



SuperCon'24

Exhibitors and Sponsors

SECURE YOUR EXHIBIT SPACE TODAY!!!



Connect with **700+** attendees over **TWO** days

February 6-8, 2024 at Glacier Canyon Conference Center in Wisconsin Dells

| | |
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| On-Site Program Sponsor (1 available) – SOLD OUT | \$2,500 |
| NEW! Welcome Reception–Social Event Sponsor – SOLD OUT | \$2,500 |
| Platinum Sponsorship with double booth (8x20) – SOLD OUT | \$2,700 |
| Platinum Sponsorship with single booth (8x10) – SOLD OUT | \$2,350 |
| Gold Sponsor | \$1,500 |
| Casino Night Sponsor (1 available) – SOLD OUT | \$1,500 |
| Drink Ticket Sponsor (1 available) – SOLD OUT | \$1,500 |
| Silver Sponsor | \$1,000 |
| Coffee Station Sponsor – SOLD OUT | \$1,000 |
| Breakfast + Lunch Sponsor – SOLD OUT | \$750 |
| Lanyard Sponsor (1 available) – SOLD OUT | \$750 |

For more information contact Mary Austinson: maustinson@abcwi.org or 608-244-5883



2024 SUPERCON SPONSOR REGISTRATION

February 6-8, 2024 at Glacier Canyon Conference Center in Wisconsin Dells

ONLINE REGISTRATION: abcwi.org/superconsponsor



About the SuperCon Exhibit Show

The ABC of Wisconsin SuperCon Exhibit Show is an excellent opportunity to meet with hundreds of convention attendees! The room layout has exhibitors in the same room as meals and general sessions. Breaks will also be staggered to allow for better flow of attendees to the booths. Snack breaks will be held near the exhibitors.

Exhibits will be open Wednesday, Feb. 7 from 9 a.m. to 3 p.m. and Thursday, Feb. 8 from 7 a.m. to 3 p.m. Exhibitors are welcome to attend breakfast and lunch each day, as well as Casino Night on Wednesday. This show sells out, so register early. A few, smaller table-tops are available in the corridor for additional exposure. These displays will not accommodate large equipment or supplies and may not have access to electrical.

EXHIBIT BOOTHS

Booth Space (ABC Member Rates)

| | |
|--------------------------------------|---------|
| Single Booth w/pipe & drape (10'x8') | \$900 |
| Double Booth w/pipe & drape (20'x8') | \$1,700 |
| End Cap (16'x8') – SOLD OUT | \$1,500 |
| Hallway Table (8' table) | \$900 |

Booth displays include electricity and food/drink. One 8' skirted table, two chairs and a booth sign displaying the company name will also be provided. Hallway table has limited draping and electric. Booth or table top price includes **three persons** for Wednesday Lunch, Wednesday Casino Night and Thursday Breakfast and Lunch. **Additional attendees cost \$100 each and must be registered separately.**

Schedule

- **Set Up:** Tuesday, Feb. 6, 2024 from 2-5 p.m.; Wednesday, Feb. 7, 2024 from 7-9 a.m.
- **Open:** Wednesday, Feb. 7, 2024 from 9 a.m. to 3 p.m.; Thursday, Feb. 8, 2024 from 7 a.m. to 3 p.m.
- **Tear Down:** Thursday, Feb. 8, 2024 from 3 p.m. to 6 p.m.

Times subject to change.

Terms & Conditions

PAYMENT DATES: If paying by credit card, payment in full is due at the time of registration. If paying by check, full and final payment must be received within 15 business days of registration. Failure to submit credit card information online or failure to submit check by the due date will result in the loss of exhibitor's booth space.

BOOTH FURNISHINGS, EQUIPMENT AND SERVICE: A uniform style exhibit booth, 10-ft wide x 8-ft deep or 16 ft wide x 8 ft deep, will be provided with pipe, drape, one draped table and two chairs. Any additional items, i.e., extra tables, chairs, etc., above what is included in the cost of a booth, is available through the display company. Exhibitors shall be responsible for any additional charges for additional equipment. Hallway displays will be limited to a draped table and two chairs and limited pipe and drape, for smaller displays only.

EXHIBIT GUIDELINES: Displays must not obstruct the views of adjacent booths. Side walls of displays are not to exceed 4 feet in height. Exhibit materials must remain in the exhibitor's width and depth. Exhibitors exceeding the limitations may be asked to dismantle or remove that portion from the exhibit.

ASSIGNMENT OF BOOTH SPACE: Booth space will be assigned by ABC WI in its sole discretion as applications and payments are received and accepted. ABC WI reserves the right to make and/or to change all booth space assignments at any time, as it deems appropriate.

DISMANTLING AND STAFFING OF EXHIBITS: Exhibit booths should be staffed during all hours that the show is open, and no exhibitor will be permitted to dismantle an exhibit prior to the close of the Exhibit Show. Dismantling of exhibits must take place after the end of the Exhibit Show. Any exhibitor violating this regulation may be denied exhibit booth space at future ABC WI events.

EXHIBIT STAFF REGISTRATION: Each exhibitor is allotted two complimentary badges per booth. Additional badges can be purchased at an additional cost. The exhibitor badge permits registrants to gain admittance to the Exhibit Show and

to attend all non-ticketed functions, if any. Exhibitors must pick up credentials, packets and badges during set-up. Exhibitor badges are not transferable.

FAILURE TO OCCUPY BOOTHS: Booths not occupied by 1:00 p.m. on February 7, 2024, shall be lost by respective exhibitors and the booth may be resold, reassigned, or used by the exhibit staff without refund, unless a written request for delayed occupancy is received by ABC WI by February 1, 2024, and ABC WI has granted its written approval. ABC WI reserves the right to reject future applications for exhibit booth space at future ABC WI trade shows in the event exhibitor does not staff its exhibit booth during all open show hours.

LIABILITY FOR DAMAGES OR LOSS OF PROPERTY: Exhibitor expressly represents and warrants that its exhibit and all materials used in the exhibit will comply with all fire and safety rules and regulations adopted by all applicable governmental agencies and the Glacier Canyon Lodge Conference Center. Exhibitor agrees to indemnify and hold harmless ABC WI and its employees and officers from and against any and all claims, causes of action, liabilities, damages, judgments, losses, costs, fees and expenses (including reasonable attorney's fees), arising out of or relating in any way to strict liability, intentional misconduct, or negligence by exhibitor, its employees, or guests, whether for property damage, personal injury or wrongful death. Exhibitor further agrees to indemnify and hold harmless ABC WI and its employees and officers from and against all claims, causes of action, liabilities, damages, judgments, losses, costs, fees, and expenses (including reasonable attorney's fees) arising out of or relating in any way to personal injury, property damage or wrongful death suffered or incurred by exhibitor, its employees, guests or property. Unless such injury, property damage or wrongful death suffered or incurred by exhibitor, guests or property is a result of strict liability, intentional misconduct, or negligence on the part of ABC, WI and/or its employees, officers or agents.

SECURITY: While ABC WI shall use reasonable efforts to have the exhibit hall secured during non-exhibit show hours, ABC WI does not guarantee or insure that the exhibit hall shall

be so secured and does not assume any responsibility for the safety of property left in the exhibit hall at any time. Exhibitors agree that they shall be solely responsible for valuables and other possessions left in their respective exhibit booths.

INSURING THE EXHIBITS: ABC WI will not provide insurance for exhibitor's exhibits or display materials. Exhibitors are encouraged to insure their exhibits, merchandise and display materials against theft, fire and other loss, at their own expense.

CANCELLING EXHIBIT: If for any cause beyond the control of ABC WI, such as, but not limited to, the destruction of exhibit facilities by an act of God, the public enemy, authority of law, fire or other force, ABC WI is unable to comply with terms of this Agreement and deliver the booth space assigned hereunder, this Agreement shall be considered terminated and any payments made hereunder by exhibitor shall be refunded to exhibitor, less expenses incurred by ABC WI to the date of termination allocatable to exhibitor, after proration thereof among all exhibitors.

INAPPROPRIATE BEHAVIOR: Exhibitors displaying poor judgement, harassment of other exhibitors or other public displays deemed inappropriate may be asked to leave. No refunds will be given if this happens.

MISCELLANEOUS: Exhibitor expressly agrees to be bound by all the terms, conditions and specifications herein listed and by all other rules and regulations established by ABC WI from time to time, and expressly agrees that this Agreement and such rules and regulations contains the entire agreement between the parties hereto and supersedes any prior agreements, written or oral between ABC WI and exhibitor. This Agreement shall be interpreted under the laws of the State of Wisconsin.