

**Exhibitor Handbook**

Thank you for supporting the UPCEA Central Regional Conference in Madison.  We are looking forward to an innovative event.  The following pages include helpful information about your experience as an exhibitor. If you have any questions or need further assistance please contact Patrick O’Rourke

[porourke@upcea.edu](mailto:porourke@upcea.edu) or 202.400.2684.

Thanks,

Patrick O’Rourke

Associate Director, Membership and Corporate Engagement

UPCEA – Leaders in Professional, Continuing, and Online Education

**Location**

2015 UPCEA Central Regional Conference will take place at:

The Madison Concourse Hotel

1 W Dayton St

Madison, WI 53703

UPCEA has secured a discounted rate of $159 per night for UPCEA attendees.

The cut-off for this discount is September 27, 2015; Reserve your room [click here](https://bookings.ihotelier.com/The-Madison-Concourse-Hotel-and-Governor%27s-Club/bookings.jsp?hotelID=6388&groupID=1431553).

**Exhibit Space**

The exhibitor area for the 2015 UPCEA Central Regional Conference will be in the Assembly Foyer outside of the education general and concurrent session rooms giving exhibitors opportunities to mingle with attendees.

Arrangement of Exhibits

UPCEA will provide one (1) 6 foot draped table and one chair, which will be supplied by the hotel.

Height Limitation for Displays

Exhibitors shall not display or place any product, sign, partition, person, apparatus, shelving or other construction that extends the size of the table, 72” x 30”. Height is not to exceed more than 48 inches from the table top/8 feet from the floor. Free standing displays may be placed behind the tabletop ONLY and must pertain to the height restrictions.

**Exhibit Hall Hours**

**Please note the follow exhibit hall hours. For the complete** [**conference schedule**](http://conferences.upcea.edu/central/schedule.html)

**MONDAY, October 19**

8:00 AM – 12:00 PM Exhibitor Setup

12:00 – 5:00 PM Exhibit Hall Open

**TUESDAY, October 20**

9:00 AM – 7:00 PM Exhibit Hall Open

**Important Deadlines**

**Company Logo**

* It is important to the regions to promote their supporters on the website, mobile app and program. If you have not already, please submit your [logo via the wufoo](https://upcea.wufoo.com/forms/central-2015-regional-conference-exhibit/) form by **September 11, 2015**.

**Exhibit Booth Representative**

* If you have not already, please provide the names of your booth representative by **September 11, 2015** to [mfredlake@upcea.edu](mailto:mfredlake@upcea.edu).

Note: Tabletops include one full conference registration. Additional registrations can be purchased at the corporate member or non-member attendee registration rate [via the conference website](http://conferences.upcea.edu/central/registration.html).

**Shipments**

Exhibitors wanting to ship items in advance to the Madison Concourse Hotel may do so by shipping to the hotel directly. To ensure that your package arrive in time please schedule your shipment to arrive 1 or 2 days before set up on **October 19, 2014**.

The Madison Concourse Hotel

Attn: Guest name, arrival date & cell phone

UPCEA Central Regional Conference

1 W Dayton St

Madison, WI 53703

**Pre & Post Attendee List**

Exhibitors should expect to receive a pre and posting list of all the conference attendee’s names and mailing addresses. You can expect the pre-conference attendee list on 28 September and the post-conference list 7 business days after the conference on 30 October.

Thank you for your support!

If you have any questions or need further assistance please contact Patrick O’Rourke

[porourke@upcea.edu](mailto:porourke@upcea.edu) or 202.400.2684

#### The Madison Concourse Hotel & Governor’s Club

#### Exhibit Checklist

Conference Name: UPCEA Central Region Conference

Conference Date (s): 19-21 October 2015

Vendor Name:

Contact Name:       Contact Phone:

Exhibit Needs

|  |  |  |  |
| --- | --- | --- | --- |
| **Quantity** | **Item** | **Cost/Day** | **Total Cost/Day** |
|  | 220 Amp power | $55.00 | $ |
|  | 110 Amp power | $25.00 | $ |
|  | Phone Line (Local & long distance charges apply) | $40.00 | $ |
|  | Wired Internet Line (wireless is complimentary) | $79.00 | $ |
|  | 42” Flat Panel Monitor | $125.00 | $ |
|  | Easel (s) | $15.00 | $ |
|  |  | TOTAL | $ |
|  |  | X \_\_\_\_\_\_ days | $ |
|  |  | 20% Service Charge | $ |
|  |  | 5.5% tax | $ |
|  |  | Grand Total | $ |

Please refer to <http://concoursehotel.com/images/uploads/files/AV_List_4_1.pdf> for a full listing of all Audio Visual available to you.

# Payment Information

Payment is due along with this order. We accept credit card payment or charges can be billed to a guestroom if staying at the hotel. All charges are non-refundable. Please select payment method:

**Credit Card Payment**

Credit Card Number:       Expiration Date:

Name on Card:

Please bill above charges to my **guestroom**, confirmation #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Please Email or fax completed form to: [jwoodward@concoursehotel.com](mailto:jwoodward@concoursehotel.com) or 608-257-8454 (Fax)