

2010 Home Products™ Show Exhibitors

Booth assignment

If your company is registered for the Show and the Booth Assignment Subcommittee has assigned your booth, you can find your booth assignment by selecting the "exhibitor list" tab on www.homeproductsshowmadsion.com. Companies are listed alphabetically by company name and category.

Floor plan

To see the 2010 Home Products Show floor plan, log on to www.homeproductsshowmadsion.com, select the "Floor Plan" tab, then open the file to view this document.

Exhibitor packets

In late January 2010, MABA will mail exhibitor information packets to all companies that are registered and compliant with Show rules. The packet will be addressed to the "Trade Show Representative" designated on line 2 of your Contract for Exhibit Space. If you need to make a change to any of your company's contact information, please contact me right away.

Payment deadline

The deadline for payment in full is January 4, 2010. If your company's MABA membership renewal month is February 2010, or earlier, your membership dues must be paid by February 26, 2010 to qualify for the member booth rate, to receive your exhibitor packet, and be admitted into the Exhibition Hall for set-up.

Service orders and freight arrangements

MABA provides one 8' high back and 3' high side drapes; colors are black and blue. MABA provided drapes which are preset by AEC, consistent with your booth assignment. If you need additional drapes contact AEC to place your order.

Place your company service order for electricity, chairs, tables, carpet, additional pipe and drape, make freight arrangements, etc. contact Alliant Energy Center (AEC) online at www.alliantenergycenter.com or if you prefer or do not have Internet access, call Candy DiMaggio at AEC (608) 267-3950. To avoid late charges, order and pay AEC for your service order needs by Feb. 15, 2010.

Show dates and hours

Fri., March 5, 2-7 pm

Sat., March 6, 9 am-7 pm

Sun., March 7, 10 am-5 pm

Booth set-up/takedown

The Exhibition Hall at the AEC opens for all exhibitors to ingress through the loading docks for set-up at 1:00 p.m. on Wednesday, March 3.

Booth set-up

Wed., March 3, 1 - 6:30 pm Thurs., March 4, 7 am - 6:30 pm Fri., March 5, 7 am - 1 pm

All booths must be completely set-up prior to booth inspection at 1 pm, Friday, March 5. If the size or design of your booth requires special accommodations (i.e.: truck, trailer, etc.) please call me by February 15 to make special arrangements.

Booth takedown

Sun., March 7, 5 pm - Midnight Mon., March 8, 7 am - Noon

All booths must be completely dismantled & removed from AEC by Noon on Monday, March 8.

Carts, dollies, etc.

AEC has a limited supply of carts available for set-up; however; over 300 exhibitors will arrive to set-up nearly 500 booths. We recommend that you bring your own moving cart, dolly, etc. and clearly label them with your company name to avoid confusion.

Official Show guide

Distribution

The Show Guide, produced in partnership between MABA and *Capital Newspapers*, is distributed as an insert in the *Wisconsin State Journal* the Sunday prior to the event to over 120,000 consumers.

Advertising

Capital Newspapers has already begun taking reservations for ads space in the Guide. Contact your *Capital Newspapers* ad sales representative to reserve space in the Guide. The ad sales deadline is Monday, February 1, 2010.

Editorial exposure and company name recognition

There are opportunities for editorial exposure in the Guide and for company name recognition in a "special section" that advises readers about activities and giveaways. Please call me by January 11, if your company is planning a special activity or giveaway at the Show.