



You are cordially invited to exhibit at the **28th Annual Wisconsin SHRM State Conference** this year which will begin on Wednesday, October 15, 2014. Plans are now taking place to bring you another great conference to be held at the [Monona Terrace](#) in Madison, Wisconsin. Over 850 human resource professionals attend our conference from across the State of Wisconsin each year. As at past conferences, there will be many speakers presenting learning sessions containing the most up-to-date information on a wide range of topics. In addition to learning, once again you will be able to participate in activities and entertainment that is being lined up for your enjoyment. The conference will come to a close on Friday, October 17, 2014, where you and your HR colleagues will part with memories of another great conference. Thank you for considering the opportunity to exhibit at the **2014 WI State SHRM Conference**. We hope to see you there!

Check back here for regularly posted updates on exhibit area services and exciting activities
The following should provide you with additional information about this exhibit opportunity:

Exhibit Hall Hours

Wednesday, October 15th

- 11 a.m. – 3:00 p.m. – Exhibit Hall Set-up
- 3:00 p.m. – 7:30 p.m. – Exhibit Hall Opening Night **(We listened to your feedback! New change in start time to provide more opportunity to interact with attendees.)**

Thursday, October 16th

- 9:00 a.m. – 3:30 p.m. – Exhibit Hall Open
- 11:00 a.m. -1:00 p.m. – Buffet lunch for Exhibitors

Thursday's Breaks In Exhibit Hall

- 9:45 a.m. – 10:45 a.m. – Morning break in the Exhibit Hall
- 12:00 p.m. – 1:15 p.m. – Attendee Lunch in the Exhibit Hall
- 2:30 p.m. – 3:30 p.m. – Afternoon break in the Exhibit Hall
- 3:30 p.m. – 5:15 p.m. – Exhibit Hall tear down

It is expected that you will have someone available to staff your booth during the above noted hours.

Theme/Activities

This year's theme is **"Be HR Smart"**. We have chosen teal, pink and black as the colors for the Exhibit Hall.

Wednesday and Thursday Exhibit Hall Activities

Attendees will have the opportunity to participate in activities while the Exhibit Hall is open on Wednesday and Thursday. Attendees will be asked to collect something from random Exhibitors to earn the chance to win some great prizes! ***To help promote attendees to stay in the exhibit hall on Wednesday night we will have a large drawing in which they have to be present to win at 7:30 p.m.***

Stay tuned for further details...

Thursday, October 16th

- Please remember that the exhibit hall does open 45 minutes before the keynote speaker is finished so traffic may be a bit light until 9:45. During the day we will be having our morning and afternoon breaks with beverages and plenty of snacks. In addition, attendee lunch will be served in the Exhibit Hall.
- Please join us for an exciting night of entertainment and great food!

Friday, October 17th

With the Exhibit Hall closing at 3:30 p.m. on Thursday, you are still welcome to attend the conference as a participant on Friday. Our keynote speaker for Friday is presenting from 8:30 a.m. to 9:45 a.m. Please note that your meal expense is not included in the exhibitor pricing. The pricing is \$50 per person, which includes breakfast, lunch and keynote. If you wish to attend breakfast or lunch on Friday you are more than welcome, however please be sure to register.

Breaks/Lunch/Dinner

Wednesday night you are welcome to partake in the appetizers throughout the hall. There will also be cash bars throughout the hall.

As an exhibitor you will be provided with Thursday lunch and Thursday night meal/entertainment for up to a max of 4 exhibitor attendees (per organization) that are registered by September 30, 2014. Any additional exhibitor attendees for Thursday lunch will be charged \$20.00 and for Thursday night meal/entertainment will be charged an additional \$30.00.

A max of 4 lunch tickets will be provided to exhibitors upon registration for Thursday's lunch. We will have a separate room for the exhibitor's buffet style lunch.

Booth Prize Give-Aways

If you would like to collect business cards at your booth for a prize there are two different ways we ask that you work with us to distribute them:

Option One – Media Screen Listing

You will be able to start drawing names of the winners on Wednesday night and throughout the day on Thursday. All winners name's will be posted on a media screen listing the name of the winner and giving them directions to pick up their prize at your

booth. Please note: each booth will be limited to posting 4 winners. If your winner(s) do not claim their prize, you may want to consider either sending it to them or dropping it off at their place of business after the conference. The winner's names must be **submitted before 2:15 p.m. on Thursday.**

Option Two – Exhibitor Booth Give-Away

You can also choose to coordinate a giveaway right at your booth. This option would allow you to select your own winner. You can determine a time or a process in which you would announce a winner when the exhibit hall is open. If you elect to do your own drawing we ask that you be courteous of your fellow exhibitors in your immediate area by respecting their exhibitor space and the noise level to the extent possible.

Exhibit Pricing

Early Bird Price! Register by June 1st and pay only \$925 or \$1850 for a double booth.

Prices after June 1, 2014 increases to \$1,100 for a single booth and \$2,200 for a double booth. Registrations after September 30, 2014 will have a registration fee of \$1,400 per booth. Each 10 x 10 booth includes the following:

- One 8' x 30" skirted table
- Back and side drapes
- Two chairs
- A 7" x 44" sign with your business name
- Meals (max of 4) for each registered exhibitor. (Wednesday and Thursday only).

**electrical and any additional special requests for your booth should be requested directly with Monona Terrace.

Session Attendance

In the past, we have been very supportive of allowing our exhibitors to attend sessions provided the sessions are not full and the exhibitor still maintains a presence at their booth. In recent years, several organizations have registered their HR generalist staff through the exhibitor registration process to avoid the attendee registration fee. Because of this, we are asking that if you have staff attending for the main purpose of going to the learning sessions, they must register as an attendee. It is our hope organizations will respect this.

Food & Beverages

We are under contract with Monona Terrace for providing all food and beverages. You can bring in a prepared food item provided you do not cook, brew or bake it onsite.

Advertising

If you would like to advertise in our conference program you can get additional information by going to www.wishrm.org and clicking on the 2014 WI SHRM State Conference Logo at the top of the web page. Once you are on the website click on the "Advertising" section for additional information. Please note if you exhibit there is a 10% discount off of advertising based on the size ad you would like. Primary exhibitors will be able to sign up for advertising during their registration process.

Sponsorship

Sponsoring is an opportunity to maximize your firm's exposure at the conference while demonstrating commitment to the HR profession. Sponsorship packages range from \$750 to \$10,000, with higher levels waiving booth and advertising costs. Our sponsors are also rewarded with preferred placement in the exhibit hall in addition to other recognition opportunities throughout the conference. Primary exhibitors may indicate their interest during the registration process to be contacted by one of our Sponsorship Co-chairs.

Website Vendor Directory

If you wish to be a part of our Wisconsin SHRM State Council Website, you can purchase a spot in our online Vendor Directory. For the low cost of **\$300**, you can select to be included on this page from **January 1, 2015 – December 31, 2015**. Your listing will include your company name, brief ten word description of your organization or headline, contact information and a hyperlink to your company website. Look for this option as part of the exhibitor registration process.

Students

Each year we invite, encourage and support college students that have elected the Human Resource field as their professional path to be active attendees at our conference. As an exhibitor of this conference we are asking for your help to provide the same level of support to educate or provide insights into your products and services to the students. These individuals are the future of our profession and it could only be less than a year away when they are in positions that could influence decision making on your services or products. We really appreciate your willingness to partner with us.

General Liability Insurance

The Exhibitor agrees to maintain general liability insurance in an amount not less than One Million Dollars (\$1,000,000) to cover its potential liabilities and to name Wisconsin Council SHRM as additional insured's under Exhibitor's liability policy for the duration of the exhibit including move-in and move-out periods. Exhibitor shall assume responsibility for its officials, agents or employees, from theft, damage by fire, accidents or other causes. The Exhibitor agrees to make no claim against Wisconsin Council SHRM and will protect, indemnify, defend and save the above-named, harmless from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident, bodily injury, property damage, theft or loss, or other claims or occurrences to any person, including exhibitor, its employees and agents, or any business invitees, arising out of or related to exhibitor's occupancy or use of the exhibition premises.

Grand Door Prize Give-Away

An excellent way to receive recognition for your organization is to donate a prize for our Grand Door Prize Give-Away. We are asking that the value of these prizes be of a **\$100 value or greater**. These door prizes will be given away during our event on Thursday evening. Winners will be selected from the prize drum that will be located in the exhibit hall Wednesday night and throughout the day on Thursday.

To Register

Go to www.wishrm.org and click on the 2014 WI SHRM State Conference logo on the main page. Once you are on the home page for the conference, click on the Exhibitors tab and then follow the registration process. **All registration fees must be paid in full at time of registration to secure your exhibit booth.** A 50% cancellation fee will be charged for cancellations made by August 31, 2014. There will be no refunds for cancellations made after August 31st!

- **Organizational ID (email address) & Password** - Please realize that when you go to register as an exhibitor the email address of the person registering for your organization will become your user ID. In addition you will be asked to create a password for your organization. Take note of this information as it will be your responsibility to keep up-to-date the names of the individuals from your organization that will be staffing the booth throughout the conference.
- **Organization Single Point of Contact** – To help facilitate communications for our exhibiting organization this year, when you register on-line, you will be asked to provide us with one point of contact for your organization. All exhibitor updates and information will be forwarded to this one contact. This individual can be different from the individual who registers your organization on-line.
- You will also find a link to our hotels and a timeline for the conference called “Conference at a Glance”, as well as information on conference attire, speaker, sponsorship and advertising information. This site will continue to be updated until the conference, so make sure to mark it as a favorite and return to it often.

Thank you for your interest in the 2014 WI SHRM State Conference. We look forward to seeing you there. If you have any additional questions, please feel free to contact:

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