

Rules & Regulations

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 pm the final 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 12'. Displays over 8' may not interfere with neighboring exhibits or displays. 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 building 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 15. No cancellations and no refunds will be provided after February 15.

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. Four-booth islands will be assigned as islands before splitting into individual contracts.

Exhibit Space

Exhibit space is reserved on a first-paid basis. Submit your exhibit space contract as early as possible since exhibit space consistently sells out well in advance of the Convention. Exhibitors receive complimentary tickets to exhibit periods for distribution to customers for use in promoting your participation in the Building Products Exposition.

Booth Services

Exhibitors are provided information on the services available from Valley Expo & Displays in late February. There is no obligation to use the services of Valley Expo & Displays; exhibitors may use their own personnel. Electrical service for exhibit space must be ordered directly from the Monona Terrace Community and Convention Center.

Booth Rental Fees

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| 10 ft. x 10 ft. Exhibit Booth | \$1,400 |
| Corner Booths | \$1,450 |
| Islands (4 corner booths) | \$5,800 |

**Reserve your
Booth Space
ONLINE at:
www.AIAW.org
in the Convention Section**