

# Wisconsin Association for Middle Level Education, Inc. Annual Conference Exhibitor Information – 2009

WHERE: Chula Vista Resort  
Wisconsin Dells, Wisconsin

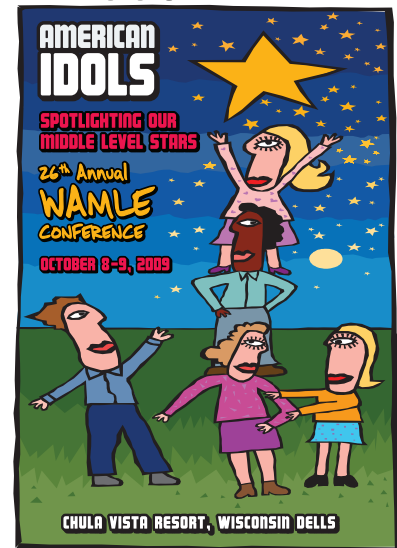
WHEN: Thursday, October 8 and Friday, October 9, 2009

WHO WILL BE THERE: Approximately 200 attendees are school leaders, teachers, counselors, principals, and college students.

WHAT IS PROVIDED: 8' x 8' area with one banquet table, tablecloth, skirt, and two chairs

WHO TO CONTACT: Barb Sparish, Exhibit Chair  
Alexander Middle School  
540 Birch Street  
Nekoosa, WI 54457

Phone: 715-886-8050  
Fax: 715-886-8097  
barb\_sparish@nekoosa.k12.wi.us



SPACE PROVISIONS: Exhibition space is very limited. Space assigned based on receipt of registration material. Confirmation of space will be sent to you as promptly as possible. Exhibitors who setup beyond their assigned space (s) with their own display items/tables, or who ask for extra tables will be assessed a charge for the additional space. Equity of exhibit space is important to all.

ELECTRICITY: Available if requested in advance with an additional fee. Chula Vista recommends that you bring your own extension cord as supply is limited and there may be an additional fee.

AMENITIES: Exhibitors are welcome to join us for lunch on Thursday and lunch on Friday. All of this is complimentary.

EXHIBIT FEE: \$180 per 8X8 space with 1 table and 2 chairs. Payment is required within 2 weeks of registration to reserve your space.

SHIPPING: Ship materials to the Chula Vista Resort with arrival no earlier than 3 days prior to setup, which would be October 5th. Items should be addressed as follows:  
Attention: Barb Sparish  
WAMLE Conference – Exhibits  
October 8 -9, 2009  
Chula Vista Resort  
Hwy. 13  
Wisconsin Dells, WI 53965  
(800) 388-4782 Fax: (608) 254 -7653

<b>TENTATIVE PROGRAM SCHEDULE</b>	Thursday, 10/8/09		Friday, 10/9/09	
	begin	end	begin	end
<b>Exhibit Set Up</b>	<b>7:30am</b>	<b>10:00am</b>	<b>Exhibits Open</b>	<b>7:30am 1:30am</b>
<b>Exhibits Open</b>	<b>10:00am</b>	<b>1:00pm</b>	Registration	7:30am 11:30pm
Registration	7:30am	1:00pm	Introductions	8:00am 8:15am
Learning Lab A	8:30am	11:30am	Keynote Speaker	8:15am 9:00am
Lunch	11:30am	12:30pm	Visit Exhibits	9:00am 9:30am
Visit Exhibits	12:30pm	1:00pm	Breakouts	9:30am 11:40am
Learning Lab B	1:00pm	4:00pm	Lunch, Exhibits	11:40am 1:00pm
			Breakouts	1:00pm 2:00pm
			Closing	2:00pm 2:40pm

**REGISTRATIONS  
DUE BY  
September 1, 2009**

## **WISCONSIN ASSOCIATION FOR MIDDLE LEVEL EDUCATION CONFERENCE EXPOSITON GUIDELINES**

1. **SIZE AND SPACE:** A banquet table will be provided for use by the exhibitor per space reserved. Additional display items must be placed within the limits of the 8' table or the table may be committed. Height should be limited so as not to obstruct the general view of other exhibits. If height is excessive, request placement along a wall.
2. **FIRE, SAFETY, AND HEALTH:** The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fires, safety, and health. All exhibit equipment and materials will be reasonably located within the booth and protected by safety guards and devices where necessary.
3. **MOVING PICTURES, SOUND DEVICES AND LIGHTING:** Audio-visual aids will be permitted if turned to a conversational level. Distracting lighting effects will not be permitted. WAMLE reserves the right to limit the use of said aids, if necessary.
4. **SUBLETTING SPACE:** The exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials from other sources than its own in the exhibit space without consent of WAMLE.
5. **DISTRIBUTION OF MATERIALS:** Canvassing in the exhibit halls or distribution of advertising matter or souvenirs representatives of non-existing firms is strictly forbidden.
6. **LIABILITY:** WAMLE will not be liable for injury to exhibitors or their employees or for damages to property in their custody, owned or controlled by them, which claims for damages, injuries, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and the exhibitor shall indemnify and hold WAMLE harmless against any such claim. WAMLE will not be liable for loss or damage to the property of the exhibitor or his representatives or employees from theft, fire, accident, or other cause.
7. **POWER:** It is mutually understood and agreed that WAMLE shall use proper and reasonable care to have all power services installed in time for the opening of the show. Proper and reasonable care shall also be taken to prevent the interruption of power services during the exhibition. However, WAMLE shall not be held responsible for later installation or interruption of any services that may occur.
8. **INTERNET SERVICE:** Chula Vista will provide exhibitors with wireless internet service at no cost in the exhibit hall.
9. **UNOCCUPIED SPACE:** WAMLE reserves the right, should space remains unoccupied, to use said space in any manner.
10. **SPACE REFUND:** If an exhibitor must cancel his space for good and sufficient reason, WAMLE will refund 75% of the exhibitor's contract obligation up to 70 days prior to the opening of the conference. If an exhibitor must cancel his space in the 40-70 day period prior to the opening of the conference, WAMLE shall refund 50% of the exhibitor's contract obligation. If an exhibitor cancels during the final 40 days prior to the conference, WAMLE shall retain 100% of the exhibitor's contract obligation.
11. **FULFILLMENT OF CONTRACT:** In case the conference site is damaged or destroyed by fire, the elements or by any other cause, or if circumstances shall make it impossible for WAMLE to permit an exhibitor or exhibitors to occupy the space as assigned during any part of the whole of the period covered; then during such circumstances, WAMLE and the conference site will not be liable for the fulfillment of this contract as to the delivery of space and the exhibitor will be reimbursed a proportionate share of the space rental.
12. **WAMLE RESERVES THE RIGHT TO ACCEPT OR REJECT ANY APPLICATION FOR SPACE**

## WAMLE APPLICATION FOR EXHIBIT SPACE

COMPANY NAME: List names as you would like to appear in the exhibitor information brochure.  
 Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone (\_\_\_\_) \_\_\_\_\_  
 E-mail address \_\_\_\_\_  
 Web Site \_\_\_\_\_  
 Contact Person \_\_\_\_\_

FOLLOW-UP CORRESPONDENCE SHOULD BE ADDRESSED TO:  
 Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone (\_\_\_\_) \_\_\_\_\_  
 E-mail address \_\_\_\_\_  
 Web Site \_\_\_\_\_  
 Contact Person \_\_\_\_\_

**DESCRIPTION OF EQUIPMENT, PRODUCTS, OR SERVICES TO BE DISPLAYED:**

This will appear in the exhibitor information brochure

**BOOTH REPRESENTATIVES:**

**PRIZE DRAWINGS:** This is an opportunity to promote your product or service by donating a prize to the WAMLE prize drawings.

\_\_\_ Yes, I will donate a prize (description) \_\_\_\_\_

\_\_\_ No, I am unable to donate a prize

**Terms and Conditions**

- ◆ Enclose full payment for space(s) requested.
- ◆ Make checks payable to Wisconsin Association for Middle Level Education.
- ◆ Payment must be received within two weeks of the conference to hold the space.
- ◆ Confirmation notice will follow upon receipt of application and fees.
- ◆ Exhibitor makes hotel accommodations – request the WAMLE rate.

**Please fill in the information below**

First 8' x 8' space with table, tablecloth, skirt, and 2 chairs, wireless internet	\$180	_____
Second 8' x 8' space with table, tablecloth, skirt and 2 chairs	\$180	_____
Electrical hook-up fee: 110 amps	\$55	_____
220 amps	\$110	_____

**TOTAL AMOUNT ENCLOSED**

I, the exhibitor, hereby agree to abide by all exhibit terms and conditions stated above and in the WAMLE Exposition Guidelines.

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

Title \_\_\_\_\_

Return to: Barb Sparish  
 Alexander Middle School  
 540 Birch Street  
 Nekoosa, WI 54457  
 Phone: (715) 886-8050  
 FAX: (715) 886-8097

**DEADLINE: September 1, 2009**