



Wisconsin Expo, Inc.
1076 Western Drive
Hartford, WI 53027
Phone:(262) 670-1300 Fax:(262) 670-1360

Dear Exhibitor:

Welcome to Milwaukee and the **2010 SE2 Conference**. Your show will be held **September 21-22, 2010** at the Olympia Resort. We are pleased that Wisconsin Expo, Inc. has been selected as your official service contractor. Our goal is to help make sure your show participation is a success.

Each 8'x 10' booth space will be provided with the following:

- 8' high background drapes and 3' high siderails
- 1- 7"x44" booth identification sign
- 2- folding chairs
- 1- 2'x8'x30" high table skirted in show colors
- 1- wastebasket

Enclosed are our order forms describing other services that we can provide. Services include: **shipping/freight handling information, 4',6', 8'tables or 42" counter height tables, carpet, chairs, stools, easels, wastebaskets, display installation/dismantle labor, self standing display panels, booth vacuuming/silk plants or trees.**

Please note: Take advantage of our substantial price discounts! Just return your order, with payment, by September 1, 2010 and use the "ADVANCE ORDER" price. Sorry, there are no substitutions for the provided equipment listed above.

If there are any other services not listed or questions you may have, please feel free to give us a call. We are here to assist you in any way we can.

Sincerely,

Mark Everts
Wisconsin Expo, Inc.



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SHIPPING/FREIGHT HANDLING INFORMATION

Order with payment in full due: September 1, 2010

Wisconsin Expo, Inc. is prepared to receive your shipment(s), in advance of the show, at our local warehouse. You may ship via the carrier of your choice. ALL SHIPMENTS MUST BE PREPAID. Our material handling rates are based on the incoming weight of the shipment(s). Please use the formula below for calculating our material handling charges.

**Address for advance shipments to warehouse:
(Shipments may arrive August 31 through September 11, 2010)**

**Your Company Name and Booth #
2010 SE2 Conference
c/o Wisconsin Expo, Inc.
1076 Western Drive
Hartford, WI 53027**

Note: ALL SHIPMENTS MUST BE PREPAID. CRATES, SKIDDED MATERIAL, FIBERCASES AND CARTONS ONLY WILL BE ACCEPTED AT THE ADVANCE WAREHOUSE. To avoid additional charges, please stay on these schedules. Please call 262-670-1300 with any questions or special requests.

Please use the following formula to calculate your material handling charges for shipment(s) to the advance warehouse. Services provided, but not limited to, are listed below.

- Advance shipment(s) to warehouse 50-200 lbs.: \$47.95 per 100 lbs.(cwt) with a 200 lb. minimum = \$95.90
- Advance shipment(s) to warehouse greater than 200 lbs. use the following formula to calculate the charges:
Weight of shipment _____ divided by 100= _____ (round up to next whole number) equals _____.
Multiply by \$47.95 = \$ _____ total charges due.
- Small package shipment is a shipment totaling any number of pieces with a combined weight, not to exceed, 50 lbs. that is received on the same day, from the same shipper and delivered by the same carrier. \$29.95 for 1st carton; \$8.00 for each additional carton included in shipment.

ESTIMATED FREIGHT HANDLING CHARGES \$ _____

Estimate the weight if necessary. To avoid a 20% additional surcharge, please prepay freight handling charges. For shipments over 1000 lbs., please send a description and a break down of the piece count and weights. The freight handling charges include receiving freight(at warehouse or showsite), delivery to your booth, removal & storage of empty crates, return of empties and loading shipment on outbound carrier at the close of the show. Wisconsin Expo will not be responsible for concealed damage, damage occurring after the freight has been placed in your booth, or freight that has disappeared before it has been picked up at the close of the show. Make sure your materials are properly insured against fire, theft and hazards while in transit, to and from your booth and for the duration of the show. The maximum liability of WI Expo, Inc. is limited to the amount we have charged you for our freight services.

Name of Show: 2010 SE2 Conference September 21-22, 2010

Company Name: _____ **Booth Number:** _____

Address: _____ **City:** _____ **State/Zip:** _____

Ordered By: _____ **Signature:** _____

Phone: _____ **Fax:** _____ **Date:** _____

PLEASE REMIT PAYMENT WITH ORDER. ALL CHARGES MUST BE PAID BY DUE DATE LISTED ABOVE.

email: wexpo@aol.com

visit us at www.wisconsinexpo.com



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AMOUNT	WOOD DISPLAY TABLES	ADVANCE ORDER (BY 9/1/10)	FLOOR ORDER (AFTER 9/1/10)	TOTAL
_____	2'x 4'x 30" high not skirted	\$ 36.00	\$ 46.00	_____
_____	2'x 4'x 30" high skirted	\$ 70.00	\$ 80.00	_____
_____	2'x 6'x 30" high not skirted	\$ 36.00	\$ 46.00	_____
_____	2'x 6'x 30" high skirted	\$ 76.00	\$ 86.00	_____
_____	2'x 8'x 30" high not skirted	\$ 36.00	\$ 46.00	_____
_____	2'x 8'x 30" high skirted	\$ 81.00	\$ 91.00	_____
_____	2 1/2'x 8'x 30" high not skirted	\$ 40.00	\$ 50.00	_____
_____	2 1/2'x 8'x 30" high skirted	\$ 90.00	\$ 99.00	_____

RAISED TABLES (42" HIGH)

_____	2'x 4'x 42" high not skirted	\$ 41.00	\$ 51.00	_____
_____	2'x 4'x 42" high skirted	\$ 80.00	\$ 90.00	_____
_____	2'x 6'x 42" high not skirted	\$ 41.00	\$ 51.00	_____
_____	2'x 6'x 42" high skirted	\$ 86.00	\$ 96.00	_____
_____	2'x 8'x 42" high not skirted	\$ 41.00	\$ 51.00	_____
_____	2'x 8'x 42" high skirted	\$ 91.00	\$ 99.00	_____

COLORS: WHITE BLUE RED BLACK GREEN GOLD TEAL BURGUNDY SILVER SHOW COLORS

CHAIRS

_____	Folding Chairs	\$ 12.00	\$ 18.00	_____
_____	Armchairs	\$ 26.00	\$ 36.00	_____
_____	Fiberglass side chairs	\$ 20.00	\$ 30.00	_____
_____	High stools	\$ 32.00	\$ 42.00	_____

CARPETING

_____	9'x 10'	\$ 90.00	\$110.00	_____
_____	9'x 20'	\$180.00	\$220.00	_____
_____	9'x 30'	\$270.00	\$330.00	_____
_____	Special size (per square foot)	\$ 1.35/sq.ft.	\$ 1.60/sq.ft.	_____
_____	Carpet padding (per square foot)	\$.65/sq.ft.	\$.85/sq.ft.	_____
_____	Visqueen covering (per square foot)	\$.40/sq.ft.	\$.60/sq.ft.	_____

CARPETING COLORS: BLUE GREY TEAL BLACK RED BURGUNDY

MISCELLANEOUS

_____	20" TV/DVD combo	\$170.00	N/A	_____
_____	Floor standing literature rack	\$ 55.00	N/A	_____
_____	5' long coat rack w/25 chrome hangers	\$ 45.00	N/A	_____
_____	Wastebasket	\$ 9.00	\$ 12.00	_____
_____	Floor standing easel	\$ 18.00	\$ 25.00	_____
_____	24" round or square cocktail table(circle one)	\$ 30.00	\$ 40.00	_____
_____	36" round cocktail table	\$ 35.00	\$ 45.00	_____

*Please choose cocktail table height: 18"high 30"high 40"high

EXHIBITION: 2010 SE2 Conference September 21-22, 2010

SUBTOTAL: _____

COMPANY NAME: _____

SALES TAX 5.1%: _____

ADDRESS: _____

TOTAL: _____

CITY/ STATE/ ZIP: _____

DATE: _____

ORDERED BY: _____ SIGNATURE: _____

PHONE: _____ FAX: _____ BOOTH #: _____

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DISPLAY INSTALLATION/DISMANTLE LABOR
Order with payment in full due: September 1, 2010

**All labor will be assigned as close to the requested time as possible.
To guarantee labor, it must be ordered in advance.**

**Our labor rates: Straight Time between 8:00AM & 4:30PM weekdays.
Overtime before 8:00AM & after 4:30PM weekdays,
and all day Saturdays, Sundays and holidays.**

	S.T.	O.T.
Under <u>your</u> supervision with a one hour minimum:	\$60.00/hour	\$80.00/hour
Under <u>WI Expo's</u> supervision with a one hour minimum:	\$65.00/hour	\$85.00/hour

***These are advance order prices. Orders placed on the show floor may be subject to a \$5.00/hour surcharge.**

of laborers: Date: Time: Total # of hours:

Labor to set up display:

Labor to take down display:

***Calculation: Total # of hours: _____ x's applicable rate \$_____ = total due \$_____**

Exhibition: 2010 SE2 Conference September 21-22, 2010

Company Name: _____ Booth #: _____

Address: _____

City: _____ State/Zip: _____

Ordered By: _____ Signature: _____

Phone: _____ Fax: _____ Date: _____

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SELF-STANDING DISPLAY/GRID WALL PANELS

Order with payment in full due: September 1, 2010

ADVANCE ORDER ONLY

- _____ 4'x 8' SELF STANDING VELCRO PANEL \$ 125.00 each
 GREY_____ BLACK_____
- *INSTALL VERTICAL_____ HORIZONTAL_____
- _____ 4'x 8' SELF STANDING TACKBOARD PANEL(GREY) \$ 125.00 each
- *INSTALL VERTICAL_____ HORIZONTAL_____
- _____ 4'x 8' SELF STANDING PEGBOARD (GREY-1/4" HOLES) \$ 125.00 each
- *INSTALL VERTICAL_____ HORIZONTAL_____
- _____ 1 METER SELF STANDING VELCRO PANEL \$ 125.00 each
 BLACK_____ BLUE_____
- *INSTALL VERTICAL_____ HORIZONTAL_____
- _____ 1/2 METER SELF STANDING VELCRO PANEL (BLACK) \$ 70.00 each
- *INSTALL VERTICAL_____ HORIZONTAL_____
- _____ 2'x 6' VERTICAL WIRE GRID-WALL PANELS (BLACK) \$ 30.00 each
- *Please call regarding available accessories
- _____ FLAT SHELVES (white-used w/vertical velcro panels) \$ 35.00 each
- _____ ANGLE SHELVES (white-used w/vertical velcro panels) \$ 40.00 each
- _____ DISPLAY LIGHTS (need to order electrical service) \$ 30.00 each

EXHIBITION: 2010 SE2 Conference September 21-22, 2010

SUBTOTAL \$ _____

COMPANY NAME: _____

SALES TAX 5.1% \$ _____

ADDRESS: _____

TOTAL \$ _____

CITY/STATE/ZIP: _____

DATE: _____

ORDERED BY: _____ SIGNATURE: _____

PHONE: _____ FAX: _____ BOOTH #: _____

PLEASE REMIT PAYMENT WITH ORDER. ALL CHARGES MUST BE PAID BY DUE DATE LISTED ABOVE.

email: wiexpo@aol.com

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CLEANING ORDER FORM
Order with payment in full due: September 1, 2010

BOOTH VACUUMING CAN BE DONE DAILY OR ONE TIME BEFORE SHOW OPENS. TO ENSURE YOUR BOOTH IS SHOW-READY, PLEASE SPECIFY YOUR REQUIREMENTS BELOW. COST OF VACUUMING IS DETERMINED BY THE TOTAL SQUARE FOOTAGE OF YOUR BOOTH SPACE.

BOOTH SIZE ____ FT. X ____ FT. = ____ SQ. FT. X \$ 0.22 = ____ PER DAY

PER DAY PRICE \$ ____ X ____ NO. OF DAYS = \$ ____ TOTAL DUE

SILK PLANT/TREE ORDER FORM
Order with payment in full due: September 1, 2010

	ADVANCE ORDER ONLY	TOTAL
____ TABLE SIZE PLANT (GREEN)	\$ 18.00	_____
____ 3' TALL PLANT ARRANGEMENT (GREEN)	\$ 27.00	_____
____ 5' TALL TREE	\$ 42.00	_____
____ 6' TALL TREE	\$ 47.00	_____

EXHIBITION: 2010 SE2 Conference September 21-22, 2010

COMPANY NAME: _____ SUBTOTAL \$ _____

ADDRESS: _____ SALES TAX 5.1% \$ _____

CITY/STATE/ZIP: _____ TOTAL \$ _____

ORDERED BY: _____ SIGNATURE: _____ DATE: _____

PHONE: _____ FAX: _____ BOOTH NO: _____

PLEASE REMIT PAYMENT WITH ORDER. ALL CHARGES MUST BE PAID BY DUE DATE LISTED ABOVE.

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Dear Exhibitor,

To guarantee the services you desire, please fax your order along with the credit card information listed below. To keep expenses manageable, for all parties concerned, we prefer payment by company check. Please indicate your intentions below:

yes, we will be mailing a check, along with order(s), to arrive on or before September 1, 2010. Please do not process the credit card information listed below.
 no, we prefer to pay for the indicated services with the credit card information provided.

CREDIT CARD CHARGE AUTHORIZATION

 American Express MasterCard Visa

Account # _____ Expiration Date __/__/__
Security number (on back of card): _____

Cardholder's Signature: _____

Cardholder's Name(Print): _____

Company Name: _____ Booth #: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone number: _____ Fax number: _____

Exhibition: 2010 SE2 Conference
September 21-22, 2010
Olympia Resort – Oconomowoc, WI