



March 3, 2003
July 29, 2003 -
Updated with Revised Hours for the Exhibit Hall

Dear Exhibitor,

You are cordially invited to be an Exhibitor at our 17th Annual Wisconsin State Conference of the Society for Human Resource Management (SHRM), the largest state conference in the Midwest.

Over 500 human resource professionals are expected to attend this year's conference, October 15-17 at the Monona Terrace Community and Convention Center in Madison, Wisconsin. Our attendees come from diverse industries throughout Wisconsin. This will be a great opportunity to showcase your products or services! Many exhibitors attend this conference year after year and have seen the benefits it can bring.

The cost of each exhibitor's booth will be \$695. Your 10' x 10' booth will include the following:

- One 8 foot skirted table
- Back and side drapes
- Two chairs
- Carpeted exhibit hall
- A sign with your business name
- Two (2) sets of meal tickets (*Wednesday & Thursday only*)

Please note: no electrical, phone or data lines are provided with your booth (see the Items of Special Interest page in your packet).

Once again, we will be holding a reception in the Exhibit Hall on Wednesday evening. We will have a full-scale replica of the "Cheers" bar and there will be several 'activities' held throughout the night in the Exhibit Hall. On Thursday evening there will be a special reception where exhibitors can mingle with the conference attendees outside of the Exhibit Hall.

Our colors for the Conference will be maroon with cream accents.

Exhibitor booth space will be opened to approximately 110 exhibitors. Reservations will be taken on a first-come basis. If you would like to reserve a booth, we encourage you to do so as soon as possible.

Complete and return the enclosed contract and a check for the full amount. Full payment must be received by August 31, 2003. We will be contacting you as the conference draws nearer.

We are also seeking advertisers and sponsors for the Conference. Information about advertising and sponsorship is enclosed. This is an excellent opportunity to show your support to SHRM and receive recognition for your efforts.

As always, if you have any questions, please don't hesitate to give us a call.

Sincerely,

Stacey Forbes
Co-Chair, Exhibits Committee
Phone: (920) 996-0610
Fax: (920) 380-0950
E-Mail: stacey.forbes@rhi.com

Kristine Hackbarth-Horn
Co-Chair, Exhibits Committee
Phone: (920) 406-3539
Fax: (920) 468-2232
E-Mail: kristine_hackbarth-horn@ki.com

17th Annual Wisconsin State SHRM Conference

AFFILIATE OF



October 15 – 17, 2003

Monona Terrace
Community and Convention Center
Madison, WI

Exhibitor Packet

- Exhibitor Application & Agreement
- Booth & Package Selection Form
- Advertising Information
- Exhibitor Timeline
- Donation Form (door prizes)
- Sponsorship Opportunities
- Special Interest Items



EXHIBITOR APPLICATION AND AGREEMENT

We, the undersigned, contract for exhibit space and services at the Wisconsin State SHRM Conference on October 15 – 17, 2003 at the Monona Terrace Community and Convention Center in Madison, WI.

Please print and complete all of the necessary forms. Be sure to sign the signature line on the bottom of Page 3. You can fax your completed forms to Stacey Forbes at 920-380-0950, or mail them along with payment to: Stacey Forbes, Robert Half International, Inc., 100 W. Lawrence St., 3rd Floor, Appleton, WI. 54911.

Organization Name: _____

Contact (name & title): _____

Address: _____

Telephone: _____

Fax: _____

E-mail Address: _____

Products/Services to be exhibited: _____

Name of Attendees:

1. _____

2. _____

Additional Attendees:

3. _____

4. _____

5. _____

Please note: If you are having additional people attend you will need to purchase additional meal tickets. The cost is \$50 for Thursday Lunch/Dinner, and \$15 for Friday breakfast for each additional attendee beyond the two included in the base price. Please include ____ additional Lunch/Dinner tickets, and ____ Friday Breakfast tickets.

Will have item(s) for door prize? Yes No

Do you require an invoice? Yes No

All applications must be accompanied with full payment for each booth/package requested. Full payment **must be received no later than August 31, 2003** to confirm your reservation.

Make checks payable to: Wisconsin State Council - SHRM.

Return application and checks to: Stacey Forbes
Robert Half International, Inc.
100 W. Lawrence St., 3rd Floor
Appleton, WI 54911

OR charge the following amount \$ _____ to my credit card: # _____

Visa or MasterCard (please circle one) Expiration Date: _____

Authorized Signature:

- Revised Exhibit Hall Hours Noted

Booth & Ad Special Packages

Save 10 % by ordering now

<u>Package</u>	<u>Included</u>	<u>Total Cost</u>
Package A	Booth Only.....	\$695.00
Package B	Booth & Business Card Ad.....	\$715.50
	\$695 Booth	
	\$100 Ad	
	\$795 Normal Cost	
	<u>- 79.50</u> Less 10%	
	\$715.50 Package Cost	
Package C	Booth & 1/4 Page Ad.....	\$801.00
	\$695 Booth	
	\$195 Ad	
	\$890 Normal Cost	
	<u>- \$89</u> Less 10%	
	\$801.00 Package Cost	
Package D	Booth & 1/2 Page Ad.....	\$895.50
	\$695 Booth	
	\$300 Ad	
	\$995 Normal Cost	
	<u>- 99.50</u> Less 10%	
	\$895.50 Package Cost	
Package E	Booth & Full Page Ad	\$985.50
	\$ 695 Booth	
	\$ 400 Ad	
	\$1,095.00 Normal Cost	
	<u>-109.50</u> Less 10%	
	\$985.50 Package Cost	
Package F	Booth & Full Page Color Ad.....	\$1,165.50
	\$ 695 Booth	
	\$ 600 Ad	
	\$1,295 Normal Cost	
	\$ - 129.50 Less 10%	
	\$1,165.50 Package Cost	

CHECK THE APPROPRIATE ITEMS

I would like to choose package _____ (Options A-F) Vertical or Horizontal (circle one)

Ad only: (please choose one of the following)

- Business Card
- Vertical – 1/4 page
- Horizontal – 1/4 page
- Vertical – 1/2 page
- Horizontal – 1/2 page
- Full Page

Please include this page with your agreement

Advertising Information

Ads are available in the following sizes. All ads must be sent electronically as noted below.

Ad Size	Total Dimensions	Cost
Business Card	3-1/2 " x 2 "	\$100
1/4 page Vertical	3-3/4" x 5"	\$195
1/4 page Horizontal	5" x 3-3/4"	\$195
1/2 page Vertical	3-3/4" x 10-1/4".....	\$300
1/2 page Horizontal.....	7-3/4" x 5"	\$300
Full Page.....	7-3/4" x 10-1/4".....	\$400
Full Page (Full Color).....	7-3/4" x 10-1/4".....	\$600

Electronic Ad File Submission Instructions

Ads must be submitted in one of the following formats (listed in order of desirability):

- Adobe Illustrator EPS file, with all fonts converted to outlines
- Quark Xpress file, including all fonts and graphics
- Adobe Photoshop TIFF or JPEG file, with a resolution of at least 1200 dpi
- High resolution PDF (600 dpi or higher), include all fonts
- High resolution, camera-ready hard copy

NOTES:

- For files over 5MP in size, please contact Amy Doepke for further instruction.
- All 2-color ads should be set up using black and maroon.
- We also request that you please fax/send a hard copy of the ad to Amy

Important: All ads must be submitted electronically to amy.doepke@atticangel.org by August 15, 2003 in order to be placed in the conference program. The subject line must reference Wisconsin SHRM State Conference. Payment must be submitted with total exhibit payment.

If you have additional questions about advertising requirements or instructions please contact one of the following advertising co-chairs:

Chad Schmidt
c/o Johnsonville Sausage Company
P.O. Box 906
Sheboygan Falls, WI 53085
PH: 920.451.4505
FX: 920.459.7824
Email: cschmidt@johnsonville.com

Amy Doepke
c/o Attic Angel Place
8301 Old Sauk Road
Middleton, WI 53562
PH: 608.662.8847
FX: 608.662.8800
Email: amy.doepke@atticangel.org

17TH ANNUAL WISCONSIN STATE SHRM CONFERENCE

October 15 – 17, 2003

Exhibitor Timeline

Wednesday, October 15th (4:30 PM – 9:00 PM)

- 1:00 AM – 4:00 PM Exhibitor Setup
(Please note these setup times, if you feel you will need more time to setup your booth, special arrangements can be made with Valley Expo Services).
- 4:30 PM – 9:00 PM** Exhibit Hall Opening Reception

Thursday, October 16th (7:30 AM – 6:30 PM)

- 7:30AM – 8:30 AM Exhibit Hall Open (Continental Breakfast in Exhibit Hall)
- 9:45 AM – 10:45 AM Exhibit Hall – Conference Break
- 12:00 PM – 1:00 PM Exhibit Hall – Lunch break (Box lunch in Exhibit Hall)
- 2:15 PM – 3:15 PM Exhibit Hall – Conference Break
- 3:30 PM – 7:30 PM Exhibit Hall Closed – Exhibitor Booth Tear Down
- 4:30 PM – 6:00 PM** **Exhibit Hall – Exhibitor Reception (Hors d' oeuvres and Cocktails –**
This event will not be held in the exhibit hall. It will be located in the Community Terrace. All large door prizes with at \$30 value or greater will be given away. Exhibitors are encouraged to attend and to take part in the give away presentations and meet the winner of their door prize.)

Donation Form

If you are interested in donating “goodies” to be placed in the attendees’ registration bags, please fill in the following information.

Company Name: _____

Contact Person: _____

Phone Number: _____

We would like to donate:

Registration bag “goodies” Item (s) _____

- If you provide “goodies” you should plan for approximately 800 of each.
- These items will need to be sent to the following address by **Tuesday, October 14th**.

**Stacey Forbes
Robert Half International, Inc.
100 W. Lawrence St., 3rd Floor
Appleton, WI 54911**

Door Prize Give-Away’s for Wednesday & Thursday

There are two types of door prizes as follows:

1. Door prizes for our large drawings (of a \$30 or greater value) will be given out during the Exhibitor Cocktail Hour between 4:30 p.m – 6:00 p.m. on Thursday. The name of the winner and your company is recognized over the PA system for your donation. Exhibitors are encouraged to be present to pick the winner from the drum and present them with their door prize. **We will collect these door prizes throughout the day on Thursday.** Please note: this event will not be held in the exhibit hall, but will be held in the Community Terrace. This will allow all exhibitors the chance to begin to pack up their booths after the 3:15 p.m. break is complete.
2. Door prizes awarded through business card raffles at your booth. The name of the winner and your company will be projected on to a screen in the exhibit hall. Winners will come to your booth to pick up the item.

You may include this form with your agreement or have mailed/faxed/emailed by **August 31, 2003** to:

**Stacey Forbes
Robert Half International, Inc.
100 W. Lawrence St., 3rd Floor
Appleton, WI 54911
Stacey.forbes@rhi.com
PH 920.996.0610
FX 920.380.0950**

Sponsorship Opportunities

Sponsoring events at the annual SHRM State Conference is an excellent way for your organization to market itself to over 500 Human Resource professionals from across the State of Wisconsin. There are a variety of sponsorship opportunities which may include sponsoring breaks, receptions, lunches or entertainment – just to name a few. The dollar value ranges from approximately \$500 to \$12,000. In exchange for sponsoring a conference event, examples of what you may receive include: advertising space in the conference program, recognition at the general assembly, and / or an exhibit booth. The amount of the sponsorship will determine the types of marketing exposure you will receive.

If you would like to be a sponsor or have any questions regarding sponsorship, please phone our Sponsorship Committee Chair or fill in your information below and you will be contacted.

Yes, I am interested in exploring sponsorship opportunities. Please have the Sponsorship Committee Chair contact me.

Name: _____

Company: _____

Address: _____

Phone: _____

E-Mail: _____

Items of Special Interest to Exhibitors

- Make your reservations with the hotel early. Blocks of rooms are reserved at the Hilton Madison Monona Terrace. Reserve your room by calling 1-800-Hiltons (445-8667) at \$134 per night. Inform them that you are with the Society for Human Resource Management and receive the special conference rate. Parking is available at the Hilton Hotel at a rate of \$9 per day.
- Additional rooms are blocked at the Best Western Inn on the Park. Reserve your room by calling 1-800-279-8811 for \$99 per night. Inform them that you are with the Society for Human Resource Management and receive the special conference rate.
- Valley Expo will be handling this year's exhibits. They will be sending you a packet of information a few months before the conference. If you have specific questions before that, you can contact Todd Schwartz at 608-221-4100.
- **Please note: Your booth does not contain electricity or phone/data lines.** These will need to be ordered directly through the Monona Terrace. Information on how to order electricity or phone lines will be mailed to you with your exhibitor package a few months prior to the conference.
- Shipping & receiving of booths or other supplies should be coordinated directly with Valley Expo. The conference committee will not take responsibility for ensuring your items arrive and are later shipped out properly. This is your responsibility.