule of presentation times at their booth.
- Exhibitors offering AIA/CES credits must comply with AIA/CES guidelines and report participation.
- There is no fee to participate in this program.

If you have any questions, please contact AIA Wisconsin at (608) 257-8477 or [aiaw@aiaw.org](mailto:aiaw@aiaw.org).

**Increase Your Booth Traffic**

# CATALYST

2010 AIA Wisconsin  
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Exhibitors participating in the AIA Wisconsin Building Products Expo are encouraged to submit proposals for 90-minute “Spotlight” AIA/CES seminar presentations. These exhibitor-sponsored professional development seminars represent a continuing education opportunity as part of the AIA Wisconsin Convention & Expo program.

#### **“Spotlight” Requirements**

Only companies or organizations exhibiting in the 2010 AIA Wisconsin Building Products Expo are eligible to submit “Spotlight” seminar proposals.

The proposed seminar must be a program approved by the AIA Continuing Education System (AIA/CES) and offered by an AIA/CES Registered Provider.

If the “Spotlight” seminar proposal is selected, the sponsoring exhibitor agrees to pay AIA Wisconsin a fee of \$1,000 per seminar to help offset related space rental, A/V and promotional expenses. In addition to the seminar sponsorship fee, all expenses associated with the “Spotlight” seminar presentation (e.g. speaker, handout materials, etc.) are the responsibility of the sponsoring exhibitor.

Consistent with AIA/CES guidelines, the seminar presentation must address learning objectives related to the practice of architecture. It cannot be a sales or marketing presentation for a specific product or service.

#### **Proposal Deadline & Selection**

If you are interested in sponsoring a “Spotlight” seminar, please complete and return the accompanying “Spotlight Seminar Proposal” form by **March 5**. A separate form should be submitted for each different seminar proposal.

The AIA Wisconsin Convention Committee may select up to four “Spotlight” seminar presentations from the proposals received by the deadline. The Convention Committee is interested in assembling a seminar program that will address a variety of topics and issues of interest to AIA Wisconsin members and allied professionals. Exhibitors submitting proposals will be notified of the results of the selection process as soon as practicable.

#### **“Spotlight” Presentations**

The “Spotlight” seminars will be scheduled immediately before or after the Expo periods. They will run concurrently with each day’s Keynote Address. To encourage participation, there will be no registration fee for the “Spotlight” seminars. Exhibitors sponsoring the seminars also may want to invite clients and prospective customers.

Two of the selected seminars will be scheduled for **1:15 – 2:45 p.m.** on **Wednesday, April 28**, which is just prior to the grand opening of the Expo at 3:00 p.m. Two of the selected seminars will be scheduled to run concurrently at **2:00 – 3:30 p.m.** on **Thursday, April 29**, which is immediately after the Expo closes.

#### **Benefits**

The “Spotlight” seminar program originally was suggested by exhibitors. The presentations have been well received by attendees and sponsors; and we are pleased to offer the program again this year. AIA Wisconsin members and allied professionals benefit from a broader selection of valuable continuing education programs.

As a sponsor of a “Spotlight” seminar, exhibitors will benefit from recognition in online Convention registration promotion, on-site program materials and event signage.

#### **Questions**

Please contact AIA Wisconsin at (608) 257-8477 or [aiaw@aiaw.org](mailto:aiaw@aiaw.org).

# CATALYST

**2010 AIA Wisconsin  
Convention & Building Products Expo**  
April 28 & 29, 2010  
Monona Terrace, Madison



**Due Date: March 5**  
**Fax: (608) 257-0242**

## Exhibitor Sponsor

Exhibitor Name	Booth #
Contact Person	Phone

## Spotlight Seminars:

Provider Name	Provider Number (4-digit provider number issued by AIA/CES)
---------------	--

Program Title	Program Number (up to six numbers/letters)
---------------	--

Learning Unit Hours: \_\_\_\_\_

Program Qualifies for HSW Credit:  Yes  No  
 Program Qualifies for SD Credit:  Yes  No

### Descriptions

On a separate sheet of paper, provide the following information:

- Title of Seminar
- Name and Title of Presenter(s)
- Four Learning Objectives
- Name of Sponsoring Exhibitor
- Description of Seminar

YES, if the spotlight seminar proposal is selected, we agree to pay \$1,000 fee (will be processed after selection).  
See page 15.



## Mailing List Rental

The following list rental program is offered to Convention exhibitors for use in **promoting your participation in the Expo**. Please forward a sample of your mail piece to AIA Wisconsin, along with payment, when renting the AIA Wisconsin Member Mailing List. If you have any questions concerning this program, please call Brenda Taylor at *Wisconsin Architect*, (608) 257-8497 ext. 102.

### Delivery

- AIA Wisconsin will deliver the electronic list to First Class Mailers, Madison. AIA Wisconsin updates member addresses as soon as we are notified of a change of address. AIA Wisconsin is not responsible for undeliverable or outdated addresses. First Class Mailers will be notified of participating Exhibitors.
- Your company is responsible for delivering 1,400 brochures, envelopes, self-mailers or mailing materials directly to First Class Mailers. This quantity accommodates the AIA Wisconsin mailing list as well as 5% set-up required by the mail house.
- First Class Mailers is responsible for presorting and ink jetting addresses on your mail piece, stuffing envelopes (if necessary) and delivery to Madison's Milwaukee Street Post Office. Costs incurred by First Class Mailers will be invoiced directly to you. Contact First Class Mailers for mail piece specifications and bulk mail indicia use.
- Companies are limited to an eight week window to use the list. AIA Wisconsin reserves the right to limit the number of list rentals by one company.

### Pricing—One time use only

- |   |              |
|---|--------------|
| <input type="checkbox"/> Product info or non-AIA/CES Event Announcement   | \$475        |
| <input type="checkbox"/> AIA/CES Provider Program Announcement  | \$300        |
| <input type="checkbox"/> Exhibitor at AIA Wisconsin Convention— Invitation to Booth or Advertiser in <i>Wisconsin Architect</i> Magazine* | <b>\$200</b> |
- \*contract must equal \$1,150 or more for contracted year

**Send Sample to:**  
**Wisconsin Architect**  
Attn: Brenda  
321 S. Hamilton St.  
Madison, WI 53703  
(608) 257-8497 ext. 102  
email: [brenda@aiaw.org](mailto:brenda@aiaw.org)

**Send Mail Pieces to:**  
**First Class Mailers**  
Attn: Bruce  
415 1/2 N. Fair Oaks Ave.  
Madison, WI 53714  
(608) 241-4844

## Parking Permit Program

For the 2010 AIA Wisconsin Convention & Expo, exhibiting companies can reserve **one (1) parking space for April 28 & April 29** in the parking ramp attached to the Monona Terrace Community & Convention Center. The Monona Terrace parking ramp and area municipal ramps typically fill up early in the morning and remain full until later in the afternoon.

The cost for the Monona Terrace parking ramp permit is **\$25.00** per space. To take advantage of this offer, you must complete and return the request form, with your payment, to the AIA Wisconsin office by no later than **April 5**. Parking pass availability will not be guaranteed after April 5.

A parking pass for each day, April 28 & April 29, will be mailed to you by April 21. The parking pass will get you **in and out of the ramp once each day**. It does not provide multiple in-and-out parking privileges. A specific parking space in the ramp is **not** reserved; rather, sufficient parking spaces will be held back to accommodate the number of parking passes reserved by exhibitors. Overnight parking is not permitted.

AIA Wisconsin will **not** be able to replace lost or forgotten parking passes. It will be the **responsibility of the exhibiting companies** to distribute their parking passes to the appropriate personnel participating in the Expo.

Other parking options include:

- If you will be staying at the Hilton Madison Monona Terrace, parking is available in its ramp. An all-weather skywalk connects the hotel to Monona Terrace Convention Center.
- If you will be staying at the Madison Concourse Hotel downtown or the Sheraton on John Nolen Drive, these hotels have shuttle-bus service to Monona Terrace.
- Additional parking is available at Block 89 and Government East Ramps.

Please fill out and return the Program Participation Form on page 15. If you have any questions, please call (608) 257-8477.

# CATALYST

**2010 AIA Wisconsin  
Convention & Building Products Expo**  
April 28 & 29, 2010  
Monona Terrace, Madison



**Company**

\_\_\_\_\_

- YES, I'd like a Parking Permit (\$25) Limit one per company.
- YES, I'd like to rent the Mailing List (\$200)
- YES, if our spotlight seminar proposal is selected, we agree to pay \$1,000 fee will be processed after selection). See pages 12 & 13.

**Parking Permit and/or Mailing List Rental Payment**

**Form of Payment:**  Check (payable to AIA Wisconsin)  Visa  MC

**Total \$** \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ / \_\_\_\_\_ Security Code on Card: \_\_\_\_\_

\_\_\_\_\_  
Name as it appears on the card SIGNATURE

*Please complete and return by April 5*



Each year, AIA Wisconsin presents awards for outstanding displays to exhibitors that participate in its annual Convention & Building Products Exposition. This program is conducted each year to:

- Stimulate participating companies and organizations to develop an attractive display with a professional image.
- Recognize those exhibitors that do an outstanding job.

These guidelines are intended to provide guidance for the participating exhibitors and the AIA Wisconsin members serving on the jury.

### Outstanding Exhibit Awards

Awards to be presented include the following:

- Outstanding Exhibit - First Place
- Outstanding Exhibit - Second Place
- Outstanding Exhibit - Third Place
- Honorable Mention(s)

### Judging and Awards Presentation

These guidelines for the Exhibit Awards program will be made available to all exhibitors prior to the Convention.

The AIA Wisconsin Convention Committee will select an Exhibit Awards Jury to conduct the judging.

The judging will take place during the first exhibit period on the first day of the Convention. The awards will be presented to the winning exhibitors prior to the conclusion of this exhibit period.

### Exhibit Awards Criteria

- **RULES AND REGULATIONS** — Exhibitor has conformed to all rules and regulations for the AIA Wisconsin Convention & Expo as set forth in the display contract.
- **PERSONNEL** — Exhibit personnel present a professional image reflecting not only knowledge regarding their products and services, but also a sincere willingness to answer questions and be of service to AIA Wisconsin members who visit their display.
- **MAINTENANCE** — Consideration will be given to the exhibit's physical maintenance. The display should be neat, clean and uncluttered.
- **ORIGINALITY** — Consideration will be given to innovative and artistic approaches for displaying products or for drawing attention to services that will spark the interest of participants and attract them to the display.

- **THEME** — Consideration will be given for efforts by the exhibitor to reflect the Convention theme in their display.

### Benefits to Exhibitors

- Recognition to all Exhibit Award winners through announcements at the Convention and the presentation of prize ribbons.
- Recognition for all Exhibit Award winners in *Wisconsin Architect*, the official AIA Wisconsin magazine distributed to members and allied design and construction industry leaders.
- Companies/organizations that are presented an Exhibit Award may recognize this fact in their promotional materials as appropriate.

If you have any questions about the Exhibit Awards program, please call the AIA Wisconsin office in Madison at (608) 257-8477.

Thank you for exhibiting . . . and good luck!

# CATALYST

**2010 AIA Wisconsin  
Convention & Building Products Expo**  
April 28 & 29, 2010  
Monona Terrace, Madison



Madison is easily accessible via several major highways. The city is a 1-1/2 hour drive from Milwaukee (via I-94), a 2-1/2 hour drive from Chicago (via I-90), and a 4-1/2 hour drive from Minneapolis/St. Paul (via I-94).

### **From the North via Interstate 90/94 (Minneapolis, LaCrosse, Wausau)**

Take I-90/94 East to the Hwys 12/18 (Beltline) Madison Exit. Follow 12/18 West to the John Nolen Dr. exit. John Nolen Dr. is the 4<sup>th</sup> exit, exit 263. There is only one-way to turn onto John Nolen Dr., heading North. Monona Terrace is located 2 miles ahead on John Nolen Dr. As you approach the building take a right and drive up the spiral entrance ramp. This will bring you into the parking structure. One can access Monona Terrace directly from the parking ramp.

### **From the Northeast via Highway 151 (Green Bay, Fox River Valley)**

Follow Highway 151 toward Madison. Take I-90/94 East to the Hwys 12/18 (Beltline) Madison Exit. Follow 12/18 West to the John Nolen Dr. exit. John Nolen Dr. is the 4<sup>th</sup> exit, exit 263. There is only one-way to turn onto John Nolen Dr., heading North. Monona Terrace is located 2 miles ahead on John Nolen Dr. As you approach the building take a right and drive up the spiral entrance ramp. This will bring you into the parking structure. One can access Monona Terrace directly from the parking ramp.

### **From Hwy 151/E. Washington Ave. (Cars only)**

Follow 151 (E. Washington Ave.) toward the Capitol. Approximately 1/2 miles before the Capitol turn to the left onto Blair St. (follow signs for 151). You will want to be in the right hand lane. At the stoplight, take a sharp right onto E. Wilson St. Keep going straight on Wilson St. You will see the Capitol on your right and pass the front doors of Monona Terrace on your left. Immediately after the tall, gray, historic state office bldg. (on the left) turn left into the Monona Terrace parking ramp. There is a sign on Wilson St. with an arrow pointing left into the Monona Terrace parking ramp.

### **From the East via Interstate 94 (Milwaukee)**

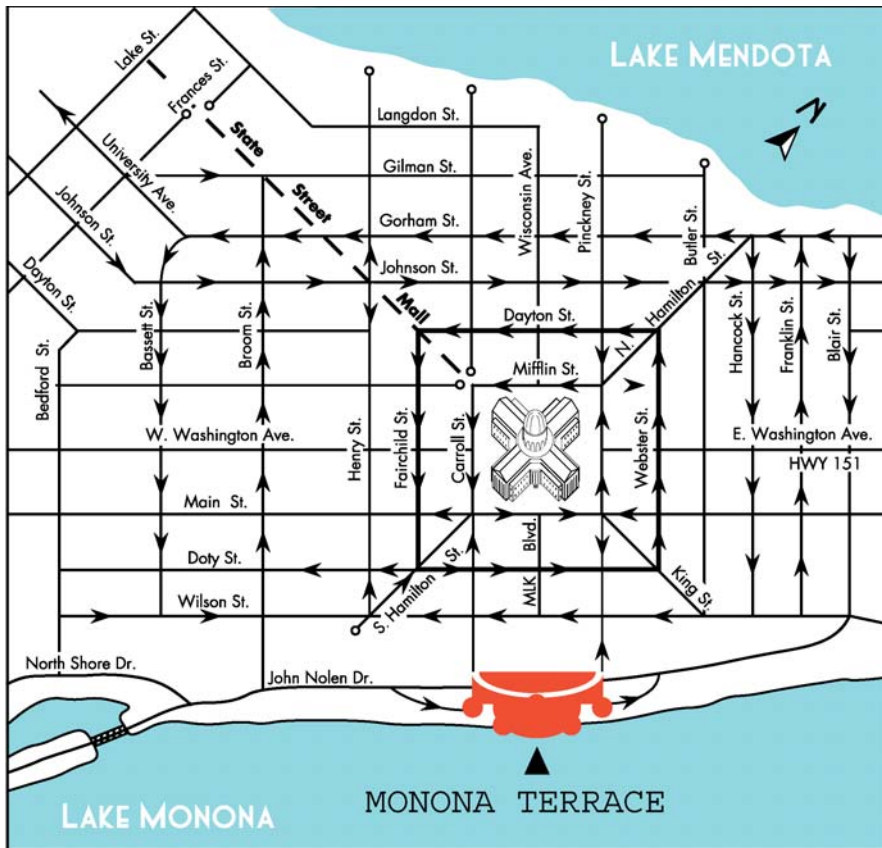
Take I-94 West to the Madison exits. At the interchange, follow the signs for I-90 East toward Janesville. Once on I-90, take the 1<sup>st</sup> exit, which is the exit for Hwys 12/18 (Beltline). Take Hwy 12/18 West to the John Nolen Dr. exit. John Nolen Dr. is the 4<sup>th</sup> exit, exit 263. There is only one-way to turn onto John Nolen Dr., heading North. Monona Terrace is located 2 miles ahead on John Nolen Dr. As you approach the building take a right and drive up the spiral entrance ramp. This will bring you into the parking structure. One can access Monona Terrace directly from the parking ramp.

### **From the Southwest via Interstate 90 (Chicago, Beloit, Janesville)**

Take I-90 West to the Hwys 12/18 (Beltline) Madison exit. Follow 12/18 West to the John Nolen Dr. exit. John Nolen Dr. is the 4<sup>th</sup> exit, exit 263. There is only one-way to turn onto John Nolen Dr., heading North. Monona Terrace is located 2 miles ahead on John Nolen Dr. As you approach the building, take a right and drive up the spiral entrance ramp. This will bring you into the parking structure. One can access Monona Terrace directly from the parking ramp.

### **From the Southwest via Highways 18 & 151 (Dubuque, Platteville, Dodgeville)**

As you approach Madison, enter the Beltline (Hwy 12 & 18). Take the John Nolen Drive exit off the Beltline, and follow John Nolen 2 miles. The entrance to the Monona Terrace parking structure will be on your right.

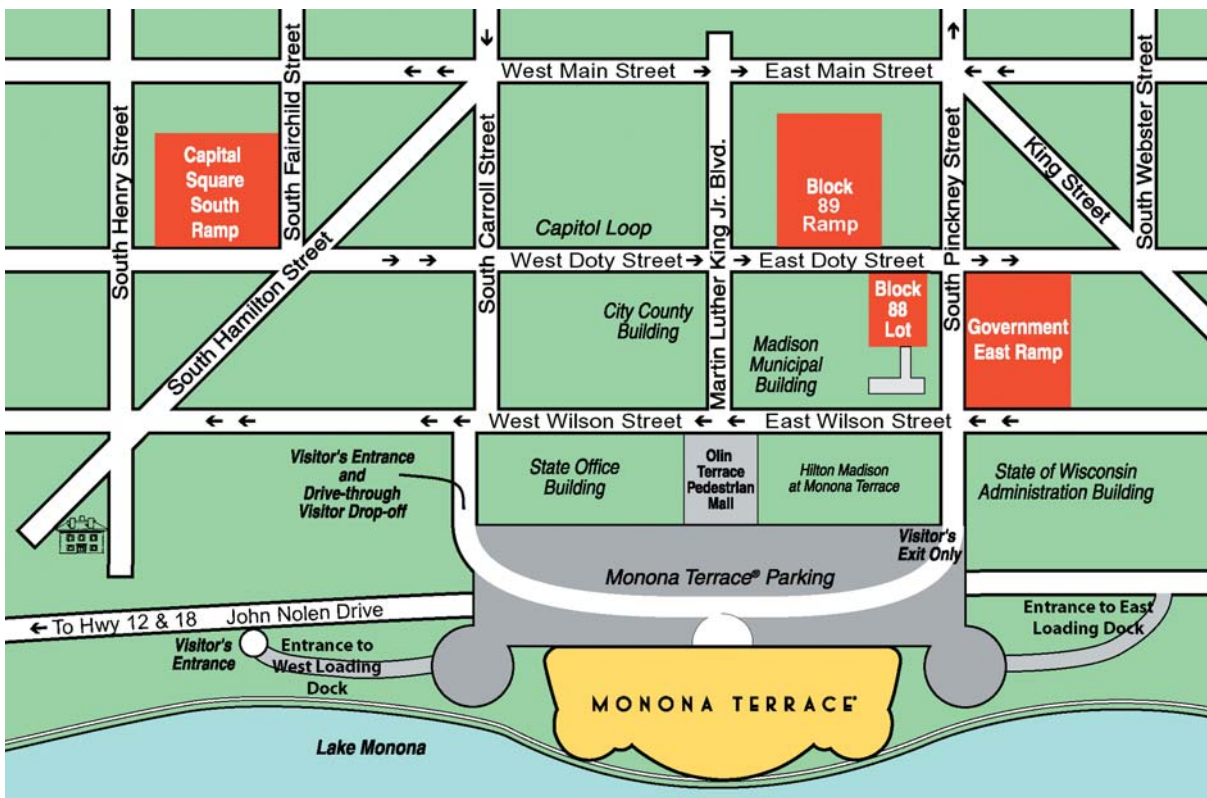


### Exhibitor Unloading

Exhibits should be unloaded at the Monona Terrace East Loading Dock. From the Beltline Highway (Hwy 12/18) exit onto John Nolen Drive. Follow John Nolen Drive 2 miles to Monona Terrace. Drive through the tunnel and take the first right at the stoplight into Monona Terrace. There is a service drive leading to the east loading dock. Please check in with either the Dock Marshal or the Command Center upon arrival. There are carts available on the loading docks. The Exhibition Hall is on the same level as the Command Center (Level One). Long-term parking is not permitted on the loading dock. The Dock Marshal will give you a time stamped pass to park at the dock while unloading your vehicle. Once your vehicle is unloaded, you will need to relocate to the public parking ramp. Overnight parking is not permitted in the ramp.

### Move-out Instructions

Please move your vehicle into the dock areas **after** your booth has been disassembled and your materials are packed and ready to go. Vehicles can pull into the dock areas for 5-10 minutes only. Do not leave behind any materials; all items must be removed from the building.





**Due Date: May 7**  
**Fax: (608) 257-0242**

Thank you for exhibiting at the AIA Wisconsin Convention & Building Products Expo. Your cooperation in putting together this annual show is greatly appreciated. Please take a few moments to complete and return this questionnaire. Your feedback will help in the planning for future AIA Wisconsin Conventions.

- |     |  | Excellent                            | Very Good             | Good                  | Satisfactory          | Poor                  |
|-----|--|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1.  | How would you rate the 2010 Convention overall?  | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2.  | How would you rate the 2010 Convention as compared to past AIA Wisconsin Conventions?  | N/A <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3.  | How would you rate the Exhibit Hall at Monona Terrace?   | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4.  | How would you rate the booth layout?   | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5.  | How would you rate the traffic and interest at your booth?   | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6.  | How would you rate Monona Terrace's facilities and services?   | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7.  | If you used the services of Valley Expo & Displays, how would you rate their performance?  | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8.  | If you stayed at an area hotel, how would you rate the facility and service?<br>Which hotel? Hilton <input type="radio"/> Concourse <input type="radio"/> Other _____  | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 9.  | How would you rate the service received from AIA Wisconsin staff and Convention Committee volunteers?  | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 10. | As a collaborative effort, exhibitors often market their participation in the AIA Wisconsin Convention & Building Products Expo. Did you and your company participate in any marketing in addition to AIA Wisconsin promotional materials?<br>Mailing <input type="radio"/> Offered door prizes <input type="radio"/> Sponsorship <input type="radio"/> New booth/display <input type="radio"/><br>Other <input type="radio"/> _____ |                                      |                       |                       |                       |                       |
| 11. | Your comments and suggestions about the AIA Wisconsin Convention & Building Products Expo will help us improve the show. What do you think about the length of the exhibit periods, location, special events, dates, etc.?<br>(Please use a separate sheet, if necessary, for additional comments.)  |                                      |                       |                       |                       |                       |

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

12. Please indicate number of years you have exhibited at the AIA Wisconsin Convention.  
First Time  2-5 years  5-10 years  More than 10 years
13. Do you expect to exhibit next year? Yes  No  Undecided

**Company Name** \_\_\_\_\_

**Completed by** \_\_\_\_\_

Again, on behalf of the entire AIA Wisconsin membership, thank you for your support of the AIA Wisconsin Convention & Expo. We hope to see you among our exhibitors at next year's show on **May 4 & 5, 2011**, at the Monona Terrace Community & Convention Center in Madison. **Thank you!**

*Please return to: AIA Wisconsin*