



2012 Business Expo and Small Business Conference Fact Sheet

Date: Tuesday, April 24, 2012

Location: Exhibition Hall at the Alliant Energy Center, John Nolen Drive, Madison.

Admission:

1. Free with pre-registration on Chamber website prior to April 19
2. Free with Business Expo ticket available from exhibitors and sponsors or at the Chamber
3. \$10 per person at the door

Free Parking!

Time:

Exhibitor Load-In* and Registration	6:00 am - 9:00 am
Expo Kickoff Breakfast	9:00- 9:55 am
Expo Opens to Public	10:00 am
Small Business Conference seminars	10:30am, 12:30pm, 2:30pm
Chamber Café	11:30am – 1:30pm
Expo Ends	4:00 pm
Exhibitor Load-Out*	4:00 pm
Expo After Hours	4:00- 5:30 pm

**Two Men and a Truck will be onsite to help exhibitors with Load-In from 6:00 to 8:00 am and Load-Out from 4:00 to 5:00 pm*

Sponsorship: Increased exposure and benefits before, during and after the Expo. Gold, Silver and Bronze levels plus Specialty Sponsorships including Breakfast Sponsor, Registration Sponsor and others are available.

Exhibition Booths: Exhibition Booths are offered at two levels and three sizes:

Single Booth – 10' X 10' Corner

Member Rate: \$575 Non-Member Rate: \$845

Single Booth– 10' X 10' Standard

Member Rate: \$455 Non-Member Rate: \$745

Double Booth- 20' X 10' Two Corners

Member Rate: \$965 Non-member Rate: \$1,345

Double Booth - 20' X 10' One Corner, One Standard

Member Rate: \$775 Non-Member Rate: \$1,110

Double Booth - 20' X 10' Two Standard

Member Rate: \$650 Non-Member Rate: \$910

Quad Booths – 20' X 20' Booth

Member Rate: \$995 Non-Member Rate: \$1,425

Vehicles – 20 Feet or less

Member Rate: \$775 Non-Member Rate: \$1,110

Vehicles – More than 20 feet

Member Rate: \$1,450 Non-Member Rate: \$1,880

Silver Level and Gold Level Members enjoy a 15-30% discount
15% added to booth rates for late registration after March 20, 2012

- Wi-Fi** All booths come with free 28K Wi - Fi capability (Provides email access only). 256K available for \$9.95 via the Alliant Energy Center website.
- Electricity:** For a 1,000 watt (\$45) or 2,000 watt (\$65) electrical outlet at your booth please refer to the booth registration form.
- Expo Passport:** There will be three Expo Passports with up to ten participating businesses appearing on each. Participation is \$150. Only Chamber members may participate.
- Expo Attendee List:** Exhibitors may purchase a mailing list of Business Expo and Small Business Conference attendees. Mailing list includes organization name, contact name and street address. Only \$195.
- Breakfast** The breakfast program will begin at 9:00 am featuring a keynote speaker and a continental breakfast. Registration Required
Free to Chamber members and exhibitors. Non-Member: \$15.
- Luncheon:** Food will be available for purchase from Centerplate Catering in the Pavilion from 11:00 am – 2:00 pm. Food vouchers for exhibitors will be included with every registered booth.
- Post Expo Celebration** At 4:00 pm the Post Expo Celebration will begin in the Pavilion featuring free appetizers and cash bar. Admission is free for registered exhibitors and Expo and Conference attendees. Two complimentary drink tickets will be included with every registered booth.

For more information and to register contact:

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