



an NEA affiliate

## **2009 Convention**

**Midwest Airlines Center**  
Milwaukee, Wisconsin

**Thursday – October 29**  
**8:30 a.m. to 4:30 p.m.**

**Friday – October 30**  
**8:30 a.m. to 1:00 p.m.**

**T**he Wisconsin Education Association Council (WEAC) has served its members' needs since 1853. WEAC has more than 94,000 members in the education profession in virtually every school community in the state. The Association gears its programs to the needs of members at all levels with a dynamic thrust in the areas of legislation, political action, research, public relations, collective bargaining and improvement of instruction and professional development.

The annual convention attracts teachers and educational support staff members from all

over the state. Exhibit spaces are utilized to feature the latest in educational materials, equipment, and services. In addition, national and international luminaries, those who shape public opinion and educational ideology are featured during the two-day series of meetings and seminars.

If you're looking to reach Wisconsin educators, the 2009 Wisconsin Education Association Council Annual Convention is the place!

Visit [www.weac.org](http://www.weac.org) for updated information.

# Exhibit Information & Regulations

## Booth Cost, 2 Days

- Profit – \$400
- Non-Profit – \$300

## Booth Size

- 10 feet deep, 10 feet wide
- Booth cannot extend beyond 10 x 10
- Booth cannot extend higher than 8 feet

## Booth Includes

- Back and side draping
- Identification sign with booth number and name
- Your company name will appear on the WEAC web site and will also appear in the exhibit guide distributed on-site.

## Furniture

- **Tables, chairs, counters, electrical outlets, floodlights, etc. are not included in the space fee. Contracts for rental of equipment will be forwarded after receipt of this contract unless you purchase the Special Booth Pricing.**
- All booth decorations must be flame proofed. All hangings must clear the floor. Electrical wiring must conform with the City of Milwaukee safety regulations.

## Set-up

- Wednesday, October 28 – 7:30 a.m. to 6:00 p.m.

## Dismantling

- Friday, October 30 – 1:00 p.m. to 5:00 p.m. All materials must be removed by 5:00 p.m.
  - Exhibits must remain open until 4:30 p.m. on Thursday and 1:00 p.m. on Friday.
- It is expected every booth will be staffed during show hours. Dismantling early may inhibit your participation in future conventions.

## SPECIAL BOOTH PRICING

— 10 X 10 BOOTH —

Backside / drapery  
ID Sign • 1 6-foot Table • 2 Chairs  
1 Wastebasket

**\$350** NON-PROFIT / **\$450** FOR-PROFIT

*Please note, early discount does not apply to this offer.*

## 10% Discount for Early Registration

**For Profit & Non-Profit • Register by August 1**

**EXAMPLE: (Profit)**

**1 Booth Only = (\$400 - 10% early discount = \$360)**

**1 Booth = \$360**

**2 Booths = \$720**

**3 Booths = \$1080**

**4 Booths = \$1440**

## Liability and Insurance

- Wisconsin Education Association Council (WEAC) and the Midwest Airlines Center management or any officers or staff members will not be responsible for the safety of the property of the exhibitors from theft, damage by fire, accident or other causes, but will use reasonable care to protect exhibitors from such loss.

## Cancellation Fee

- 31 to 60 days prior to the opening of the show 100% refundable.
- 5 to 30 days prior to the opening of the show 50% refundable.
- 0 to 4 days prior to the opening of the show 0% refundable.

## Taxes and Licenses

- Exhibitors shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the WEAC Convention. Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with exhibitor activity at the WEAC Convention.

## Exhibit Information & Regulations

### Use of Space

- No booth structure or sign will be allowed which obstructs adjoining exhibits. This includes variances from the 8' height and 30" sides of the existing booths, and any extension beyond the assigned 10 x 10 space.
- All demonstrations, or other sales activities, must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of show management. Exhibits which include the operation of musical instruments, radios, sound equipment, public address systems, or any noise-making machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.
- Distribution of circulars or promotion materials may be made only within the booth assigned to the exhibitor presenting such material. No firm, organization or individual not assigned space in the exhibit area will be permitted to solicit business within the exhibit area.
- Video projection machines are limited in their operation to sales demonstrations only and shall not be used for showings designed to attract or amuse visitors. Showings of films in continuity may be made only in enclosed exhibit spaces built to protect other exhibitors from interference or annoyance.
- Exhibitors, or their agents, shall not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged.
- Use of or dissemination of helium-filled items and self-adhesive materials (i.e., bumper stickers) is not permitted.
- The rights of an exhibitor are not assignable to any other firm or person whatsoever. Identification badges are not transferable.
- WEAC reserves the right to alter locations of exhibitors or booths at their sole discretion, if deemed advisable in the best interest of the show.
- Show management reserves the right to restrict exhibits which because of noise, method of operation, materials or any other reason, become objectionable, and also to prohibit or evict any exhibit which, in the opinion of show management, may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed material or anything of a character which show management determines is objectionable to the convention. In the event of such restrictions or evictions, WEAC is not liable for any refunds of rentals or other exhibit expenses.
- No animals allowed except with permission from show management and the Midwest Airlines Center.
- **No exhibit space shall be sold to any organization which is in competition with WEAC or the WEA Insurance Trust.**

### Dianne Hellenbrand, Exhibit Coordinator

WEAC  
P. O. Box 8003  
Madison WI 53708-8003  
800-362-8034 extension 216  
608-298-2416  
hellenbrandd@weac.org  
www.weac.org



an NEA affiliate

# 2009 Convention • October 29–30, 2009

## Exhibitor Application & Contract Midwest Airlines Center

Name of company/firm/organization: \_\_\_\_\_

Exhibitor kit should be sent to: \_\_\_\_\_

Contact person address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

E-mail address: \_\_\_\_\_

Name to appear on booth ID sign: \_\_\_\_\_

Nature of business: \_\_\_\_\_

*(Specify books, maps, art supplies, teaching aides, etc.)*

Payment must accompany this form unless approved by show management. Proof of non-profit status must also accompany the form. Visa and MasterCard are accepted, please include card holder's name, number, and expiration date.

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Receipt needed?  Yes  No (If yes, a receipt will be e-mailed.)

Profit  Non-Profit  Special  
Number of Booths \_\_\_\_\_

Please indicate whether or not you will be engaged in direct sales.  Yes  No

Please indicate Member of WI Ed Representatives Assoc.  Yes  No

Booth Choice: \_\_\_\_\_ 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3

*Booths are reserved on a first-come, first-served basis.  
WEAC will determine exhibit space location.*

- The Wisconsin Education Association Council reserves the right to decline an exhibitor offer to enter into a contract and will not be liable for any expenses incurred by any party in anticipation of entering into a contract that is not executed per the terms indicated. By signing this Exhibitor Application and Contract, applicants agree to the exhibitor terms outlined in the Exhibit Information and Regulations.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

### Please return to:

WEAC  
Dianne Hellenbrand  
PO Box 8003  
Madison, WI 53708-8003

(800) 362-8034 Extension 216  
(608) 298-2416 (direct line)  
(608) 276-8203 (fax)  
E-mail: [hellenbrandd@weac.org](mailto:hellenbrandd@weac.org)

### FOR OFFICE USE ONLY

Date Received \_\_\_\_\_

Space Assigned \_\_\_\_\_

Space Charged \_\_\_\_\_

Date Paid \_\_\_\_\_

Check Number \_\_\_\_\_

