

# UGM Exhibition 2010 Quick Facts

## **Facility**

Observation Deck (Exhibit Hall)  
Voyager Hall, Epic, Verona, Wisconsin

## **Booth Specs**

Booth space is 10' x 10'.

Booths will be furnished with side and back draping, one 6-foot skirted table, 2 side chairs and 1 waste basket. Additional furniture or décor may be rented from Viper Tradeshows (see Viper Displays information).

### Provided:

20 amp, 120 volt electrical circuit.  
Wired internet access

### Exhibitor Responsibility:

Extension cord  
Ethernet cord

## **Exhibit Schedule**

Tuesday, September 21, 2010

**Setup** – 8:00 a.m. – 12:30 p.m.

- **All empty crates must be removed from show floor by Noon.**

**Exhibits Open** – 12:45 – 5 p.m.

Wednesday, September 22, 2010

**Exhibits Open** – 10 a.m. – 1:45 p.m. and 2:45 – 5:30 p.m.

**Teardown** – 6:00 – 9:00 p.m.

**Teardown Complete** – 9:00 p.m.

\*Because of show hour constraints, move in and move out are on overtime.

## **Shipping**

All materials must be shipped to Viper Tradeshows Advance Warehouse. Materials shipped directly to Epic will not be accepted. Outbound shipments must also be scheduled from Viper's warehouse. Viper's material handling pricing accommodates for this service.

## **Parking onsite/Unloading**

Parking will be available in the underground ramp. There will be no short term parking available for unloading. Please plan accordingly when deciding what you will carry with you the morning of setup.

## **Registration**

Exhibitor registration must be completed online through [ugm.epic.com](http://ugm.epic.com)

Registrations include access to exhibition area, meals, Monday's Taste of the Town Walking Dinner, Tuesday's General Session One: Strategic View, Wednesday's General Session Two: R&D Sneak Peek, education sessions (provided space is available after the session has begun), and Tuesday evening's dinner. (No access to focus groups, strategic design groups, advisory councils, forums, or discussion sessions).

**Please note that each attendee is required to sign the Individual Exhibitor Agreement prior to taking possession of booth space. Copies will be available at the Registration Desk onsite.**

## **Materials Pick Up:**

You will be able to pick up registration materials, including badges, in the Observation Deck on Tuesday, September 21<sup>st</sup> at 11:00 a.m. (or before if General Session One ends early).

## **Meals**

Please note that lunch shifts will be staggered throughout the week. You may want to stagger your staff to account for this and/or order a box lunch when registering your staff online.

## **Housing:**

Please use the Hotel Finder at [ugm.epic.com](http://ugm.epic.com).

**Recommended Dress:**

Many people wear business suits on the first day. After that, most dress more casually in slacks and sweaters. For Tuesday's dinner, many guests will dress in business casual while others may choose to get into the spirit of the event by "dressing up" as appropriate to the theme.

**Questions:**

For further information, contact Jenna Lawfer at (608) 271-9000 or [jlawfer@epic.com](mailto:jlawfer@epic.com).