



## World Dairy Expo — Exhibitor Services Kit

The Alliant Energy Center is pleased to provide exhibitor services for the upcoming **World Dairy Expo Trade Show** held **October 3-6, 2023**. Included in this kit is the information for services and equipment available for your show.

### HOW TO ORDER

**ONLINE ORDER DEADLINE: September 22, 2023** For advanced purchase discount.

**ONLINE:** Visit [www.alliantenergycenter.com/exhibitors](http://www.alliantenergycenter.com/exhibitors)

**WE ONLY ACCEPT ONLINE ORDERS** - Paper forms will not be accepted.

### HELPFUL HINTS

- Order early ONLINE to receive DISCOUNT rates. PAPER ORDERS ARE NOT ACCEPTED.
- Ship early to avoid delays and lost shipments.
- Alliant Energy Center will not accept orders without payment in full.
- A full catalogue of equipment, supplies, A/V, and exhibit services is available online.

### IMPORTANT DETAILS

<b>Discount Price Deadline:</b>	<b>10 Days Prior to Event Start Date</b>
<b>Freight Handling receiving dates :</b>	<b>Up to 30 Days Prior with Paid Freight Handling</b> <b>For best service 7am—3pm Monday—Friday</b>
<b>Hanging Sign Information:</b>	<b>All sign hanging must be approved by World Dairy Expo along with a highlift order</b> <b>Questions contact;</b> <b><a href="mailto:service@alliantenergycenter.com">service@alliantenergycenter.com</a></b>

### PAYMENT POLICIES

- Orders received without full payment will not be processed. No phone orders.
- All charges must be paid at time of order.
- We accept all major credit cards. CASH OR CHECK IS NOT ACCEPTED.

### CANCELLATIONS ADJUSTMENTS

- Orders cancelled prior to fulfilment maybe charged a cancellation fee. Once orders are filled they cannot be cancelled.
- Exhibitor may make adjustments to their order online before the discount order deadline date at no charge.
- No adjustments/refunds will be issued after 14 days from the last day of the event,.

### TAX EXEMPTION

- The Alliant Energy Center requires an exemption certificate for Wisconsin. Alliant Energy Center cannot omit sales tax from your order without a copy of your certificate.

**LET US HELP YOU! 608.267.3950 or [service@alliantenergycenter.com](mailto:service@alliantenergycenter.com)**



## GENERAL SHOW INFORMATION

### CUSTOMER SERVICE

- 608.267.3950 email: [service@alliantenergycenter.com](mailto:service@alliantenergycenter.com)
- Office Hours: Mon - Fri; 8:00am - 4:30pm (Central Standard Time)
- No telephone or paper orders accepted; please complete and submit your order ONLINE.

### SHOW CONTACTS

- Trade Show Team at [tradeshow@wdexpo.com](mailto:tradeshow@wdexpo.com)

### EXHIBITOR SCHEDULE

Exhibitor Move-In:	7 a.m. - 5 p.m. Friday, September 29 through Monday, October 2
Show Hours:	9 a.m. - 5 p.m. Tuesday, October 3 through Thursday, October 5 9 a.m. - 4 p.m. Friday, October 6
Exhibitor Move Out:	Move out begins at 4 p.m. on Friday, October 6. You must be fully moved out by 5 p.m. on Saturday, October 7.

### Freight Handling/Receiving Information

Receiving Hours:

Mon - Fri 7:00 am—3:00 pm

### WORLD DAIRY EXPO

Exhibitor Name, Exhibitor Booth Number

1919 Alliant Energy Center Way

Madison, WI 53713

### SHIPPING ADDRESSES

**ORDER ONLINE AT: [www.alliantenergycenter.com/exhibitors](http://www.alliantenergycenter.com/exhibitors)**

## TABLES & CHAIRS ORDER

**Skirting Color Selection:**



	Description	Quantity	Advance	Standard	Total
<b>SKIRTS FOR TABLES</b>	4' Table Skirt	_____	\$ 59.00	\$ 70.80	_____
	6' Table Skirt	_____	\$ 71.50	\$ 85.80	_____
	8' Table Skirt	_____	\$ 94.00	\$ 112.80	_____
	4' all sided table skirt	_____	\$ 79.00	\$ 94.80	_____
	6' all sided table skirt	_____	\$ 94.00	\$ 112.80	_____
	8' all sided table skirt	_____	\$ 122.50	\$ 147.00	_____
	<b>PLAIN TABLES</b>	4' L x 30" H	_____	\$ 29.00	\$ 34.80
6' L x 30" H		_____	\$ 33.50	\$ 40.20	_____
8' L x 30" H		_____	\$ 40.50	\$ 48.60	_____
4' L x 42" H		_____	\$ 39.00	\$ 46.80	_____
6' L x 42" H		_____	\$ 43.50	\$ 60.60	_____
8' L x 42" H		_____	\$ 50.50	\$ 60.60	_____
White Vinyl, 8' Long (tabletop covering)		_____	\$ 16.50	\$ 26.96	_____
Satin Top		_____	\$ 16.50		_____
<b>COCKTAIL TABLES</b>	30" Round, 30" High	_____	\$ 29.00	\$ 34.80	_____
	30" Round, 42" High	_____	\$ 39.00	\$ 46.80	_____
<b>CHAIRS</b>	Plastic Chair	_____	\$ 14.50	\$ 17.40	_____
	Upholstered (Banquet Chair)	_____	\$ 26.00	\$ 31.20	_____
	Bar Stool with Back	_____	\$ 76.00	\$ 91.20	_____

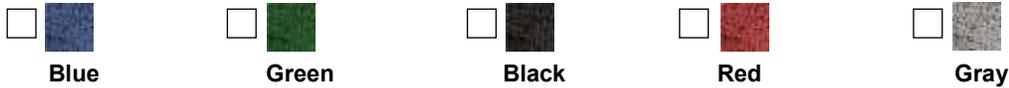
Not seeing what you need? Additional furniture, accessories and equipment available online.

**LET US HELP YOU!** 608.267.3950 or [service@alliantenergycenter.com](mailto:service@alliantenergycenter.com)

## BOOTH CARPET & VACUUMING ORDER

Prices include installation, front edge taping and pickup at the close of the show. If your carpet order is different then your booth size you **MUST** include a layout diagram.

### Color Selection for Standard Carpeting



If carpet is ordered in multiples of two or more, the carpets are not guaranteed to be a color match and may not cover your entire booth area. Please provide instructions for carpet if the ordered size does not match your booth size.

<b>STANDARD BOOTH CARPET</b>	<b>Description</b>	<b>Quantity</b>	<b>Advance</b>	<b>Floor</b>	<b>Total</b>
	10' x 10'	_____	\$ 138.00	\$ 165.60	_____
	10' x 20'	_____	\$ 276.00	\$ 331.20	_____
	10' x 30'	_____	\$ 414.00	\$ 496.80	_____
	10' x 40'	_____	\$ 552.00	\$ 662.40	_____

### Color Selection for Custom Carpeting



Custom size booth carpet is available in. You must include a layout for carpet installation if your carpet request size is different from your booth size.

<b>CUSTOM BOOTH CARPET</b>	<b>Carpet Dimension</b>	<b>Square Foot</b>	<b>Advance</b>	<b>Floor</b>	<b>Total</b>
	_____ x _____	_____	\$ 1.60 sq ft	\$ 1.92 sq ft	_____

<b>PADDING</b>	<b>Description</b>	<b>Advance</b>	<b>Floor</b>	<b>Total</b>
	10' x 10'	_____	\$ 138.00	\$ 165.60
	10' x 20'	_____	\$ 276.00	\$ 331.20
	10' x 30'	_____	\$ 414.00	\$ 496.80
	10' x 40'	_____	\$ 552.00	\$ 662.40
	Custom Padding	_____	\$ 1.60 sq ft	\$ 1.92 sq ft

		<b>Advance</b>	<b>Standard =</b>	<b>Total</b>
<b>CARPET</b>	10 X 10 booth size	_____	\$ 21.50	\$ 25.80
<b>VACUUMING</b>	10 X 20 booth size	_____	\$ 43.00	\$ 51.60
<b>TRASH</b>	10 X 30 booth size	_____	\$ 64.50	\$ 77.40
<b>COLLECTING</b>	10 X 40 booth size	_____	\$ 86.00	\$ 103.20

## SHIPPING INFORMATION / ADDRESSES / RECEIVING DATES

### GENERAL INFORMATION

All inbound shipments must have a Bill of Lading (BOL) and/or label showing the number of pieces and weight. The minimum charge for freight 0-50 pounds is \$25.50 plus tax. For shipments over 50 pounds the freight handling charge is \$.51 per pound plus sales tax and is taken from the inbound BOL and/or label with listed weight. Shipments arriving without a specified weight on the BOL or label will be assigned an approximate weight by staff.

Freight Handling Fee Includes:

- Receiving / signing for your shipment
- Storage until exhibitor move in
- Delivery to your booth
- Storage of packing materials during the event
- Return of packing materials to the booth after the event
- Outbound load out to carrier

ALL FREIGHT HANDLING FEES must be paid prior to delivery to the booth. If you have prepaid for freight handling, we will have your items in your booth when you arrive to set up. If you have sent items but not paid your handling fee, go to the service desk upon arrival and pay the fee. Your freight will be delivered as time allows. Please prepay to avoid delays.

### INBOUND INSTRUCTIONS

WORLD DAIRY EXPO  
EXHIBITOR NAME, BOOTH NUMBER  
1919 ALLIANT ENERGY CENTER WAY  
MADISON, WI 53713  
  
DELIVERY PHONE 608-267-3950

- Use this address and information on your inbound bill of lading if shipping your freight to the center.
- Receiving hours: M - F 7:00 am—3:00 pm
- All shipments must be prepaid: Collect shipments will be refused.
- Weight information must accompany all shipments.

### OUTBOUND INSTRUCTIONS

At the end of the event, pack up your shipment. Each piece (pallet/skit/crate) should be labeled with the correct delivery address. Leave 2 copies of the bill of lading attached to your shipment in your booth. The service desk has generic bill of lading if you do not have preprinted one. NOTIFY YOUR CARRIER that your shipment is ready for pick up (freight handling does not include shipping costs). Leave your shipment with the bill of lading in your booth. When your carrier arrives, we will load out and get the drivers signature.

For FedEx and UPS Ground, you must use the preprinted labels from them AND CALL FOR A PICK UP. We cannot schedule a pick up for either company, it must be done by the customer.

**WE ARE NOT RESPONSIBLE FOR ANY SHIPMENTS LEFT POST EVENT UNLESS THE EXHIBITOR HAS PAID FREIGHT HANDLING FEES.**

For any shipment without a designated carrier or shipments that have not been picked up after 4 business days, we will send the shipment out collect on common carrier (usually YRC or UPS Freight)..

**SAVE TIME...MONEY...WORRY! Ship early to our show site.**

# RUSH

EXHIBITOR MATERIAL

DIRECT TO SHOW SHIPMENT

FROM:

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DIRECT TO SHOW SHIPMENT

TO:

Event Name:

Exhibitor Name

Booth #

# of pieces

1919 ALLIANT ENERGY CENTER WAY

MADISON, WI 53713

# RUSH

EXHIBITOR MATERIAL

DIRECT TO SHOW SHIPMENT

FROM:

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DIRECT TO SHOW SHIPMENT

TO:

Event Name

Exhibitor Name

Booth #

# of pieces

1919 ALLIANT ENERGY CENTER WAY

MADISON, WI 53713



## ADVANCED/DIRECT SHIPMENT FREIGHT HANDLING ORDER FORM

### IMPORTANT INFORMATION

- Freight is accepted up to 30 days prior to your event.
- The Center receives shipments Monday through Friday 7:00 a.m.— 3:00 p.m., except holidays.
- All shipments must have a bill of lading, delivery slip, or shipping label indicating the number of pieces, and weight.

### HOW TO ESTIMATE FREIGHT CHARGES

Charges will be based on the weight of your shipment. 0-50 pounds minimum charge is \$25.50 plus sales tax

### RATES

Rate Classifications	Advance Per Pound	Minimum Advance
Crated or Skidded	\$0.51	\$25.50
	Advance Price	Minimum Advance
Machinery/Other	\$100.00/hour	\$50.00 for 1/2 hour

### INFORMATION

- Inbound weight must be listed or an estimate will be entered by staff.
- Ship pre-paid; collect shipments will be refused.
- Machinery will be unloaded into the parking lot to await placement instructions during ingress.
- Prepay for Forklift Service to save time and money. Rates will be 20% higher within 10 days of the event and during ingress/egress..

### HOW TO ESTIMATE FREIGHT CHARGES

Charges will be based on the weight of your shipment. If you are unsure, please estimate. If there is a large difference after the shipment(s) is received, we will email to notify you of any additional costs.

**SAVE TIME...MONEY...WORRY! Ship early to our show site.**



## AUDIO / VISUAL / INTERNET / TELEPHONE

All Audio Visual rentals include; delivery to the booth and pickup of equipment at close of show. Does not include an electrical connection.

<b>Item Description</b>	<b>Event Rental</b>
<b><u>LED Displays</u></b>	
32" LCD Display	\$ 225.00
<b><u>Display Accessories</u></b>	
Display tripod with 32" LCD display	\$ 325.00

### High-Speed Internet Connections

Internet services are provided by a redundant, 2 gig fiber optic pipeline to the Alliant Energy Center campus. Secure, accelerated internet services are also available, and ensure a private, un-shared connection in the following purchase options.

Dedicated, secure, reliable 15 mbps Wi-Fi connection for up to 10 devices.

		<b>Quantity</b>	<b>X</b>	<b>Price</b>	<b>=</b>	<b>Total</b>
<b>WI-FI</b>	Wi-Fi 3mbps			FREE		FREE
	Wi-Fi 15 mbps			\$ 105.00 each		

Personal Wi-Fi broadcasting through use of Mobile Hotspots is PROHIBITED!  
 These devices will interfere with internal communications as well as Wi-Fi distribution systems throughout the campus.

A dedicated and secure, 15 mbps download and upload speed hardline, delivered to your booth location.

		<b>Quantity</b>	<b>X</b>	<b>Price</b>	<b>=</b>	<b>Total</b>
<b>HARDLINE INTERNET DROPS</b>	Internet Hardline Drop - 15 mbps			\$ 310.00 each		

		<b>Quantity</b>	<b>X</b>	<b>Price</b>	<b>=</b>	<b>Total</b>
<b>TELEPHONE</b>	VOIP Telephone w/ handset (internet based)			\$330.00 each		

## FORKLIFT SERVICE

**Important Information**

- In-Booth Forklift and Labor may be required to assemble displays or when uncrating, positioning, and re-skidding equipment and machinery.
- A forklift is required for moving equipment and materials weighing 200 pounds or more within your booth.
- If you require a forklift, a crew will be assigned consisting of a forklift up to 5,000lbs with an operator. Please call for quote if forklift over 5,000lbs is required.
- Forklift crews will be dispatched in the order that requests are confirmed.
- Services not cancelled within 24 hours or a no-show forklift need, will still be charged.
- The minimum charge for forklift crew is one (1/2) hour. Forklift rental thereafter is charged in half (1/2) hour increments. All rates are subject to change if necessitated by increased labor and material costs.

Description	Advance Rate (per hour)	Standard Rate (per hour)
<b>Hourly Rate</b>	\$ 100.00	\$ 120.00

## HANGING SIGN SERVICE

- MINIMUM of two (2) people under normal circumstances. However, at discretion, based on the scope of work and safety, 3 or more men may be required.
- Please order enough time to cover both the up and down.
- Standard prices will apply to all orders placed after the deadline date.
- Rates are per lift and crew per hour.
- ONE (1/2) hour minimum per lift/crew - lift/crew thereafter is charged in half (1/2) hour increments.
- Equipment to hang sign is not included. Please make sure you have all cables/ties/chains required to hang your banner or sign.
- ALL sign hanging for booths must be approved by World Dairy Expo. You must fill out the Hanging Sign Form located in the Commercial Exhibitor Forms on World Dairy's website.

Description	Advance Rate (per hour)	Standard Rate (per hour)
<b>Hourly Rate for two operators</b>	\$ 150.00	\$ 180.00



## ELECTRICAL SERVICES ORDER FORM

Power is delivered with single plug. All cords used must be 12-gage, 3-wire, grounded type plug.

**STANDARD  
CONNECTIONS  
(110 VOLT)**

Description	Quantity	Advance	Standard	Total
1000 Watt Electrical Outlet - 10 Amps	_____	\$ 125.00	\$ 150.00	_____
2000 Watt Electrical Outlet - 20 Amps	_____	\$ 160.00	\$ 192.00	_____

**SINGLE  
PHASE  
SPECIAL  
CONNECTIONS**

Description	Quantity	Advance	Standard	Total
20 Amp. 208 V.	_____	\$ 227.00	\$ 272.40	_____
30 Amp. 208 V.	_____	\$ 268.00	\$ 321.60	_____
40 Amp. 208 V.	_____	\$ 309.00	\$ 370.80	_____
50 Amp. 208 V.	_____	\$ 350.00	\$ 420.00	_____
60 Amp. 208 V.	_____	\$ 391.50	\$ 469.80	_____
80 Amp. 208 V.	_____	\$ 508.00	\$ 609.60	_____
100 Amp. 208 V.	_____	\$ 624.00	\$ 748.80	_____

**3 PHASE  
SPECIAL  
CONNECTIONS**

3 Phase - Special Connections	Quantity	Advance	Standard	Total
20 Amp. 208 V.	_____	\$ 286.00	\$ 343.20	_____
30 Amp. 208 V.	_____	\$ 337.50	\$ 405.00	_____
40 Amp. 208 V.	_____	\$ 389.00	\$ 466.80	_____
50 Amp. 208 V.	_____	\$ 440.50	\$ 528.60	_____
60 Amp. 208 V.	_____	\$ 492.00	\$ 590.40	_____
80 Amp. 208 V.	_____	\$ 608.00	\$ 729.60	_____
100 Amp. 208 V.	_____	\$ 725.00	\$ 870.00	_____

**OTHER  
SERVICES**

Description	Quantity	Advance	Standard	Total
Air Connection (within 50')	_____	\$ 105.00	\$ 126.00	_____
Water Connection (within 50')	_____	\$ 105.00	\$ 126.00	_____

Prices include installation to booth, maintenance during the show hours, removal after the show and electrical consumption during show hours. Additional wiring within the booth is not included. Wall and column outlets are not part of the booth space and are not to be used by exhibitors. Prices for electrical service not listed will be quoted upon request. Any ungrounded equipment cords will be grounded at the exhibitor's expense. Electrician is obligated to refuse connections where wiring is not in accordance with local and National Electrical Codes.

**ORDER ONLINE AT: [www.alliantenergycenter.com/exhibitors](http://www.alliantenergycenter.com/exhibitors)**